



**CHRIS EVERT**

*Pro-Celebrity Tennis Classic*

# **2017**

## **Media & Promotional Schedule**

**Media Value \$277,615.00**

**NOVEMBER 3 – 5, 2017**

**DELRAY BEACH TENNIS CENTER AND  
THE BOCA RATON RESORT & CLUB**

## Radio

Value: \$67,000.00



- 30 Prerecorded announcements to run a minimum of three weeks prior to the classic (October 15 – November 5)
- 15 Promo announcements
- 20 Live ticket give-aways (3:1 ratio)
- Web inclusion for six weeks
- Dr. Phil Taped interview on Mo & Sally Show



- 30 Prerecorded announcements to run a minimum of three weeks prior to the classic (October 15 – November 5)
- 15 Promo Announcements
- 20 Live ticket give-away mentions beginning one week prior to the classic
- Web inclusion for six weeks



- 30 Prerecorded announcements three weeks prior to the classic (October 15 – November 5)
- Web inclusion from September to the conclusion of the classic



- 30 Prerecorded announcements beginning three weeks prior to the classic (October 15 – November 5)
- 15 Promo announcements to run for one week prior to the classic (October 30 - November 5)
- 20 Live ticket give-away mentions beginning one week prior to the classic (October 30 – November 5)
- Web inclusion from September to conclusion of the Classic

## Television

Value: \$41,000.00



Provided air time for airing of the promo spot from September 1- November 5, 2017:  
WPTV- NBC Affiliate  
primary channel (\$5000.00)  
WPTV- secondary channel (\$15,000)  
Pre-recorded spots between September 1 – November 05, 2017 - \$15,000

Chris Evert taped Interview with sports reporter and live facebook session  
Channel 5 NBC Facebook Live interview with Dr. Phil



Pre-recorded spots between 9/24/2017 to 11/05/2017 on both WPBT and WXEL  
Minimum of (45) .15 and .30 second promotional spots (\$6000.00)

# Newspaper Advertising/ Coverage

Value: \$52,230.00

Publication	Ad Size	Run Date	Value
<b>Boca Raton Tribune</b>			
	½ page	08/31/2017	
	½ page	09/07/2017	
	½ page	09/14/2017	
	½ page	09/21/2017	
	½ page	09/28/2017	
	½ page	10/05/2017	\$6,780
	½ page	10/12/2017	
	½ page	10/19/2017	
	½ page	10/26/2017	
	½ page	11/02/2017	
<b>Sun-Sentinel</b>			
	¼ page B/W (local)	09/7/2017	\$15,450
	¼ page BW (local)	09/18/2017	
	¼ page BW (local)	09/21/2017	
	½ page color (Society)	09/28/2017	
	¼ page BW (local)	09/30/2017	
	¼ page BW (local)	10/03/2017	
	¼ page BW (local)	10/5/2017	
	¼ page BW (local)	10/09/2017	
	¼ page BW (local)	10/13/2017	
	¼ page BW (local)	10/18/2017	
	¼ page BW (local)	10/21/2017	
	½ page color (Society)	10/26/2017	
	¼ page BW (local)	10/27/2017	
	¼ page BW (local)	10/30/2017	
	¼ page BW (local)	11/01/2017	
<b>Society Scene</b>	Cover + 2 Page Story	10/19/2017	\$25,000
	Dr. Phil interview/article		N/A
	Rich Media Coverage-sliding billboard, peelback, customized floater, PB news channel	1 day per week between 10/4 and 11/4/17	\$5000
	50K in-cube videos PB news and golf channel over 30 days		
<b>Miscellaneous:</b>			
<b>Delray Beach Marketing Coop</b>	Full Page Press Release		N/A

# Magazine Advertising/ Coverage

Value: \$70,305.00

Publication	Ad Size	Run Date	Value
Atlantic Ave Magazine			
	Full page	September 2017	\$3,000
	Full page	October 2017	
Boca Life Magazine			
	Full page color	Summer Issue (July, Aug. Sept.)	\$9,800
	Full page color	October 2017	
Boca Raton Observer			
	Full page color	August	\$21,000
	Full page color	September	
	Full page color	October	
	Coverage of	event in all issues	
	Coverage of	event in society section early 2018	
Florida Tennis			
	Half page color	August/ Sept. 2017	\$1,000
	Half page color	October/ Nov. 2017 (mention on cover)	
	1 summary paragraph	in all 4 issues	
Health & Wellness Magazine			
	Full Page	October	\$4,340
	Full Page	November	
Natural Awakenings			
	Half Page	September	\$3,150
	Full Page	October	
	Full Page	November	
Simply The Best Mag			
	Full Page Color	July/August	\$3,015
	Full Page Color	Sept./October	
Travelhost			
Clubhouse Living	Full Color Page	July/ August/ Sept.	\$25,000
Travelhost	Full Color Page	Oct./ Nov./ Dec.	
Clubhouse Living	Full Color Page		
Travelhost	2- page Story	Oct./ Nov./ Dec	
Clubhouse Living	2- page Story	Oct./ Nov./ Dec	
Clubhouse Living	Front Cover	Oct./ Nov./ Dec	

# Online

Value: \$21,311.00

Company	Website	Date	Ads	Value
<b>Google Ad words</b>				\$10,000
<b>Boca Raton Tribune</b>	<a href="http://bocaratontribune.com">bocaratontribune.com</a> posting of event releases	August- November	Banner 468x60	\$500
<b>Boca Life Magazine</b>	Banner ad in digital newsletter	October	Banner	\$431
<b>Clear Channel Radio</b>	<a href="http://www.1055online.com">www.1055online.com</a> <a href="http://www.wild955.com">www.wild955.com</a>	October- November	Banner 300x300 670x340	\$1,000
<b>Miami Magazine</b> <i>(27K subscribers, 100K fans)</i>	E- Newsletter (banner) E-Newsletter (banner) Dedicated Email	October 12 October 19 October 9		\$1,250 \$1,250 \$2,500
<b>Boca Raton Magazine</b>	Banner in e-blast banner + Landing Page w/ event info	October/ November	Banner 550x59 520x720	\$1,000
<b>Delray Beach Tennis Center</b>	<a href="http://jcdsportsgroup.com/delray-beach-tennis">jcdsportsgroup.com/delray-beach-tennis</a>	August- November	Event Info	N/A
<b>City of Delray Beach</b>	<a href="http://mydelraybeach.com">mydelraybeach.com</a>	October- November	Event Info	N/A
<b>Living FLA</b>	<a href="http://livingfla.com">livingfla.com</a>  Best bets listing on weekly email  Best bets listing on livingFLA.com	August- November  Week of: 10/15/2017 10/22/2017 10/29/2017 11/05/2017 10/15/2017 10/22/2017 10/29/2017 11/05/2017	Banner 120x60	\$1,880
<b>Sun-Sentinel</b>	Sun-sentinel.com	October  October	Banner 970x300  In-cube video	\$500
<b>Travelhost</b>	<a href="http://Travelhost.com/palmbeach">Travelhost.com/palmbeach</a>		Banner	\$500
<b>USTA Florida</b>	Rotating Banner Ad on front page for one month			\$500

