



PRESENTED BY



2019

STCLAIRRIVERFEST.COM

MUSIC



PRESENTED BY  McLaren
PORT HURON



Coors
LIGHT®

NATIONAL STAGE





This year was the 25th anniversary of the St. Clair River Classic, presented by the St. Clair Inn. Two sanctioning bodies came together in 2019; we had the biggest, fastest, and loudest boats to date. There were over 65 boats over the weekend.



BOAT RACES



PRESENTED BY

THE

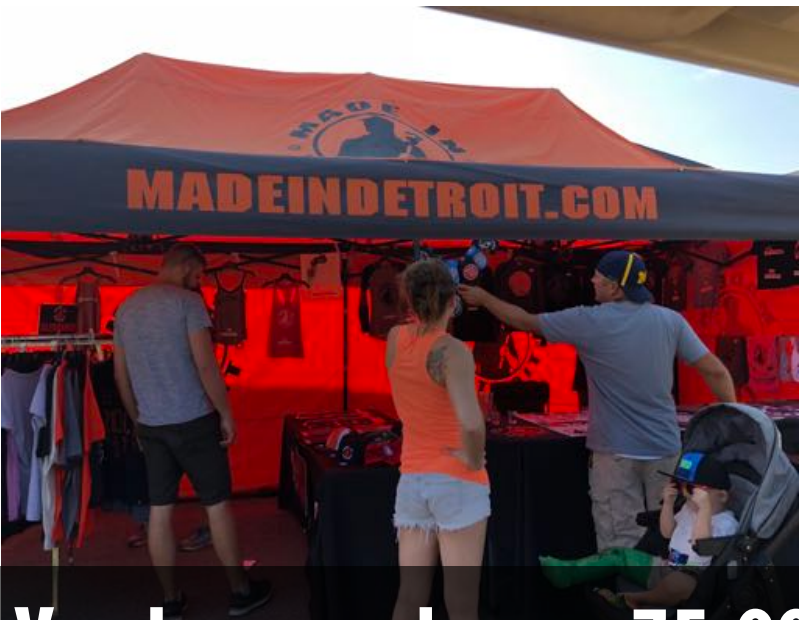
ST. CLAIR

INN



INFLATABLE ZONE





Vendors reach over 75,000 potential customers throughout the weekend event



SOCIAL MEDIA



14,835



3,306



888



338

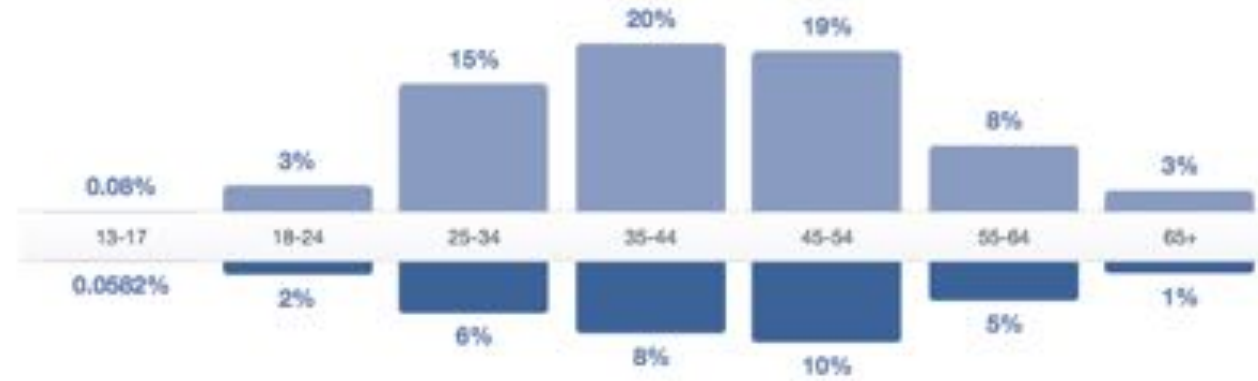
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.

