



SDCA Free Youth Community Carnival
07/24/21, 12PM-5PM

CASE STUDY

[ISM SDCA Carnival Video](#)

SDCA Free Youth Community Carnival Agenda Case Study

- Agenda Items:
 - Day of Event Recap
 - Sponsorships Sold and Dollars Raised
 - Advertising/Social Media Analysis
 - Facebook
 - Google/Youtube
 - Eventbrite
 - Website traffic
 - Paid Social Ads
 - Event Summary

Day of Event Recap

SDCA Free Youth Community Carnival

July 24, 2021

- Guest Activities:

- Music & Dancing with Oscar's Sound Truck & Stage
- 5 Carnival Rides, 1 Dunk Tank and 20 Carnival Games
- Talent Show at the Amphitheater
- Food Trucks
- The Low Riders
- Beer Garden

- Special Appearances by:

- The Honorable Todd Rex Gloria, Mayor of San Diego
- Chief David Nisleit, San Diego Police Chief
- Representative from Dr. Akilah Weber's office, California's 79th Assembly District
- Pastor Glen McKinney
- Lorraine Hutchinson, San Diego Deputy Fire Chief

SDCA Free Youth Community Carnival July 24, 2021

- **10 Metallic Sponsors:**

Artsy Cart – Gold

SKG – Gold & Silver

IBEW Local 569 – Gold (2)

Chree Owens – Silver

Guru Mile - Silver

John Beaver – Silver

Nothin’ But Tags - Bronze

Simply Travel - Bronze

Devine Destini – Bronze

American Dental Association – Bronze

- **Over 18 Exhibitors:**

Color By Celtic Kitten

Whimpy Wild Originals

H&R Block

KIPP Adelante

Kuhi Kuhi Shaved Ice

Artsy Cart

Mary Kay

District 11 ADA

Health & Human Services

Neighborhood House Association

Union of Pan Asian Communities

Devine Destini

San Diego Show

Southern Caregiver Resource Center

Southwestern College

Treobytes

KC Snow Cones

Vegan Chef – Guest of Ms. Harmon

- **4 Food Trucks:**

The Rush Coffee

Kona Ice Little SD

Old School Shave Ice

Michael’s Catering

SDCA Free Youth Community Carnival Press Page

- KUSI Channel 51: [Link to KUSI Interview with Xavier and Dana](#)
- San Diego Voice & Viewpoint: [Voice & Viewpoint Around Town Website Mention](#)
- KPBS Channel 15: [KPBS Website Mention](#)
- San Diego Reader: [Newspaper Website Mention](#)
- San Diego Union Tribune: [Newspaper Interview with Dana](#)
- GoHam Radio: [30 Sec Radio Spot](#)
- LoJolla Mom Blog: [Mom Blog Site Mention](#)
- San Diego Artist 619 (Facebook): [Desiree Posting on Artist 619 Website](#)
- San Diego Family: [San Diego Family Event Page Mention](#)