# Digital Media

Value: \$25,769.00

Company	eBlast	Facebook/ Twitter
<b>Chris Evert Charities</b> <i>In-house Database (email database 90,000)</i>	November	<i>ongoing</i>
<b>Boca Raton Tribune)</b>		\$800
<b>Boca Life (eblast) (168,100 monthly)</b>	October 2017	\$569
<b>Miami Magazine (27K subscribers, 100K fans,</b> <b>Social Media (Facebook)</b> <b>Social Media (Facebook)</b> <b>Social Media (Twitter)</b>	October 2017 October 2017 October 2017	\$1,500
<b>Living FLA Banner ad on weekly email</b>	8/13/2017 -11/05/2017	\$200
	8/13/2017 -11/05/2017	\$600
<b>Banner ad on LivingFLA.com</b>	8/13/2017 -11/05/2017	\$200
<b>Calendar Listing &amp; weekly email</b>	Week of: 10/15/2017 10/22/2017 10/29/2017 11/05/2017	\$1,400
<b>Stand alone email promo</b>		
<b>Festival Marketplace Pompano</b>	Provided email blasts; promoted classic on website; ticket giveaway contest	N/A
<b>Atlantic Ave Magazine (Facebook Posts)</b> <b>Delray Beach Chamber of Commerce-</b> <b>Boca Raton Chamber of Commerce</b>	Sept/Oct./Nov. November 2 x October	
<b>* The Buzz Agency</b>	promoted classic on Facebook, Twitter & Instagram accounts; developed and executed comprehensive social media buy to drive ticket sales; designed and coded email campaign for 2 ebasts (Sept. /Oct.) implemented tennis tickets giveaway contest	\$8,000
<b>Dunhill International</b> <b>(subscriber 208,000)</b>	4 separate email blasts to boost tennis ticket and gala sales targeting high income individuals and business execs	\$12,500
<b>USTA Florida</b>	Facebook Live interviews with Dr. Phil and Chrissie. Website postings of press releases; E- News Mentions; Promoted & ran social media Chris Evert classic ticket contest on Facebook/website	N/A

<b>Chris Evert/ Luke Jensen Photo Session Friday Night Cocktail Party</b>	Chris Evert/ Luke Jensen selfie booth photo session with guests posting photos and promoting event on own Facebook and Instagram pages	N/A
<b>Delray Beach Marketing Cooperative</b>	eblast to membership	N/A
<b>Dr. Phil Social Media Sites</b> <i>3.8 million followers –facebook</i> <i>1.45 million followers - twitter</i>	pre-event coverage posts on Facebook/Twitter	N/A
<b>Palm Beach County Sports Commission</b>	E-News pre-event coverage	N/A

## Brochure Distribution

Distribution Channel	Date	Quantity	Recipients
<b>Boca Raton Tribune</b>	October 12 & 26	40,000	<ul style="list-style-type: none"> <li>Newspaper Insertion</li> </ul>
<b>Chris Evert Charities (Direct Mail)</b>	October	39,000	<ul style="list-style-type: none"> <li>Database</li> </ul>
<b>City of Delray Beach</b>	October	4,000	<ul style="list-style-type: none"> <li>Restaurants</li> <li>City of Delray Employees</li> <li>Stores &amp; Retailers</li> </ul>
<b>In House Distribution</b>	October	22,000	<ul style="list-style-type: none"> <li>Sponsors</li> <li>Retailers</li> <li>Tennis clubs</li> <li>Hotels</li> <li>Delray &amp; Boca Raton Chamber of Commerce</li> </ul>
<b>Travelhost</b>	October	500	<ul style="list-style-type: none"> <li>Hotels</li> </ul>
<b>Festival Marketplace Pompano Beach</b>	October	1000	<ul style="list-style-type: none"> <li>Marketplace venue (posters and brochures)</li> </ul>

## Additional

	Description
<b>Groupon</b>	50% ticket discount offered on General Admission and Reserved Seats to Groupon Members in Broward and Palm Beach zones.
<b>Living Social</b>	50% ticket discount offered on General Admission and Reserved Seats to Living Social Living Members in Broward and Palm Beach zones.
<b>Travelzoo</b>	50% ticket discount offered on General Admission and Reserved Seats in Broward and Palm Beach zones.
<b>Lisa Franson PR</b>	Marketing and Public Relations comprehensive services to promote the Chris Evert Pro-Celebrity Tennis Classic

\* See attached social media analytics/ report








# Facebook Pages for **Chris Evert Charities**

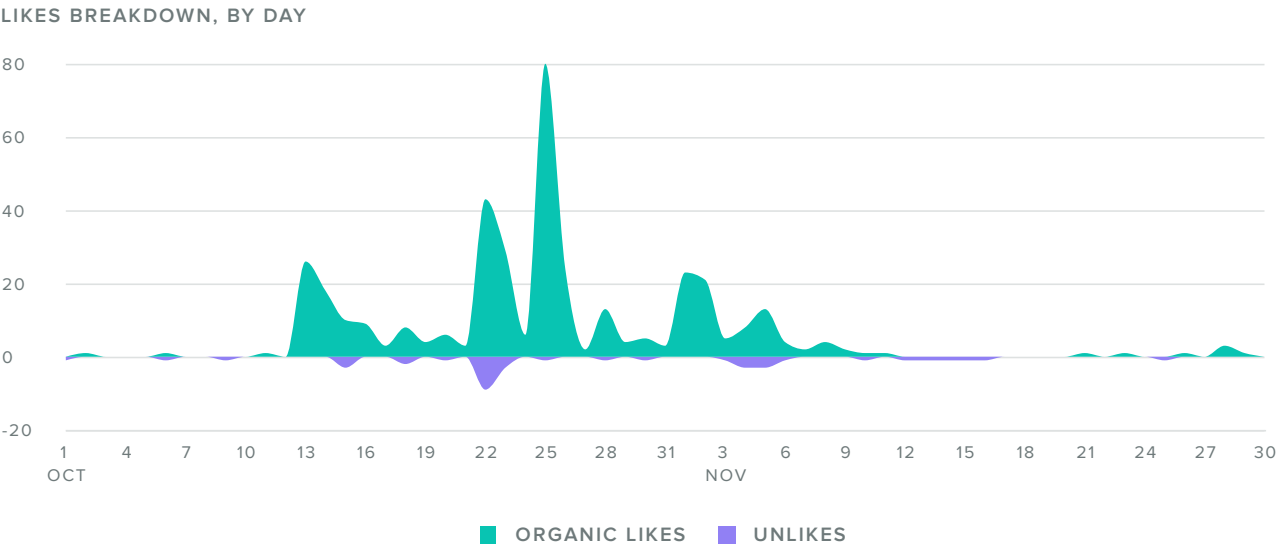
Oct 01, 2017 - Nov 30, 2017

Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview

 <b>226,606</b> Impressions	 <b>4,469</b> Engagements	 <b>722</b> Clicks
---	---	--

