

**10TH ANNUAL**



**JULY 11-14, 2019**

**LIVE CONCERTS - CARNIVAL MIDWAY - FRIEWORKS**

**[WWW.UNCLESAMJAMFEST.COM](http://WWW.UNCLESAMJAMFEST.COM)**



# NATIONAL STAGE





# MUSIC



# SUGAR RAY



# MUSIC





# CARNIVAL

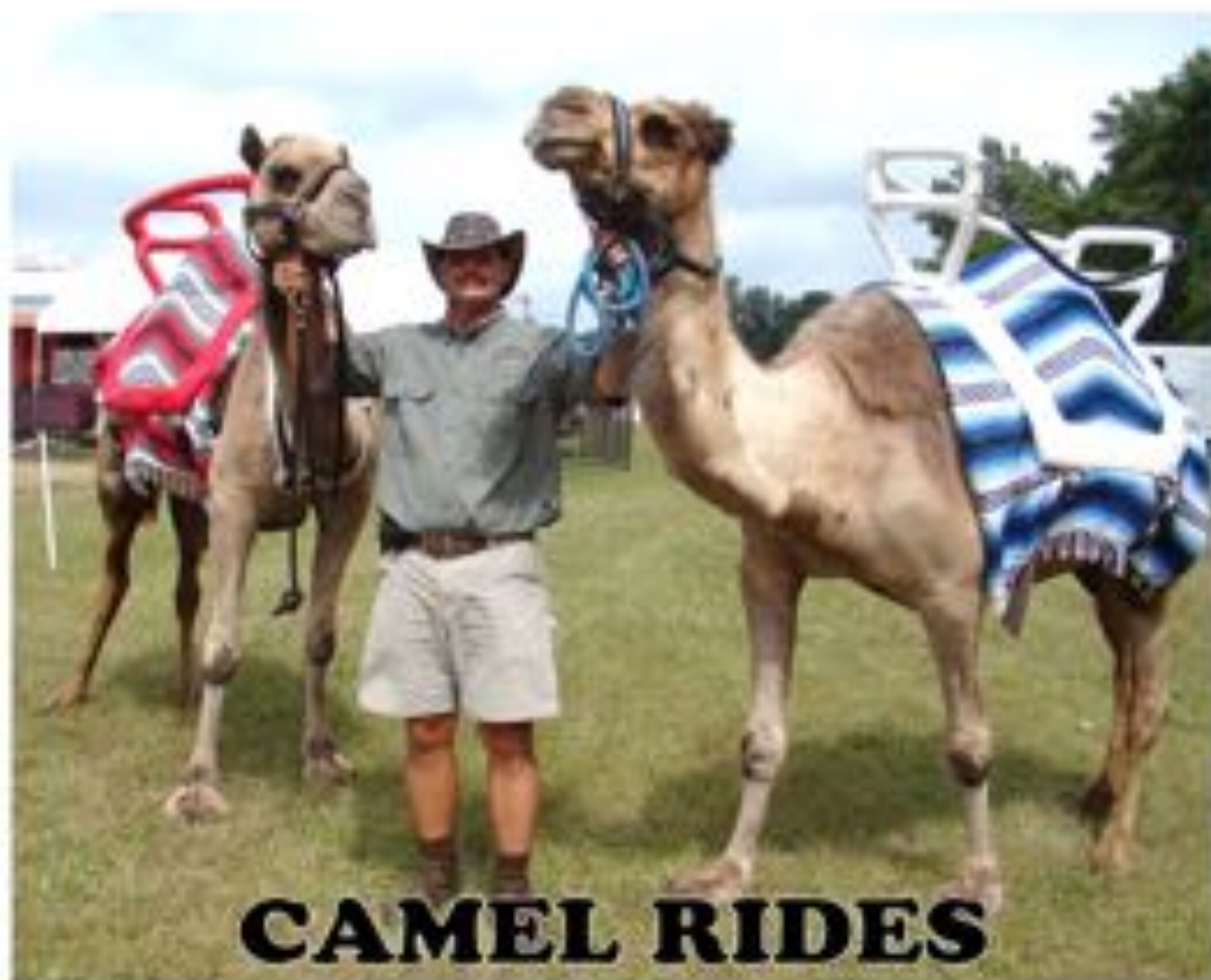








# ATTRACTIONS





# ATTRACTIONS





# FIREWORKS







# SOCIAL MEDIA



16,177



8,774



1,007



413



Uncle Sam Jam

Published by Stefanie Serflin · July 8 at 1:41 PM ·

## Attractions:

Uncle Sam Jam will be packed with different attractions for the whole family to enjoy... ALL WEEKEND LONG!  
Come check out our huge carnival midway, take a wild ride on a massive monster truck, get your eyes ready for the Great American Sideshow, and even meet the adorable animals at the petting zoo. For more information on our attractions, visit [UNCLESAMJAMFEST.COM](http://UNCLESAMJAMFEST.COM)

## Attractions

JULY



11-14



38,686 PEOPLE REACHED



Uncle Sam Jam

Published by Stefanie Serflin · July 8 at 1:00 PM ·

## Fireworks:

Join us on Friday, July 12 as we light up the sky with a spectacular fireworks show! Fireworks will go off around dusk, and can be seen from anywhere inside the festival grounds! Bring the family down and enjoy an evening with Uncle Sam Jam!