SDCA Free Youth Community Carnival Twitter Mentions

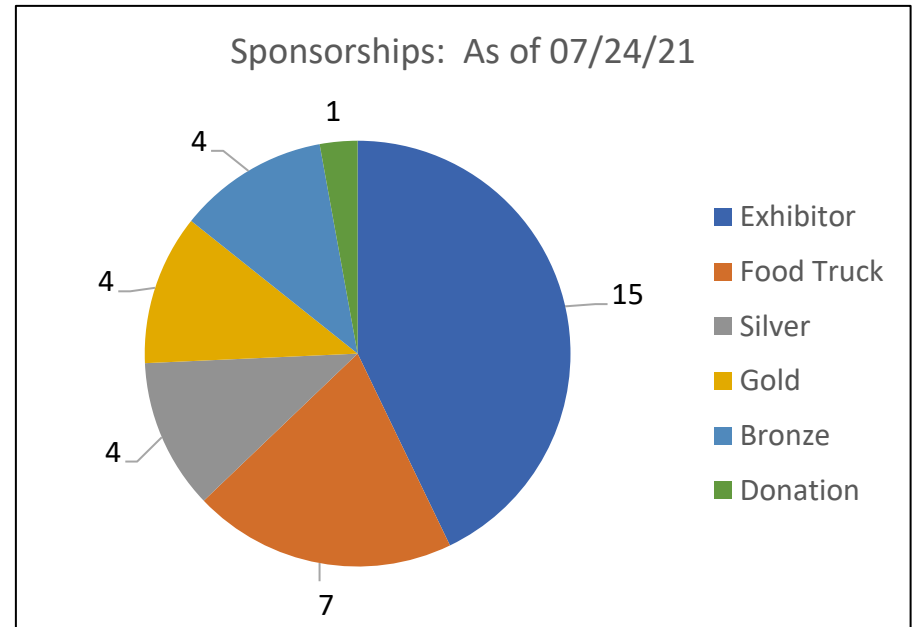
- #SanDiegoPD (@San Diego Police Department) Tweeted: Everyone suddenly becomes the most accurate pitcher(including @ChiefNisleit) when Captain Del Toro gets in the dunk tank. And we aren't upset over that. We're at the free youth carnival by the @Jacobscenter until 5pm today. [Dunked by the Police Chief](#)
- #MayorToddGloria (@San Diego Mayor Todd Gloria) Tweeted: So great to take part in the San Diego Youth Carnival in #Southeast! It's exactly the type of family fun and entertainment needed during this time. Thank you to San Diego Community Assist and their community partners for hosting this phenomenal event in District 4. #ForAllofUs [Pictures of the Mayor at the Carnival](#)

Sponsorships

SDCA Free Youth Community Carnival Sponsorships Sold

Total of 36 packages have been sold:

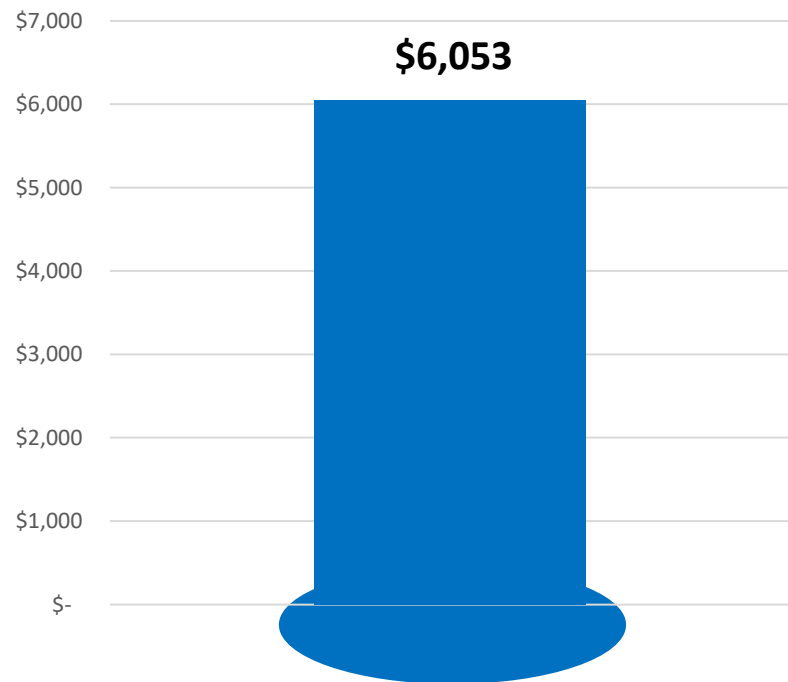
- 15 Exhibitors*
- 7 Food Trucks**
- 4 Gold*
- 4 Silver
- 4 Bronze
- 1 Donation



- *Gold Sponsor Artsy Cart will receive a exhibitor booth with Gold package. IBEW purchased two Gold packages.
- **Lia Lumpia has pulled out of the event – no refund was issued.