Facebook Audience Growth



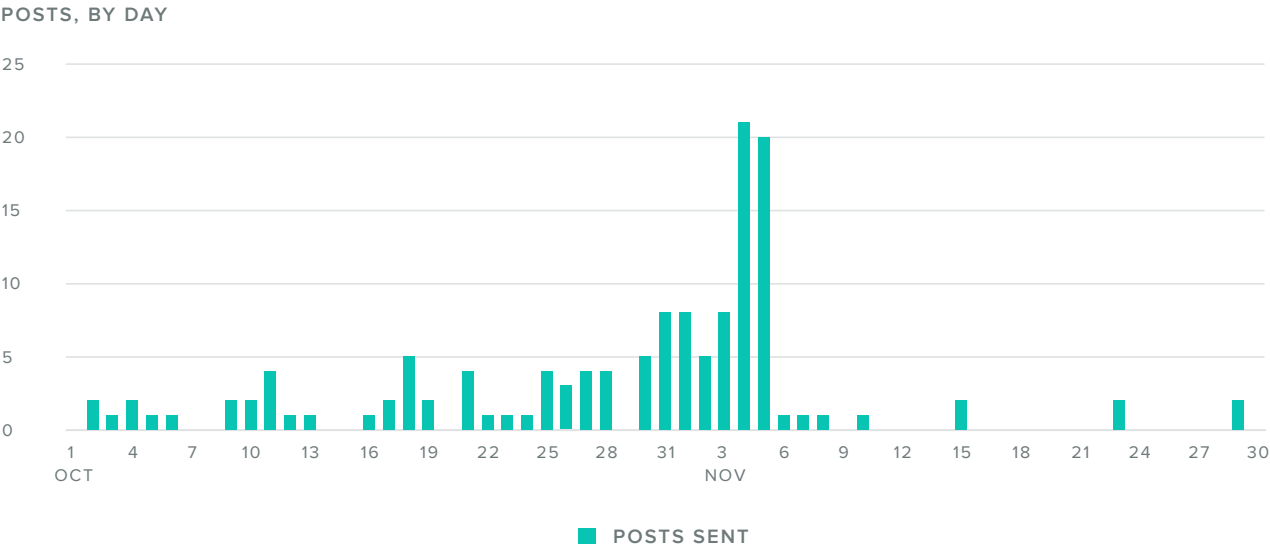
Audience Growth Metrics	Totals
Total Fans	3,428
Organic Likes	390
Unlikes	39
Net Likes	351

Total fans increased by

**11.4%**

since previous date range

Facebook Publishing Behavior









Publishing Metrics	Totals
Photos	88
Videos	8
Posts	34
Notes	4
Total Posts	134

The number of posts you sent increased by





▲ **185.1%**

since previous date range

## Facebook Top Posts, by Reactions

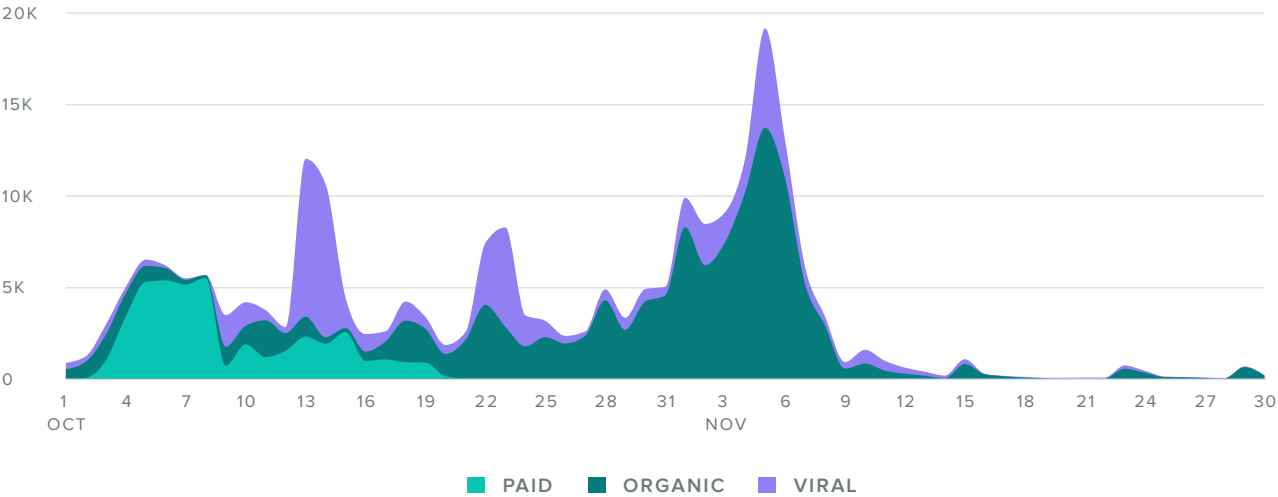
Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Chris Evert Charities</b></p> <p>Who wants to be a <b>Chris Evert</b> Charities VIP? All you have to do is click the link to enter to win our VIP prize pack! Good Luck ♣ Enter to be a VIP here → <a href="http://woobox.com/kkpuar">http://woobox.com/kkpuar</a></p>   <p>(Post) October 13, 2017 2:18 pm</p>	504	87	8.4%	15,577
<p><b>Chris Evert Charities</b></p> <p>Are you a Champion ? The ball is in your court to win an amazing experience!! Follow the directions for the chance to be one of our VIP's for the Chris Evert/Raymond James Pro Celebrity Tennis Classic weekend, November 3-5. Enjoy a fun filled evening at the the Boca Resort and Club for the Friday night, Celebrity Cocktail Party. The following day, the fun continues as you will be sitting courtside in a Platinum Box for four (4) people and enjoying some delicious food in the VIP Ruth Chris Steakhouse Hospitality Suite. This prize package is valued at \$1000.00 We will also have twenty (20) second place winners that will get a pair of tickets to be sitting in reserved seats watching the Celebrities and Pros having a great time out on the courts for the weekend. Second place winners tickets are valued at \$160.00. All you have to do is: 1. In the comments section, write <b>#thanksChrissie</b> be sure to "like" us too!! That's it!!! for your chance to win!!!</p>  <p><a href="https://www.facebook.com/chrisevertcharities/">https://www.facebook.com/chrisevertcharities/</a> Drawing will be held Thursday, November 2nd at 12pm. Check back after 12pm and see if you are our winner!!! Good Luck and see you at the matches !</p>  <p>(Post) October 22, 2017 7:41 pm</p>	315	209	4.9%	9,419
<p><b>Chris Evert Charities</b></p> <p>And that's a wrap! Thank you to everyone who came out and supported the 2017 <b>Chris Evert</b>   <b>Raymond James</b> Pro-Celebrity Tennis Classic. We raised \$800,000 this year and we couldn't have done it without you!</p>   <p>(Post) November 05, 2017 3:17 pm</p>	151	21	15.4%	1,925

## Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<div><div></div><div><div><b>Chris Evert Charities</b></div><div>Where are all the David Cook fans?! 🎤😊</div><div></div><div>(Post) November 05, 2017 11:34 am</div></div></div> <td>150</td> <td>21</td> <td>14.2%</td> <td>2,267</td>	150	21	14.2%	2,267
<div><div></div><div><div><b>Chris Evert Charities</b></div><div>Get your dancing shoes ready because the <b>The Pointer Sisters - Official</b> will be performing at this year's Pro-Celebrity Gala! Join us at the 28th Annual Pro-Celebrity Gala, Saturday, November 4th at the <b>Boca Raton Resort</b>. Get your tickets today before they sell out ➔ <a href="http://bit.ly/2fYS6Jb">http://bit.ly/2fYS6Jb</a></div><div></div><div>(Post) by <a href="#">Lauren H.</a> October 09, 2017 12:00 pm</div></div></div> <td>98</td> <td>7</td> <td>1.9%</td> <td>9,089</td>	98	7	1.9%	9,089

# Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	122,274
Viral Impressions	62,796
Paid Impressions	41,536
Total Impressions	226,606
Average Daily Users Reached	1,689

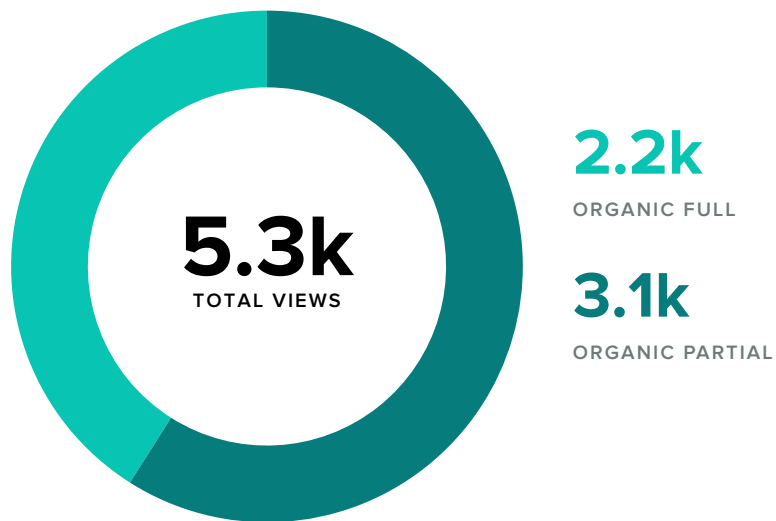
Total Impressions increased by

▲ **383.0%**

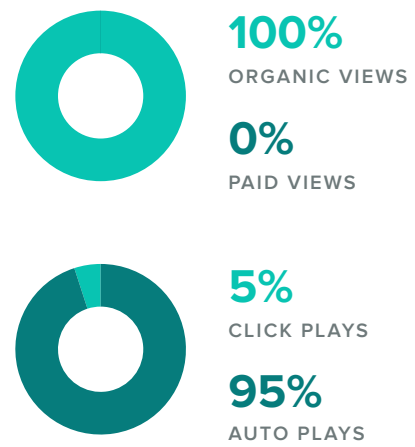
since previous date range

## Facebook Video Performance

### VIEW METRICS

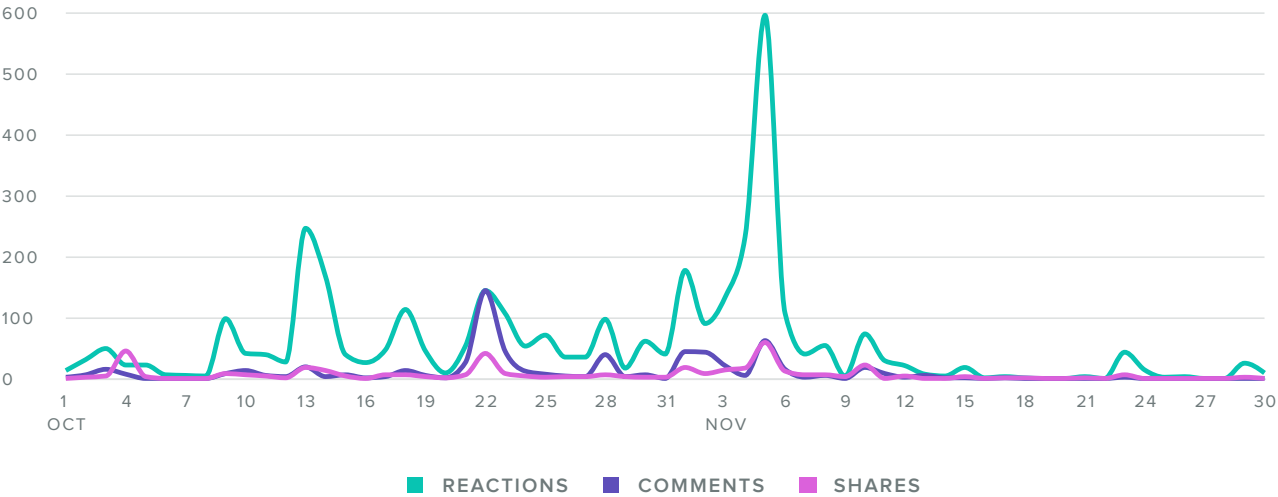


### VIEWING BREAKDOWN



# Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY

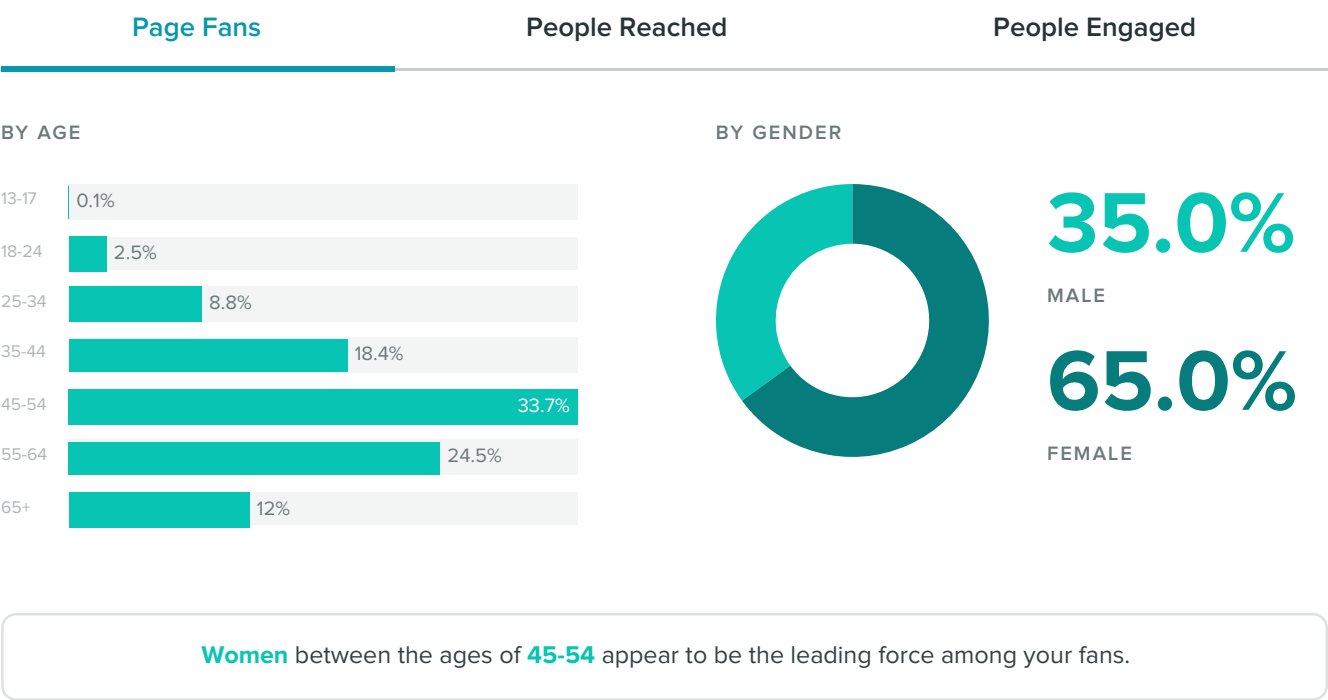












Action Metrics	Totals
Reactions	3,449
Comments	633
Shares	387
Total Engagements	4,469

Total Engagements increased by **338.6%** since previous date range




Facebook Audience Demographics



Top Countries			Top Cities		
	United States	2,919		Boca Raton, FL	365
	United Kingdom	61		Delray Beach, FL	228
	Canada	40		Fort Lauderdale, FL	140
	India	37		Boynton Beach, FL	123
	Italy	36		West Palm Beach, FL	82

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Chris Evert Charities	3,428	11.37%	134	226,606	1,691	4,469	33.4	722