Women

68%
Your Fans

Men

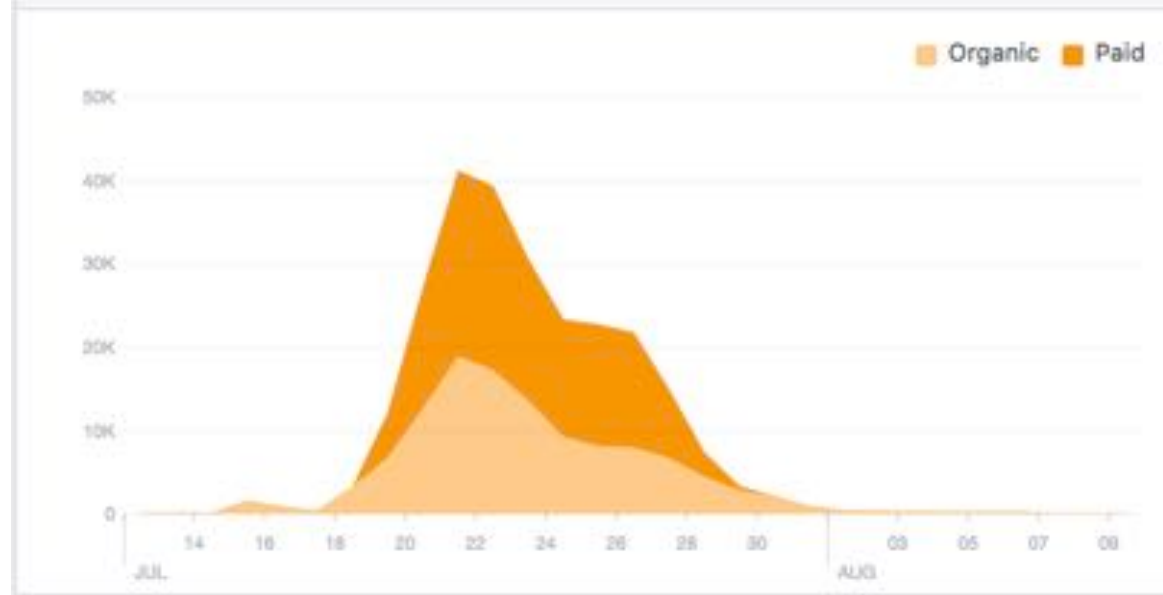
32%
Your Fans



Over 40,000 people have seen at least 1 post from St. Clair Riverfest on their Facebook news feed

Post Reach

The number of people who had any posts from your Page enter their screen.



SOCIAL MEDIA



St. Clair Riverfest

Published by Stefanie Sarti [?] · July 17 at 1:44 PM · 🌐

It's back and better than ever, the St Clair River Classic presented by the St. Clair Inn returns July 26-28 for its 25th anniversary! For more information visit: OPARacing.org



59,175

People Reached

2,844

Engagements

Boost Again



PRESENTED BY



St. Clair Riverfest

Published by Stefanie Sarti [?] · July 18 at 11:00 AM · 🌐

Boat Race Schedule!

This is the tentative schedule for the official 25th Annual St. Clair River Classic presented by the St. Clair Inn, on Sunday, July 28.

****Times are subject to change**** for a full schedule please visit:
<http://www.oparacing.org/sc.html>

**ST. CLAIR RIVER CLASSIC
OFFSHORE BOAT RACE SCHEDULE
SUNDAY, JULY 28**

11:15 AM (tentative)	National Anthems in Park; Flag Float Down
12:00PM-9:00PM	Hospitality & Beer Tent Open
12:00 NOON	FIRST RACE (subject to adjustments)
	SECOND RACE (subject to adjustments)
	THIRD RACE (subject to adjustments)
	FOURTH RACE (subject to adjustments)
	FIFTH RACE (subject to adjustments)
7:30 PM	Awards Ceremony- TBD

PRESENTED BY
THE
ST. CLAIR
INN

5,385

People Reached

383

Engagements

Boost Post



St. Clair Riverfest

Published by Stefanie Sarti [?] · July 19 at 11:00 AM · 🌐

St. Clair Riverfest, presented by McLaren Port Huron, is quickly approaching! Come check out our talented local bands who are supporting The Spin Doctors on Friday, July 26 and Blue Oyster Cult on Saturday, July 27! VIP tickets are still available in advance at STCLAIRRIVERFEST.COM!