SDCA Free Youth Community Carnival Sponsorship Dollars Raised

- \$6,053 sponsorship dollars have been raised
 - \$2,894.29 directly to SDCA
- Raffle tickets sales = \$398
- Bar sales = \$278



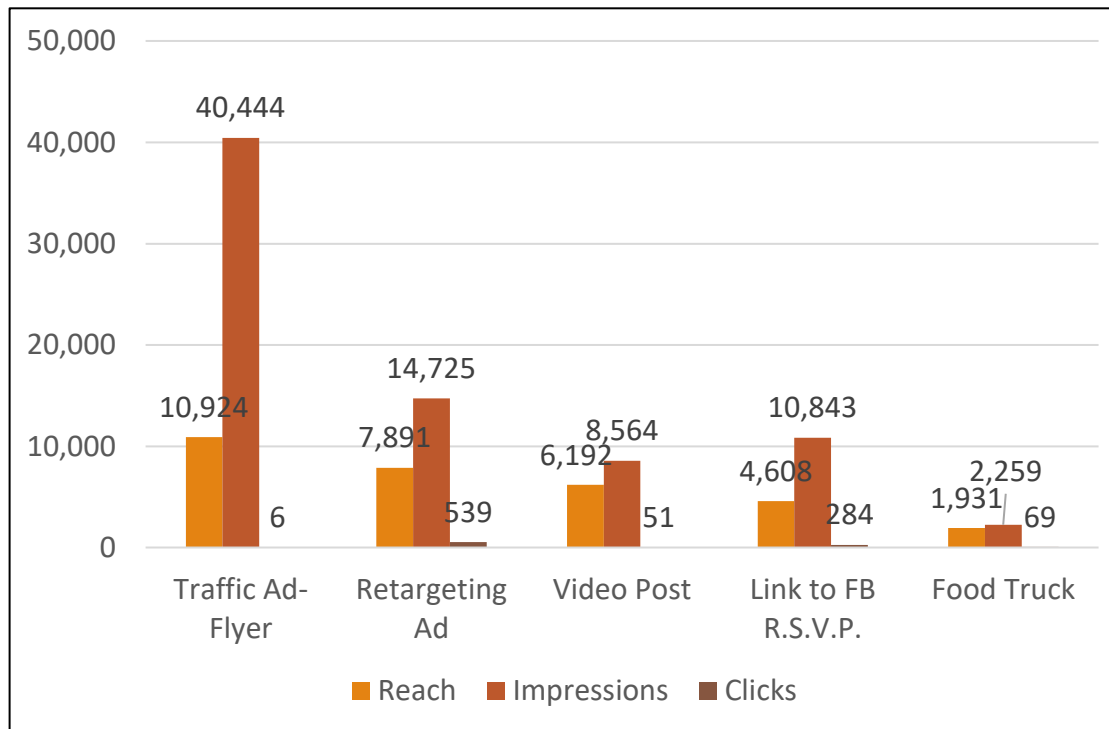
Advertising/Social Media Analysis

SDCA Free Youth Community Carnival Advertising & Web Traffic Analysis

- Overview of ad spend by campaign:
 - Facebook
 - Google/Youtube
 - Eventbrite
 - MYSDCA Website
 - Ice Storm Marketing Website
 - Paid Social Media Content

SDCA Free Youth Community Carnival Facebook Advertising

- Traffic Ad – Carnival flyer optimized for reach and impressions
- Retargeting Ad – Retargeted 25% of the video viewers
- Link to Facebook – Link to R.S.V.P. to the event



