



Tulipfestival.ca Website Users: 221,079

Gender:

- Female - 58.84%
- Male - 41.16%

Age Breakdown:

- 18-24 - 15.17%
- 24-34 - 27.07%
- 35-44 - 24.84%
- 45-54 - 16.21%
- 55-64 - 9.96%
- 65+ - 6.74%

Top Countries:

- Canada - 94.61%
- United States - 2.73%
- United Kingdom - 0.44%
- Netherlands, Germany, France, South Korea, India, Mexico

Language Breakdown:

- English - 84.39%
- French - 10.46%
- Other - 5.15%



Bell Media Sponsorship Worth \$150,000

Television Support:

- Interview opportunity on CTV Morning Live & CTV News at Noon

Radio Support:

- Pre-recorded radio sponsorship promos (:30 seconds) to raise awareness of Canadian Tulip Festival activations & events: 4x/daily on Pure Country 94, TSN 1200, MOVE 100, News Talk 580 CFRA (combined total: **384 sponsorship promos**)
- 2 Interview opportunities on News Talk 580 CFRA
- MOVE City Spotlight video segment with Katherine Dines

Social Media Support:

- CTV Morning Live: 5 posts weekly on Twitter, 1 post weekly on Instagram, 2 posts weekly on Facebook
- MOVE 100 & News Talk 580 CFRA: 10 posts weekly on Twitter, 1 post weekly on Instagram, 2 posts weekly on Facebook



Organic Facebook

- Page Reach: **389,508**
- Post Reach: **84,200**
- Post Engagement: **21,800**
- Video Views: **30,841**
- Page Visits: **25,444**

Facebook and Instagram Ads

- Reach: **1,796,085**
- Impressions: **7,073,847**
- Link Clicks: **35,936**



Organic Instagram

- Followers: **9,218**
- Reach: **20,643**
- Post Likes & Comments: **6,300**

Email Marketing



- Total Database: **30,206**
- Total Emails Sent: **236,744**
- Total Emails Opened: **113,732**
- Open Rate: **48%**
- Click Rate: **7%**

Public Relations & Newswires



- Potential Reach: **108,000,000**
- News Outlets PickUp: **96**
- Views & Hits: **4,604**
- Multimedia: **30,773**