**ST. CLAIR RIVER CLASSIC
PRESENTED BY McLaren
PORT HURON
JULY 26-28**

 FRIDAY JULY 26 BROKEN INDECISION BRENT MIREAU BAND THE GOBIES	 BLUE OYSTER CULT SATURDAY JULY 27 CASTING SHADOWZ 86 NOODLES LOS GRINGOS EZRA
--	---

WWW.STCLAIRRIVERFEST.COM

19,007

People Reached

1,919

Engagements

Boost Again

SOCIAL MEDIA REVIEWS



Pamela Bigger recommends St. Clair Riverfest.

July 11 · 🌐



They have some big bands and locals bands and it's all free ...they perform on a barge ...pretty freaking sweet #spin #doctors #blue #oyster #cult



Brian Monahan recommends St. Clair Riverfest.

July 24 at 9:52 PM · 🌐



Great location right on St. Clair river. 60 + boats racing this year. Great Lakes freighters, great music, food and other vendors. Bring the family.



Bob Ankrapp recommends St. Clair Riverfest.

July 28 at 8:24 PM · 🌐



GREAT time! Couldn't stick around for the music this year, but heard it was really good. Highlight for me is the boat racing - watching the "cream of the crop" come to town to compete.

HATS OFF to all who contributed toward making this event such a success from start to finish - already looking forward to next year!