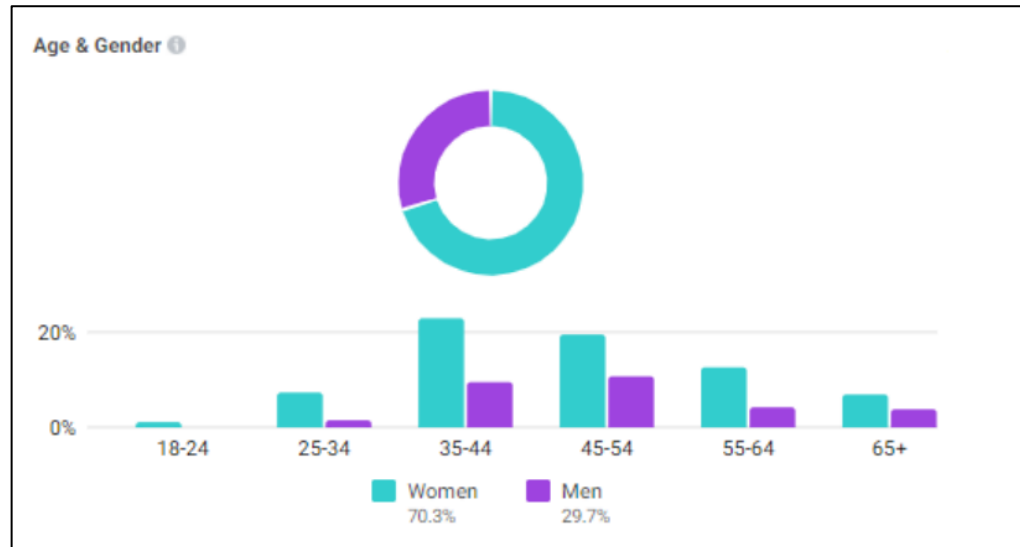
	CPC	CPM
Traffic Ad-Flyer	\$10.38	\$1.54
Retargeting Ad	\$0.15	\$5.42
Video Post	\$1.76	\$10.52
Link to FB-R.S.V.P.	\$0.39	\$10.19
Food Truck	\$0.49	\$15.06

- CPC = Cost per click
- CPM = Cost per impression

SDCA Free Youth Community Carnival Facebook Advertising

Age & Gender Demographics

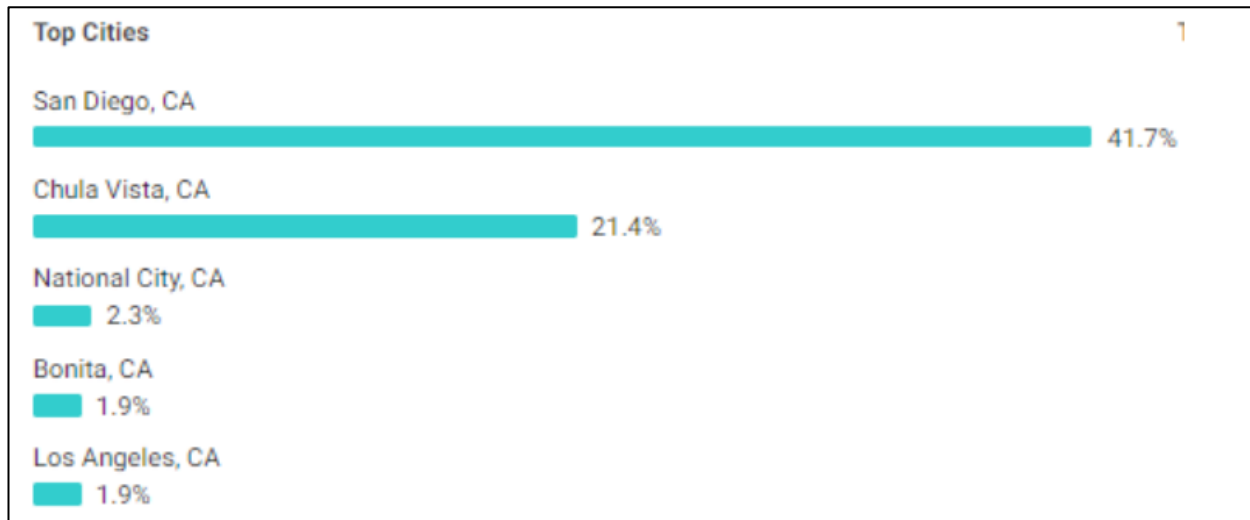
- 70% Women
- 30% Men
- We did not optimize for age or gender as an overall strategy