# Instagram Profiles for **Chris Evert Charities**

Oct 01, 2017 - Nov 30, 2017


Determine the impact of Instagram content by analyzing your activity

**buzz**AGENCY


Instagram Activity Overview



**334**  
Total Followers

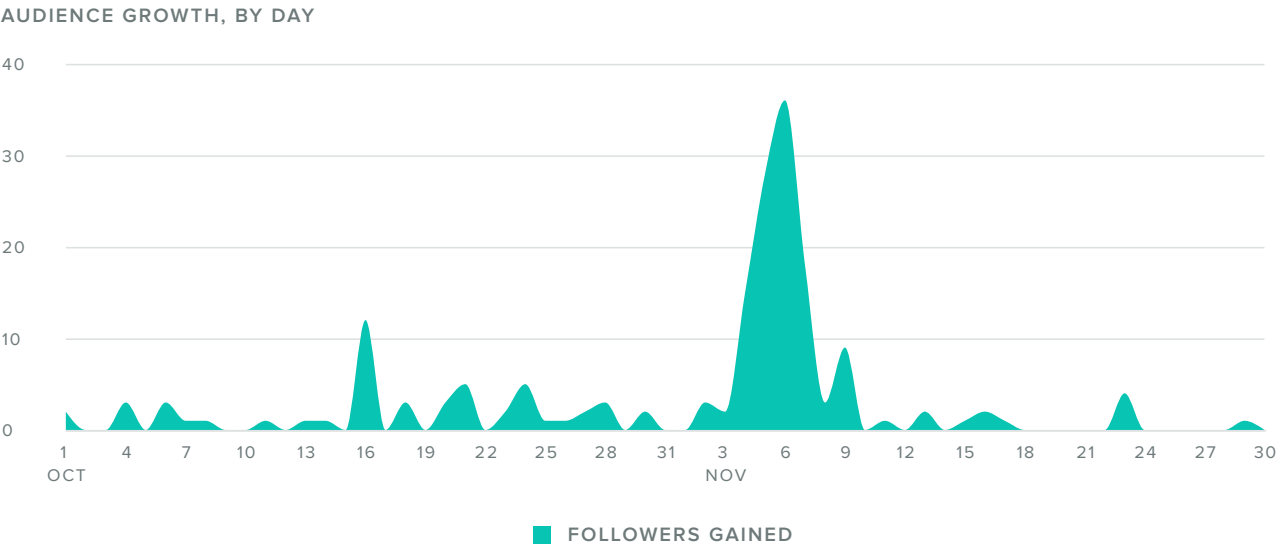


**1,836**  
Likes Received



**60**  
Comments Received

Instagram Audience Growth



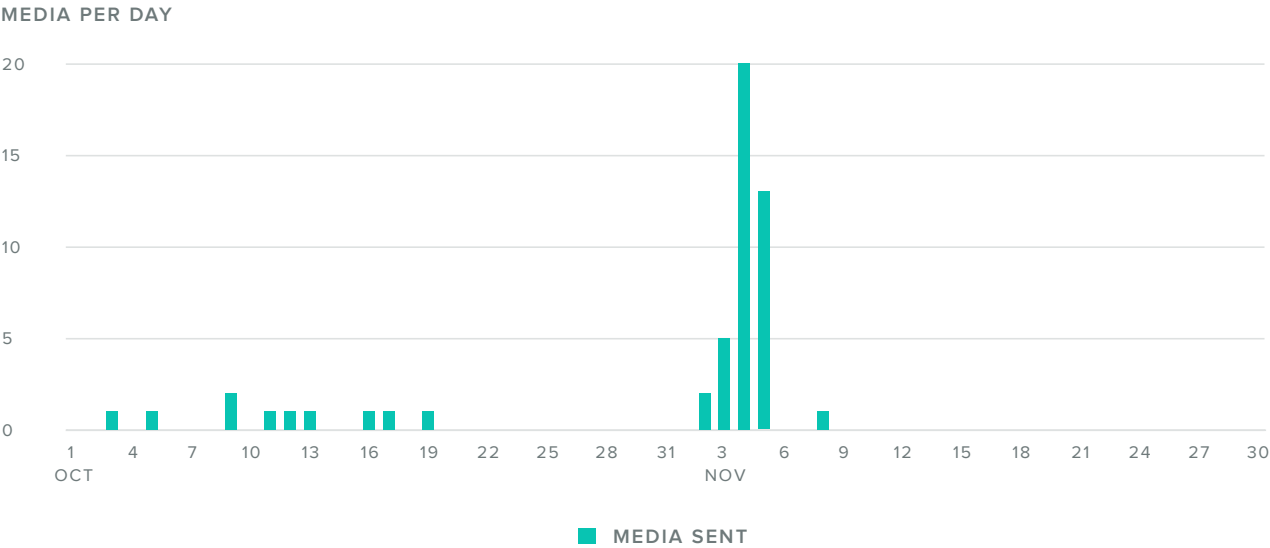
Follower Metrics	Totals
Total Followers	334
Followers Gained	153
People that you Followed	25

Total followers increased by

**84.5%**

since previous date range

Instagram Publishing Behavior



Publishing Metrics	Totals
Photos	27
Videos	6
Other	18
Total Media	51

The number of media you sent increased by

**96.2%**

since previous date range

Instagram Top Posts



@cecharities  
119 Engagements