1 Comment



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SOCIAL MEDIA



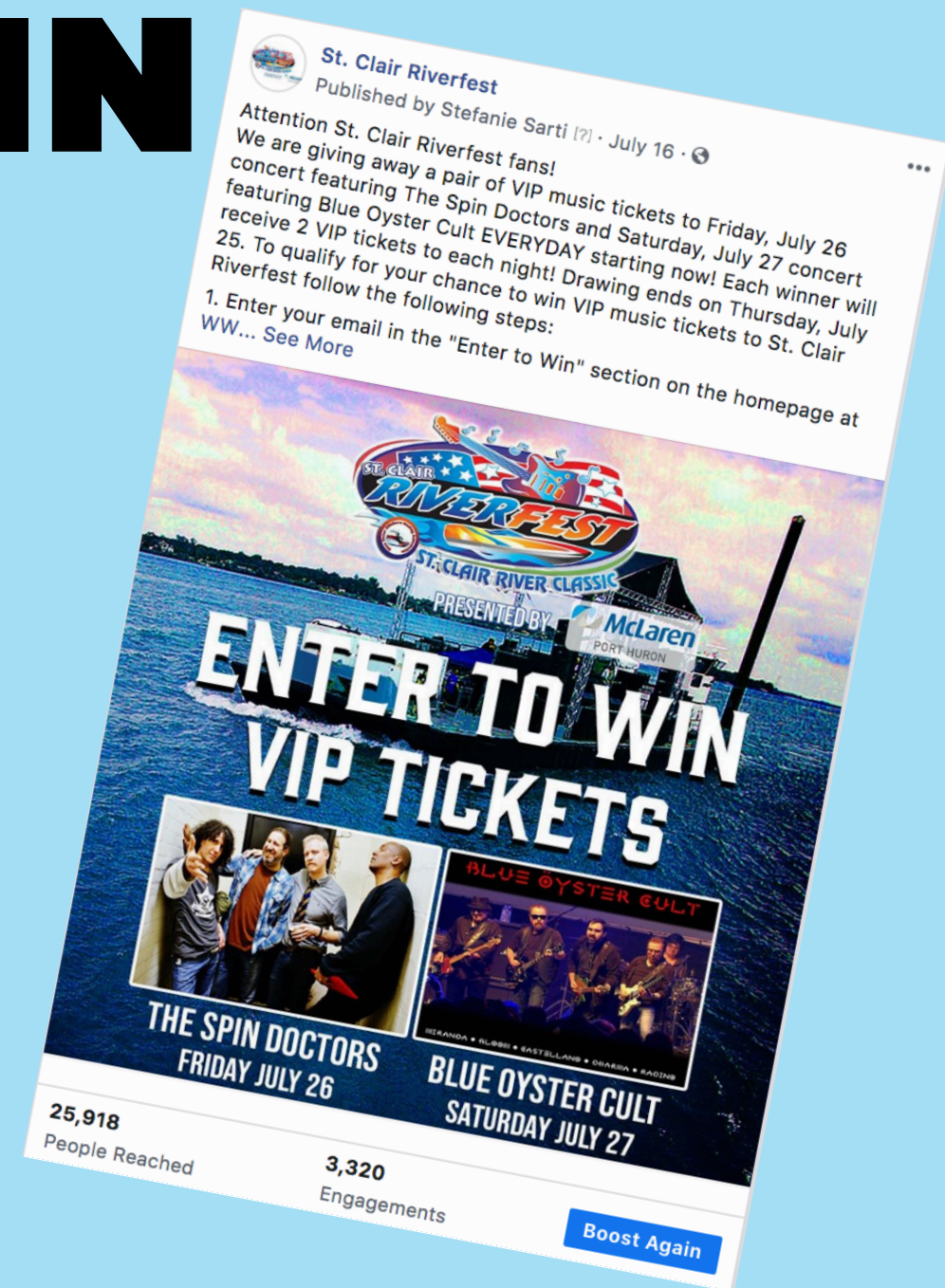
- OTHER ASSOCIATED ACCOUNTS
- FUNFEST- OVER 6,900 LIKES
- SUMMERFEST- OVER 6,400 LIKES
- STARS AND STRIPES- OVER 22,500 LIKES
- UNCLE SAM JAM- OVER 16,000 LIKES
- FANTASTICON- OVER 30,000 LIKES
- ST CLAIR BEER & WINE FEST- OVER 1,200 LIKES