SDCA Free Youth Community Carnival Facebook Advertising

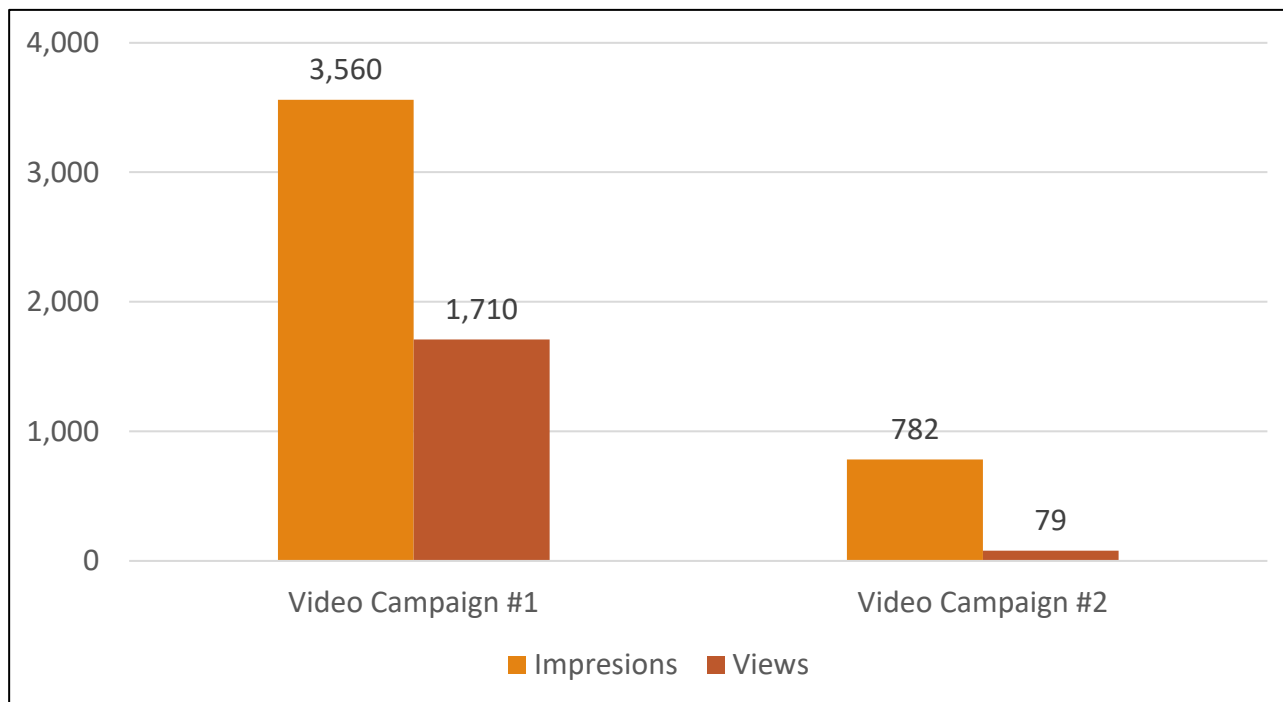
Top Cities:

- San Diego was the top city with 42% of the ads
- Ads included other nearby cities:
 - This is due to Facebook optimization options
 - For future optimization, send ads only to local residents



SDCA Free Youth Community Carnival Google/Youtube Advertising

- Two ads running alongside the Facebook campaigns
- Goal to reach a younger demographic
- First campaign, \$.02 CPV; Second campaign \$4.17 CPM
- Second campaign did not perform as well as first, likely due to changes in optimization



- CPC = Cost per click
- CPM = Cost per impression

SDCA Free Youth Community Carnival Google/Youtube Screenshots

The screenshot shows a Google search interface. The search bar contains the text "san diego youth carnival". Below the search bar, there are navigation tabs for "All", "News", "Shopping", "Images", "Videos", and "More". The search results are displayed below the tabs, showing "About 11,700,000 results (0.68 seconds)". The first result is from KPBS, titled "Southeast San Diego Youth Carnival - July 24, 2021 | KPBS". The second result is from Facebook, titled "San Diego Youth Carnival - Facebook". The third result is from Eventbrite, titled "San Diego Youth Carnival Tickets, Sat, Jul 24, 2021 at 12:00 ...".

