



iMAGINE
UPSTATE
fueled by  scansource

2015 OVERVIEW
FESTIVAL & WEEK OF EVENTS
MARCH 28TH - APRIL 4TH 2015

THE FESTIVAL EXPERIENCE

MORE THAN **14,000** FESTIVAL ATTENDEES

HOSTED **61 ORGANIZATIONS** SHOWCASING INNOVATION, CREATIVITY & STEM:

- ⊗ 36 NON-PROFITS
- ⊗ 10 START-UP ORGANIZATIONS
- ⊗ 18 EDUCATIONAL INSTITUTIONS
- ⊗ 10 STUDENT ORGANIZATIONS
- ⊗ 8 UPSTATE INDUSTRY LEADERS

SHOWCASED ORGANIZATIONS FROM COUNTIES ACROSS THE UPSTATE:

- ⊗ ANDERSON
- ⊗ PICKENS
- ⊗ GREENVILLE
- ⊗ SPARTANBURG
- ⊗ OCONEE

MORE THAN **2,700** WEBSITE VISITORS
MORE THAN **7,300** TWEET IMPRESSIONS
MORE THAN **14,500** FACEBOOK IMPRESSIONS

*"My kids and I just spent most of the day enjoying the festival. We all had a **BLAST**, and I was **BLOWN AWAY** by what you accomplished. It's so hard to believe that the event we enjoyed today existed only as an idea a year ago." – Event Attendee*

A WEEK OF EXPERIENCES

MORE THAN **21,000** PROGRAM PARTICIPANTS

iMAGINE UPSTATE HELPED TO SUPPORT AND HOST **18 EVENTS** PROMOTING SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS. EVENTS INCLUDED:

- ⊗ MILLENNIUM DRIVE CAR SHOW & CRUISE
- ⊗ IMPACT LAUNCH COMPETITION
- ⊗ SCIENCE ON TAP
- ⊗ ENERGIZE YOUR MIND SERIES AT DUKE ENERGY'S WORLD OF ENERGY

MORE THAN **8,600** WEBSITE VISITORS
MORE THAN **29,000** TWEET IMPRESSIONS
MORE THAN **235,000** FACEBOOK IMPRESSIONS

*"One question – What's the date for **NEXT YEAR**? We're coming back – bigger and better!!!" – iU Partner*

VOLUNTEER SUPPORT

OVER 160 iMAGINE VOLUNTEERS FROM ORGANIZATIONS ACROSS SOUTH CAROLINA:

- ⊗ Greenville Tech Charter High School
- ⊗ Mauldin High School Key Club
- ⊗ Rotaract Greenville
- ⊗ Young Executives of the Commerce Club
- ⊗ Fisher Middle School
- ⊗ Bonds Career Center
- ⊗ Bell Street Middle School Science Olympiad Team in Clinton, SC