TOTAL FACEBOOK DATABASE: OVER 90,500 LIKES

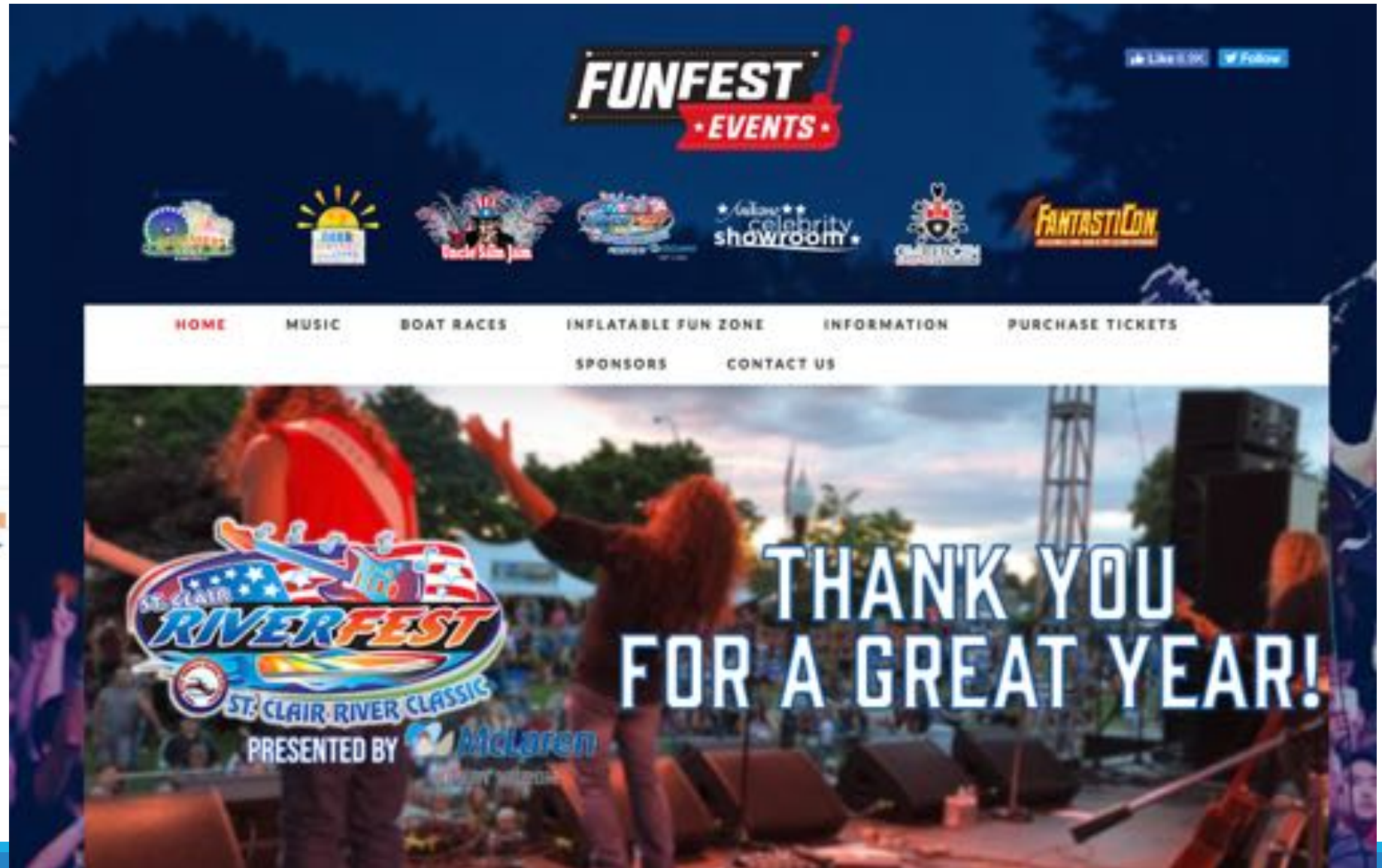
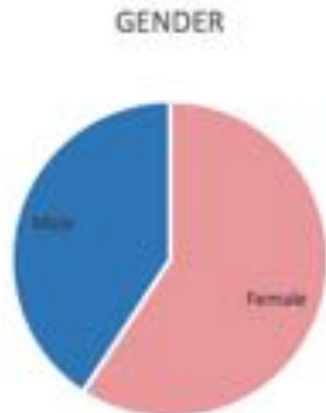
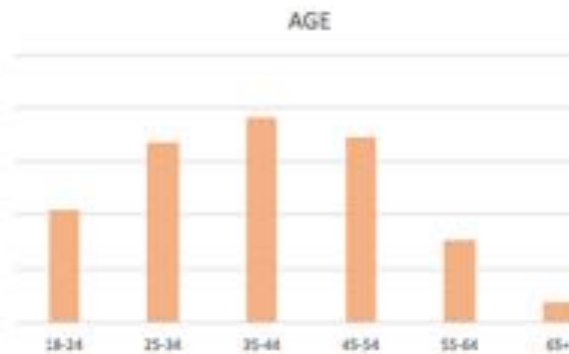
ENTER TO WIN