Google

san diego youth carnival

All News Shopping Images Videos More Tools

About 11,700,000 results (0.68 seconds)

<https://www.kpbs.org> > events > jul > southeast-san-die...
Southeast San Diego Youth Carnival - July 24, 2021 | KPBS
Southeast **San Diego Youth Carnival**. THIS EVENT IS IN THE PAST! · WHEN Saturday, July 24, 2021 at noon · WHERE Jacobs Center for Neighborhood Innovation, 404 ...

<https://www.facebook.com> > events > san-diego-youth-...
San Diego Youth Carnival - Facebook
To honor the Southeast San Diego Community, San Diego Community Assist (SDCA) is pleased to present the Southeast **San Diego Youth Carnival**. With rides,...

<https://www.eventbrite.com> > ... > #ferris_wheel
San Diego Youth Carnival Tickets, Sat, Jul 24, 2021 at 12:00 ...
Jul 24, 2021 — Eventbrite - San Diego Community Assist presents **San Diego Youth Carnival** - Saturday, July 24, 2021 at Jacobs Center For Neighborhood ...

SDCA Free Youth Community Carnival Google/Youtube Screenshots

<https://www.youtube.com> > watch

San Diego Free Youth Community Carnival - YouTube



This year, we plan to welcome thousands of people to make the trip to Encanto, **San Diego**, to eat fried foods ...
Jun 29, 2021 · Uploaded by Ice Storm

<https://fox5sandiego.com> > community-calendar > show

Community Calendar | FOX 5 San Diego

Jul 24, 2021 — San Diego Humane Society's 29th Annual Photo Fundraiser. 12:00 am. Virtual ...
San Diego Youth Carnival. Saturday, July 24, 2021.

San Diego Youth Carnival

Event

Let the kids have fun! San Diego Community Assist (SDCA) is organizing the Southeast San Diego Youth Carnival. The carnival will be held on **July 24, 2021** at the Jacobs Center for Neighborhood Innovation.
3 days ago

<https://www.kpbs.org> > events > jul > southeast-san-southeast San Diego Youth Carnival - July 24, 2021 | KPBS

Date: Sat, Jul 24 • 12:00 PM PDT [Source](#)

Location: Jacobs Center For Neighborhood Innovation, San Diego, CA [Source](#)

Location: Jacobs Center For Neighborhood Innovation [Source](#)

People also search for



Escapade
San Diego

Teddy Ball
2021

SDCA Free Youth Community Carnival Google/Youtube Screenshots

san diego youth carnival



<https://parkbench.com> › event › southeast-san-diego-yo...

Southeast San Diego Youth Carnival - Parkbench

Southeast **San Diego Youth Carnival**. Date: Jul 24, 2021 12:00 pm to Jul 24, 2021 5:00 pm.

Location: Jacobs Center for Neighborhood Innovation, 404 Euclid Ave ...

Images for san diego youth carnival



jacobs center

neighborhood innovation



ferris wheel



events



Feedback

SDCA Free Youth Community Carnival Google/Youtube Screenshots

san diego youth carnival

<https://mysdca.org/carnival>

San Diego Free Youth Community Carnival

San Diego Community Assist (SDCA) is pleased to present the **San Diego Free Youth Carnival**. With rides, games, food, and other attractions, ...

<https://www.sandiegouniontribune.com/things-to-do>

San Diego Youth Carnival San Diego Union Tribune Events

San Diego Youth Carnival San Diego Union Tribune Events. ... Thanks for visiting the San Diego Union-Tribune's online event calendar.

<https://www.sandiegouniontribune.com/story/free-fa...>

Free family carnival is coming to southeastern San Diego ...

Jul 12, 2021 — ... ride a Ferris wheel and enjoy musical performances from local artists at the first free **San Diego Youth Carnival** later this month.

You've visited this page 5 times. Last visit: 7/19/21

<https://fox5sandiego.com/community-calendar>

Community Calendar | FOX 5 San Diego

San Diego Humane Society's 29th Annual Photo Fundraiser. 12:00 am. Virtual. 12:00 am | Virtual San ... **San Diego Youth Carnival**. Saturday, July 24, 2021.