@cecharities  
53 Engagements



@cecharities  
70 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

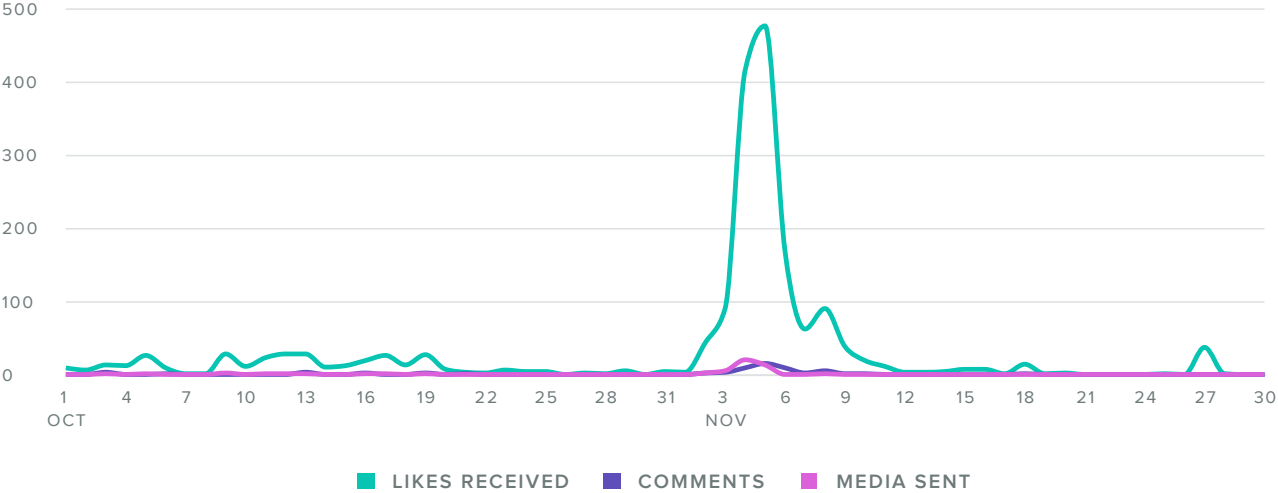
#chrisevertcharities	46
#chrisevert	40
#cecharities	38
#tennis	38
#delraytenniscenter	36
#tennismatch	36
#charity	36
#tenniscourt	36
#raymondjames	27
#charityevent	26

MOST ENGAGED HASHTAGS

#chrisevertcharities	1,487
#chrisevert	1,483
#tennis	1,402
#cecharities	1,281
#charity	895
#delraytenniscenter	882
#charityevent	541
#tennismatch	536
#tenniscourt	489
#raymondjames	378

# Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	1,836
Comments Received	60
Total Engagements	1,896

The number of engagements increased by

▲ 135.5%

since previous date range

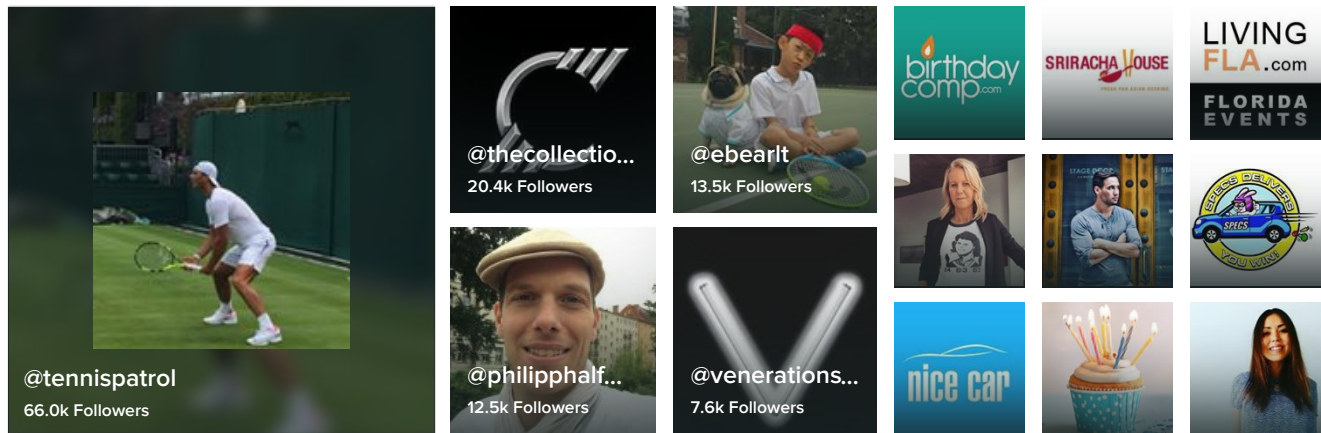
Engagements per Follower	5.68
Engagements per Media	37.18