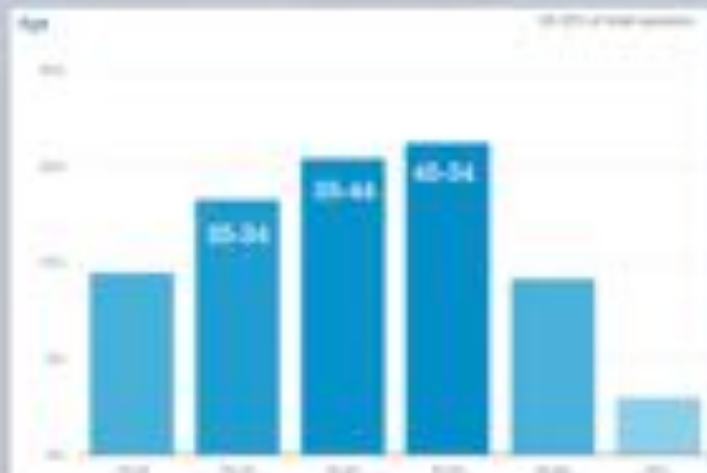
- GUESTS WERE ABLE TO SIGN UP TO WIN A PAIR OF VIP TICKETS TO SATURDAY AND SUNDAY CONCERTS VIA OUR WEBSITE
- A WINNER WAS SELECTED EVERY DAY THE WEEK LEADING UP TO ST. CLAIR RIVERFEST
- 1,007 NEW EMAILS WERE GENERATE THROUGH THIS GIVEAWAY



STCLAIRRIVERFEST.COM

➤ OVER
100,000 PAGE
VIEWS IN 2019





WEBSITE

Pageviews

67,204

Follow us on
Facebook
Twitter
Instagram
Pinterest



HOME

MUSIC

BOAT RACES

INFORMATION

CARNIVAL DISCOUNT

VIP TICKETS

In-Market Segment

62.62% of total sessions

3.85%	Travel/Hotels & Accommodations
2.66%	Travel/Trips by Destination/Trips to North America
2.39%	Real Estate/Residential Properties/Residential Properties (For Sale)
2.39%	Event Tickets/Concert & Music Festival Tickets
2.25%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
2.05%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
2.05%	Employment
2.03%	Home & Garden/Home Furnishings
1.84%	Dating Services
1.65%	Home & Garden/Home & Garden Services/Landscape Design