<https://www.eventbrite.co/ca--san-diego/carnival>

Eventos de Carnival en San Diego, Estados Unidos | Eventbrite

San Diego Youth Carnival. sáb., jul. 24, 12:00. Jacobs Center For Neighborhood Innovation • San Diego, CA.

Jul 18 - Oct 4 [Sip & Swim 2021](#)

Jul 28 - Aug 1 [Tiki Oasis 2021](#)

Sat, Jul 31 [VFW John R Simpson Post ...](#)

SDCA Free Youth Community Carnival Google/Youtube Advertising

- Summary:
 - Between Ice Storm Marketing and MYSDCA websites, local blogs, new articles and event companies, the event filled up the first page of Google with news of the event
 - All articles continue to bring traffic to the MYSDCA website
 - Ice Storm Marketing and SDCA have shared posts to the blog and will assist with bringing more traffic to the website
 - Total expected traffic from Google is estimated at 2,000 (half of current ISM traffic)

SDCA Free Youth Community Carnival Paid Social Media Content

- Paid Reach: 29,024
- Facebook Page Reach: 32,924 (3,900 organic reach)
- Instagram Reach: 537
- Each post was boosted with paid advertising
- Similar types of content with using primarily the flyer and video to promote the event

SDCA Free Youth Community Carnival Paid Social Media Content

- Traffic Ad: 10.9K Views



San Diego Community Assist
Sponsored · 🌐

Save the date!! Saturday July 24th! Grab tix before they are gone by clicking the link! 🎟️

For more info visit <https://mysdca.org/carnival>

FREE YOUTH COMMUNITY CARNIVAL
SAT. JULY 24TH
JACOBS CENTER

EVENTBRITE.COM
Get Free Tickets - San Diego Youth Carnival

SIGN UP

Like Comment Share

- Retarget: 7.9K Views



San Diego Community Assist
Sponsored · 🌐

Get tickets to this event while you still can! Saturday July 24th, don't miss out on free rides, games, and family fun!

FREE YOUTH COMMUNITY CARNIVAL
SAN DIEGO COMMUNITY ASSIST CHARITY PRESENTS
COORDINATED BY KATHLEEN HARMO
SAT. JULY 24TH

EVENTBRITE.COM
San Diego Youth Carnival
We are family!! To honor the San Di...

BOOK NOW

Like Comment Share

- Video: 6.2K Views



San Diego Community Assist
Sponsored · 🌐

Come one, come all to the San Diego Youth Carnival! Free prizes, rides, and performances await you on Saturday, July 24th.

Get tickets free while they still last so you can enjoy this very special community event. <https://mysdca.org/carnival/>

We're looking forward to reuniting friends and family, and celebrating summer for the first time in over a year! Can't wait to see you there. 🌞🎉

#sandiegoevents #sandiegocalifornia #jacobscenter #sdcaouthcarnival #sandiegocommunityassist #whattodoinсандiego #summer2021 #LiveMusicsBack #prizes

FOOD TRUCKS

WWW.EVENTBRITE.COM
San Diego Youth Carnival

SIGN UP

👤 Dana Belle and Cathrine Msoto 2 Shares

Like Comment Share

SDCA Free Youth Community Carnival Paid Social Media Content

- Event R.S.V.P: 4.6K Views

San Diego Community Assist Sponsored · 🌐

San Diego Community Members, please join us for a free carnival event with rides, games, prizes, and more! Special guests, celebrities, and elected officials will be part of the fun as well!

Just RSVP for free tickets, visit our event page and share with anyone who loves Carnivals! Check out the link for more info... <https://mysdca.org/carnival/>

We look forward to seeing you on July 24, for an afternoon of fun and community at the Jacobs Center.

FREE YOUTH COMMUNITY CARNIVAL
SAT. JULY 24TH
JACOBS CENTER

ICESTORMMARKETING.COM
Food Trucks Needed For San Diego Youth Carnival [LEARN MORE](#)

SAT, JUL 24
San Diego Youth Carnival
Jul 24 12 PM PDT · Jacobs Center...