The number of engagements per media increased by


▲ 20.1%

since previous date range

Instagram Top Influencers Engaged



Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 Chris Evert Charities	334	84.5%	153	51	1	1,896	37.2	5.68




# Twitter Profiles for **ChrisEvertCharities**

Oct 01, 2017 - Nov 30, 2017


Track profile performance to determine the impact of Twitter content




Twitter Activity Overview



**57,920**  
Organic Impressions

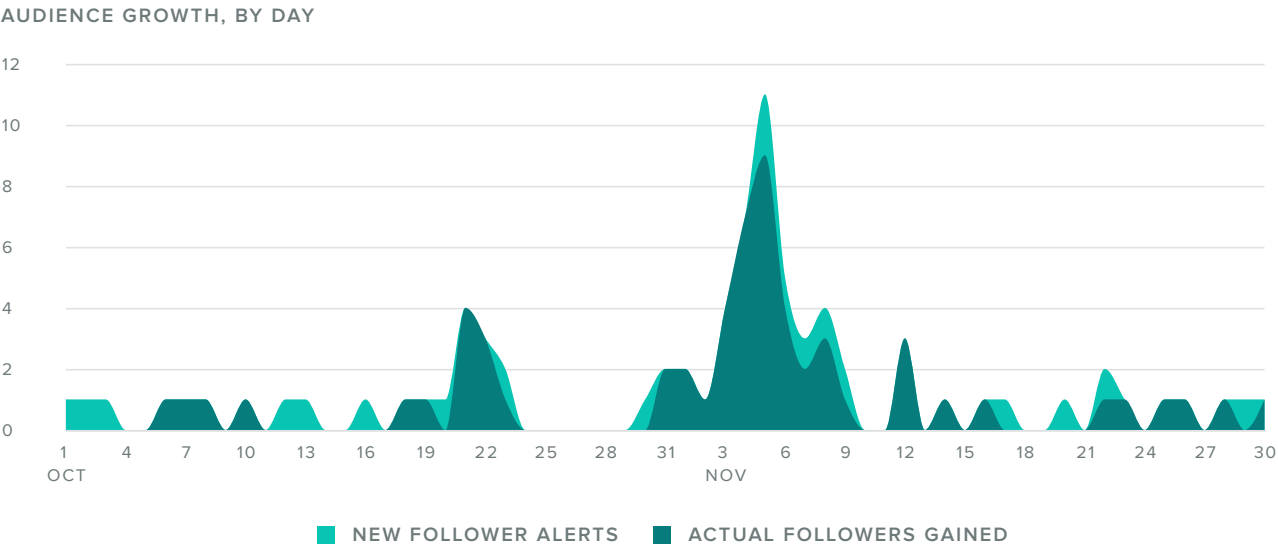


**3,669**  
Total Engagements



**115**  
Link Clicks

Twitter Audience Growth



Follower Metrics	Totals
Total Followers	1,301
New Follower alerts	73
Actual Followers gained	41
People that you followed	1