Nearly **50 STUDENT VOLUNTEERS!**



WEEK OF EVENTS

MARCH 26TH - APRIL 4TH 2015

8,640 WEBSITE VISITORS
2 MINUTES AVERAGE VISIT

11,775 WEBSITE SESSIONS

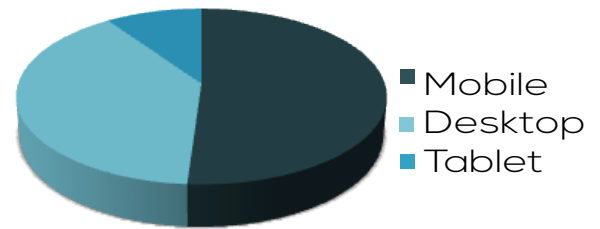
FESTIVAL DAY

APRIL 4TH 2015

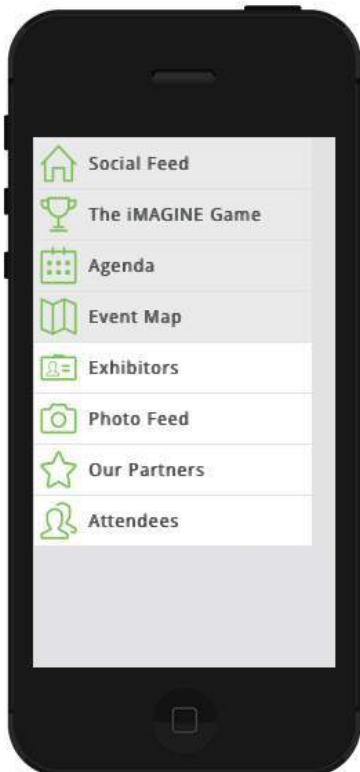
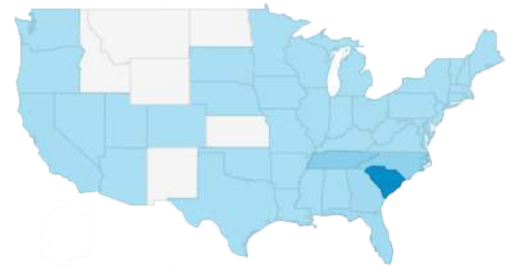
2,727 WEBSITE VISITORS
7,622 PAGE VIEWS

3,598 WEBSITE SESSIONS

TRAFFIC BY DEVICE



TRAFFIC BY STATE



iMAGINE APP & GAME

661 ACTIVE USERS
77,485 ACTIONS
152 SURVEY PARTICIPANTS

77,485 ACTIONS



Imagination Playground fun at The Children's Museum activity tent!



KLOUT SCORE





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SOCIAL MEDIA ANALYTICS

MARCH 26TH - APRIL 4TH 2015

twitter

1,003 FOLLOWERS
1.7K AVG DAILY IMPRESSIONS

WEEK OF EVENTS

MARCH 26TH - APRIL 4TH 2015

29.5K IMPRESSIONS

FESTIVAL DAY

MORE THAN **450** MENTIONS

530K POTENTIAL TWITTER REACH

Instagram



FACEBOOK

519 AVERAGE ORGANIC POST REACH
1,336 LIKES

AUDIENCE

67% FEMALE
32% MALE
AGES 25-45

ACROSS AMERICA

SOUTH CAROLINA
NYC ATLANTA
CHICAGO MIAMI
BOSTON SEATTLE
SAN FRAN denver
ASHEVILLE LA

REACH

MARCH 26TH - APRIL 4TH 2015

ORGANIC REACH

2,246 DAILY ORGANIC REACH
22,457 TOTAL ORGANIC REACH
76,436 ORGANIC IMPRESSIONS

TOTAL REACH

17,709 DAILY REACH
177,086 TOTAL REACH
237,148 TOTAL IMPRESSIONS



8,418 TOTAL POST IMPRESSION
351 AVG POST IMPRESSION
60 FOLLOWERS



iMAGINE 2015 FESTIVAL UPSTATE SURVEY RESULTS

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Festival Partner Survey Results

- 97% rated the Festival Good/Excellent Overall
- 97% Strongly Agree/Agree that iMAGINE Upstate met their organization's expectations!
- 98% rated the downtown Greenville venue as Good/Excellent
- 97% rated the event management as Good/Excellent
- 93% believe their brand was effectively represented during the festival
- 93% Strongly Agree/Agree that iMAGINE Upstate inspired students to pursue STEM-related careers
- 86% believed the festival showcased a diverse range of workforce opportunities
- 100% Strongly Agree/Agree that the iMAGINE Upstate staff provided adequate resources and information for their organization to effectively prepare prior to the festival
- 100% Very Likely/Somewhat Likely to participate in future festivals based upon their experience at iMAGINE Upstate

Festival Attendee Survey Results

- 95% rated the Festival Good/Excellent Overall
- 75% Strongly Agree/Agree that they became more aware of STEM in their daily lives
- 81% Strongly Agree/Agree that they became more aware of STEM-related careers
- 85% Strongly Agree/Agree that they had fun and felt inspired by STEM
- 88% Strongly Agree/Agree that they learned something new at the festival

Festival Attendee Demographic Insights

| | | | | |
|--------------|---------------------------|------------|-----------------------|---------|
| SEX: | 46% Male | 54% Female | | |
| AGE: | 31% 5-24 | 13% 25-34 | 37% 35-44 | 19% 45+ |
| RACE: | 81% White/Caucasian | | 7% Hispanic/Latino(a) | |
| | 5% Black/African American | | 6% Other | |