Elle Castillo and 52 others · 10 Comments

Like Comment Share

- Food Truck: 1.9K Views

San Diego Community Assist Sponsored · 🌐

Do you have a food truck? We have thousands of expected event goers and are looking for more food trucks!!! We can only ...See More

FREE YOUTH COMMUNITY CARNIVAL
SAT. JULY 24TH
JACOBS CENTER

ICESTORMMARKETING.COM
Food Trucks Needed For San Diego Youth Carnival [LEARN MORE](#)

Like Comment Share

- Raffle: <1K Views

San Diego Community Assist Sponsored · 🌐

Enter our raffle to win a 42 inch Fire TV and MORE at <https://www.eventbrite.com/e/san-diego-youth-carnival-tickets-159718090107>

Free Youth Carnival RAFFLE UPDATE

EVENTBRITE.COM
Raffle Announcements for SDCA Free Youth Carnival [LEARN MORE](#)

Athena Hernandez and 8 others · 3 Shares

Like Comment Share

SDCA Free Youth Community Carnival Overview of Ad Spend

- Total Ad Spend: \$459.25
 - Google/Youtube: \$45.17
 - Campaigns average CPV \$0.02 – same as Facebook
 - Helpful in reaching a different demographic
 - Not as big of a factor as the Facebook ads
 - Facebook: \$414.08
 - Performed better than Google/Youtube
 - Integrated with Eventbrite
 - Conversions and analytics
 - More money was spent on Facebook
- Overall Great Success With Low Ad Budget

SDCA Free Youth Community Carnival Eventbrite Results

- Online net sales (before fees): \$247.10
 - Raffle tickets: 57; \$52.10
 - Tickets sold online were not as profitable due to Eventbrite fees
 - Donations: 7; \$195.00
 - Donations given online were not as beneficial due to Eventbrite fee
- 81% conversion rate from page views to tickets sold:
 - Page Views: 2,268
 - Tickets sold: 1,841
- Eventbrite helped send traffic to the event page, however Facebook, Google and our website sent 3x's more traffic.

SDCA Free Youth Community Carnival Website Traffic

- SDCA

- Total page views about 4,400
 - SDCA websites: 3,281
 - Eventbrite: 1,678
 - Actual totals are likely higher and may have been up to 6,000 + total new visitors for the SDCA

- Ice Storm Marketing

- Total page views about 999
 - ISM had less visitors since the traffic was specific to purchasers and not a general audience

SDCA Free Youth Community Carnival Advertising & Web Traffic Analysis

- Overall Summary:
 - Total amount spent: \$459
 - Advertising & Web Traffic strategy delivered a profit that exceeded our amount spent and was a good investment for the event
 - 66% of ads were ran in a testing phase due to being new to Facebook and we had not utilized the ad space area previously
 - Received average ad costs
 - Moving forward, we can expect lower than average ad costs with continued optimization and investments
- Facebook and Google/Youtube performance played a significant role in sales, traffic and overall success
 - Achieved 1,841 ticket sales
 - 268% increase over our initial goal of 500

Summary Of Results

SDCA Free Youth Community Carnival Event Summary

- Summary:
 - Success of sales were likely due to the event being free
 - Raffle tickets and donations increased our average order value (AOV) and recommend utilizing in the future
 - Day of the event 500-700 people were checked in with nearly 1/3 who had not purchased tickets
- Conclusion of total day of event guests is that a lot of people didn't show up:
 - Speculation is people didn't show up because they didn't have to pay for the event and the current stage of the COVID-19 pandemic
- How to optimize attendance:
 - Multiple tiers of ticket pricing
 - Increase in raffles
 - Activities that require people to show up
 - Sell tickets to entertainment or drink tickets prior to the event
 - Additional marketing tactics

SDCA Free Youth Community Carnival



Thank you for selecting Ice Storm Marketing to coordinate your event!

We look forward to working with you again in the near future!