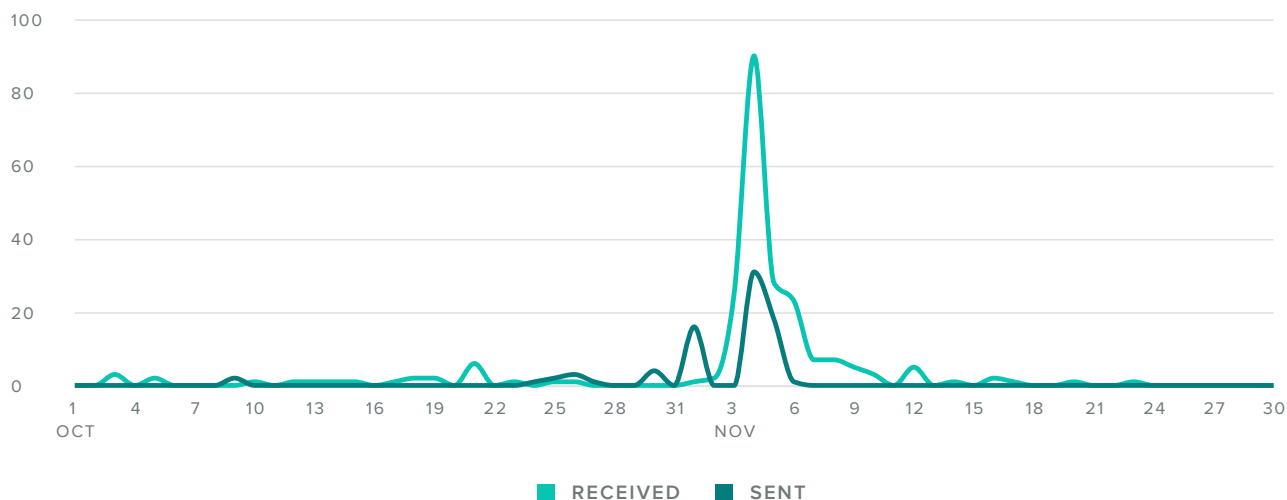
Total followers increased by

**▲ 3.3%**

since previous date range

## Twitter Posts & Conversations

### MESSAGES PER DAY



### Sent/Received Metrics

	Totals
Tweets sent	79
Direct Messages sent	–
Total Sent	79

The number of messages you sent increased by

▲ **146.9%**

since previous date range


Mentions received	226
Direct Messages received	–
Total Received	226

The number of messages you received increased by





▲ **465.0%**

since previous date range

## Twitter Top Posts, by Responses

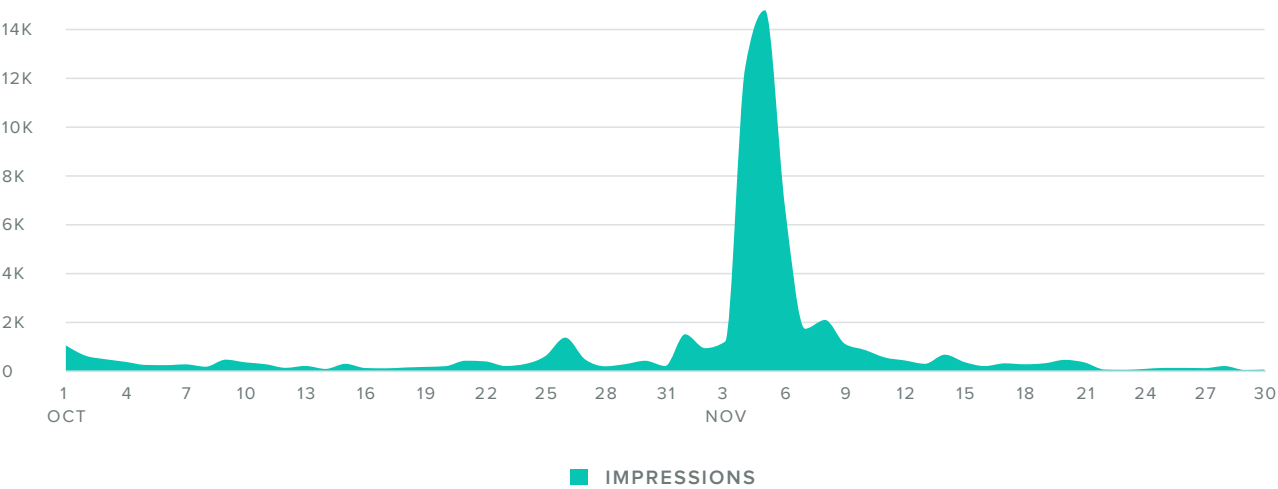
Tweet	Reach	Responses ▼	Clicks	Retweets
 <b>cecharities</b> Girl power! @rennaestubbs & @LisaLeslie won the final match against @thedavidcook & @PatrickMcEnroe! 🎾 <a href="https://t.co/kst3TCV8vN">https://t.co/kst3TCV8vN</a> (Tweet) November 04, 2017 2:51 pm	16,151	25	–	21

## Twitter Top Posts, by Responses

Tweet		Reach	Responses ▼	Clicks	Retweets
	<b>cecharities</b> More highlights from @rennaestubbs & @LisaLeslie vs. @thedavidcook & @PatrickMcEnroe! 🎾 #Serve! #ChrisEvertCharities <a href="https://t.co/q140c4zPpv">https://t.co/q140c4zPpv</a> (Tweet) November 04, 2017 3:02 pm	8,383	18	—	16
	<b>cecharities</b> .@scottkfoley has the moves and height! #ChrisEvertCharities <a href="https://t.co/rJk1BGfZtl">https://t.co/rJk1BGfZtl</a> (Tweet) November 04, 2017 1:21 pm	4,312	5	—	5
	<b>cecharities</b> A special thank you to one of our awesome platinum sponsors @BocaResort for all their support! <a href="https://t.co/Yt7seTV4wM">https://t.co/Yt7seTV4wM</a> (Tweet) by Lauren H. November 05, 2017 6:59 am	6,001	4	—	3
	<b>cecharities</b> And the winner is... @ChrissieEvert and @scottkfoley! That was a fun match between #TimothyOlyphant and @Martina. 🎾 <a href="https://t.co/W4U6wQJRDA">https://t.co/W4U6wQJRDA</a> (Tweet) November 04, 2017 1:52 pm	1,771	4	—	2

Twitter Impressions

IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Average Impressions per Day	950
Organic Impressions	57,920

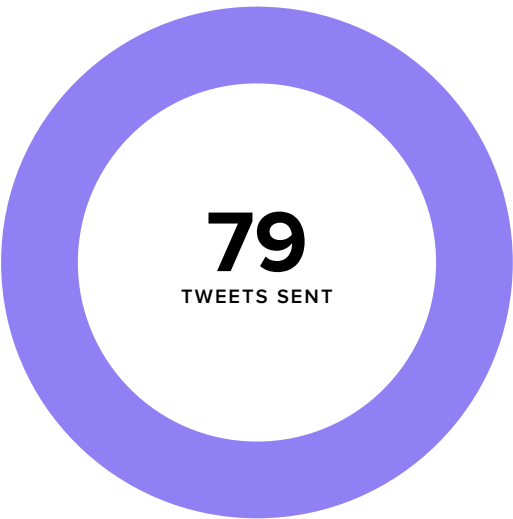
Total Impressions increased by

▲ **34.0%**

since previous date range

Twitter Publishing Behavior

SENT MESSAGE CONTENT

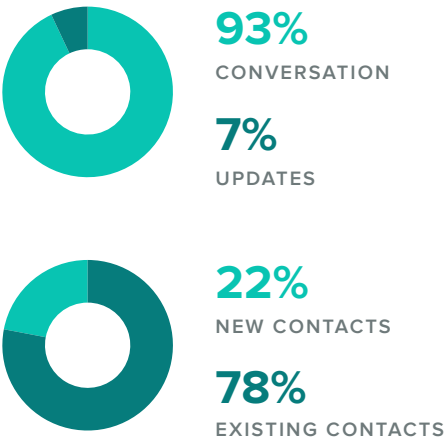


0  
PLAIN TEXT

0  
PAGE LINKS

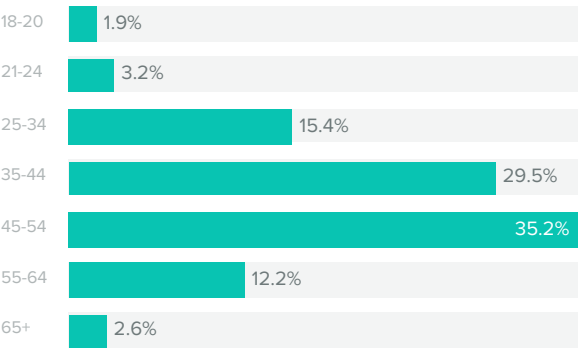
79  
PHOTO LINKS

YOUR TWEETING BEHAVIOR

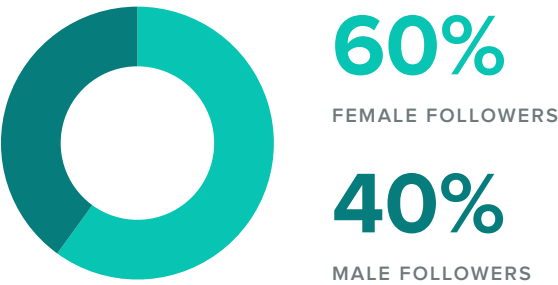


Twitter Audience Demographics

FOLLOWERS BY AGE




FOLLOWERS BY GENDER



Women and people between the ages of 45-54 appear to be the leading force among your recent followers.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets
 ChrisEvertCharities	1,301	3.3%	79	57,920	44.52	3,669	2.82	74