WWW.STCLAIRRIVERFEST.COM

PRINT/ONLINE MEDIA

Times Herald
PART OF THE USA TODAY NETWORK



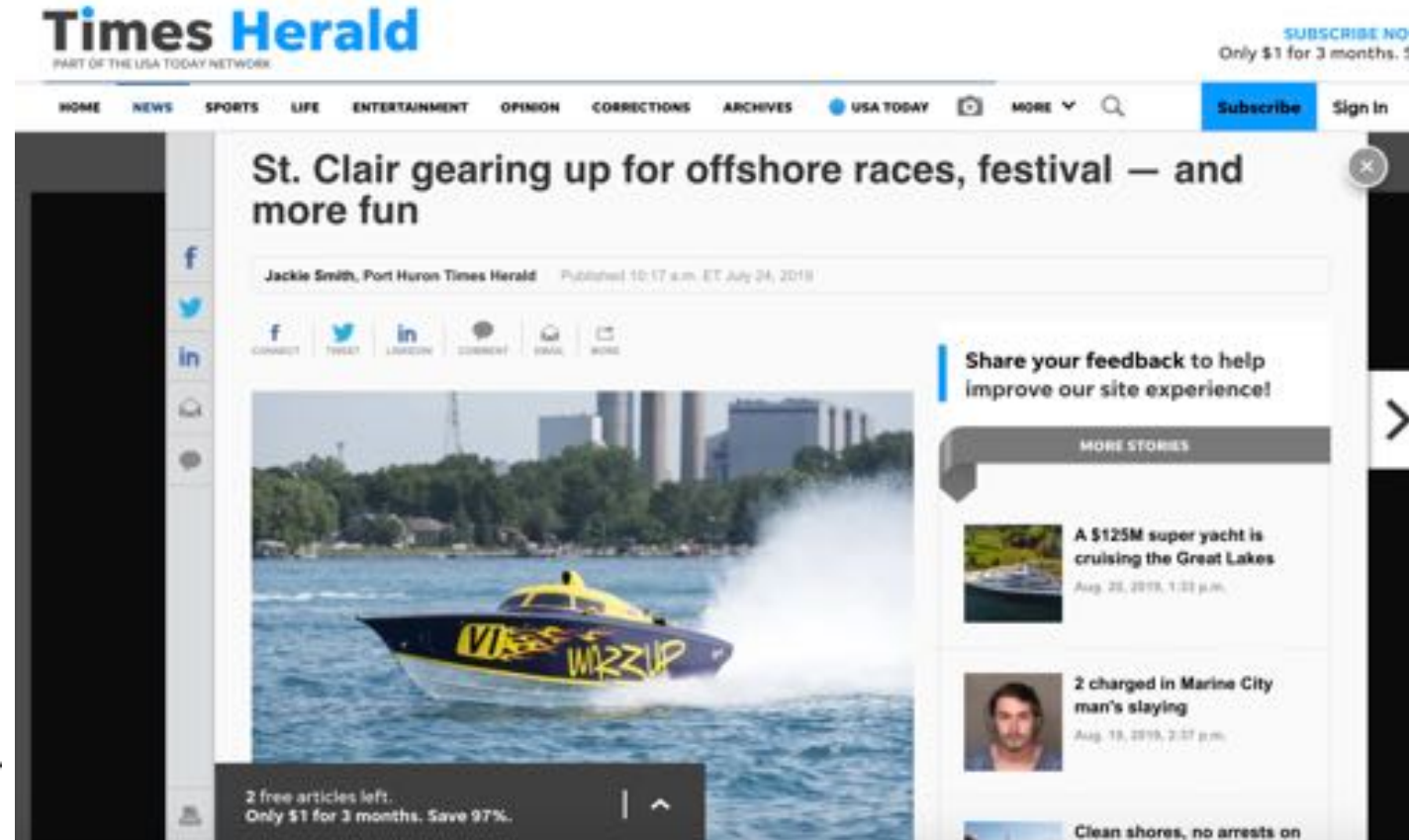
The VOICE

The Detroit News

MACOMB DAILY



WXYZ
DETROIT



TV COVERAGE

St. Clair Riverfest



Jul 26 - Jul 28
Palmer Park
St. Clair

stclairriverfest.com

FOX 2



JUST BOUNCIN
WWW.JUSTBOUNCIN.NET

FOX 2

the Nine

HIGHLIGHTING SPONSORS



SPONSORS ARE RECOGNIZED IN VARIOUS WAYS AT OUR EVENTS. ONE EXAMPLE IS SHOWCASING THEIR LOGO ON A BANNER THAT STRETCHES THE LENGTH OF THE BOARDWALK. THESE BANNERS ARE SEEN BY EVERYONE AT THE STAGE AND HUNG ALL WEEKEND LONG.

HIGHLIGHTING SPONSORS

THANK YOU TO OUR SPONSORS

On behalf of St. Clair Riverfest we would like to give a special thank you to all of our sponsors. Without their contributions and support we could not manage such a successful festival. For more information on St. Clair Riverfest or to check out our sponsors visit:

WWW.STCLAIRRIVERFEST.COM



WE HIGHLY VALUE OUR SPONSORS,
WITHOUT THEM OUR EVETNS WOULD
NOT BE AS SUCESSFUL AS THEY ARE.

WE SHOWCASE OUR SPONSOR NOT
ONLY ON SITE AT THE EVENT, BUT
ALSO IN THE WEEKS LEADING UP VIA
EMAIL BLASTS AND FACEBOOK
POSTS.

SPONSOR EMAILS REACH OVER
40,000 PEOPLE!

CHARITABLE DONATIONS

St. Clair Riverfest donated over

\$12,000

to local charities this year alone



THANK YOU, SPONSORS



THANK YOU, SPONSORS



MARINES
THE FEW. THE PROUD.®



A DREAM LIMOUSINE
AND SEDAN





PRESENTED BY



JULY 26-28, 2019

THANK YOU