30,123 PEOPLE REACHED



Uncle Sam Jam

Published by Stefanie Serflin · July 8 at 1:24 PM ·

## FAMILY FUN DAY, JULY 11

We are kicking off Uncle Sam Jam with HALF OFF ride passes, valid all day long for only \$7.50! This deal will be available all day on site with no pre-purchase necessary. Take advantage of this great deal and come hang with us on Thursday, July 11!



35,218  
People Reached

3,290  
Engagements

Boost Again

# SOCIAL MEDIA

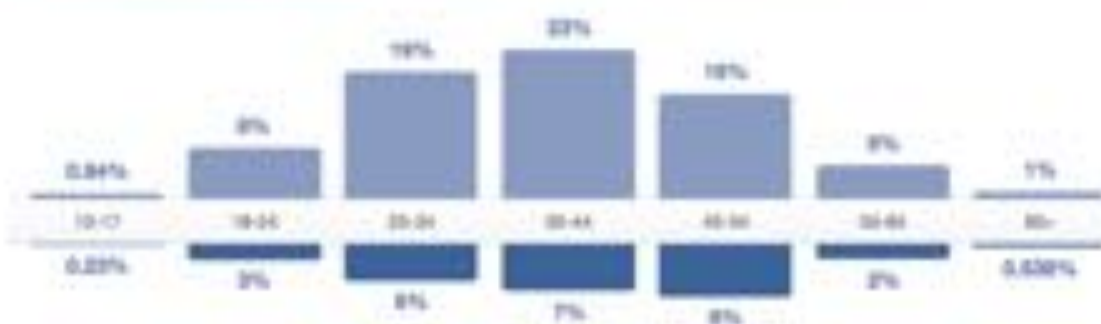
➤ Facebook allows us to see top cities that our fans live in. This gives us the ability to target our demographics based on location.

Women

73%  
Your Fans

Men

27%  
Your Fans



➤ Nearly 75,000 people have seen an Uncle Sam Jam post appear on their Facebook news feed.

Post Reach

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



City	Your Fans
Detroit, MI	1,853
Taylor, MI	1,056
Woodhaven, MI	973
Lincoln Park, MI	712
Monroe, MI	591
Southgate, MI	581
Wyandotte, MI	565
Flat Rock, MI	536
Trenton, MI	499
Romulus, MI	319



# SOCIAL MEDIA MARKETING

Advertising Summary for Stefanie Sarti

Stefanie S. ▾

You've spent \$1078.94 on 7 ads in the last 60 days.

Last 60 days ▾



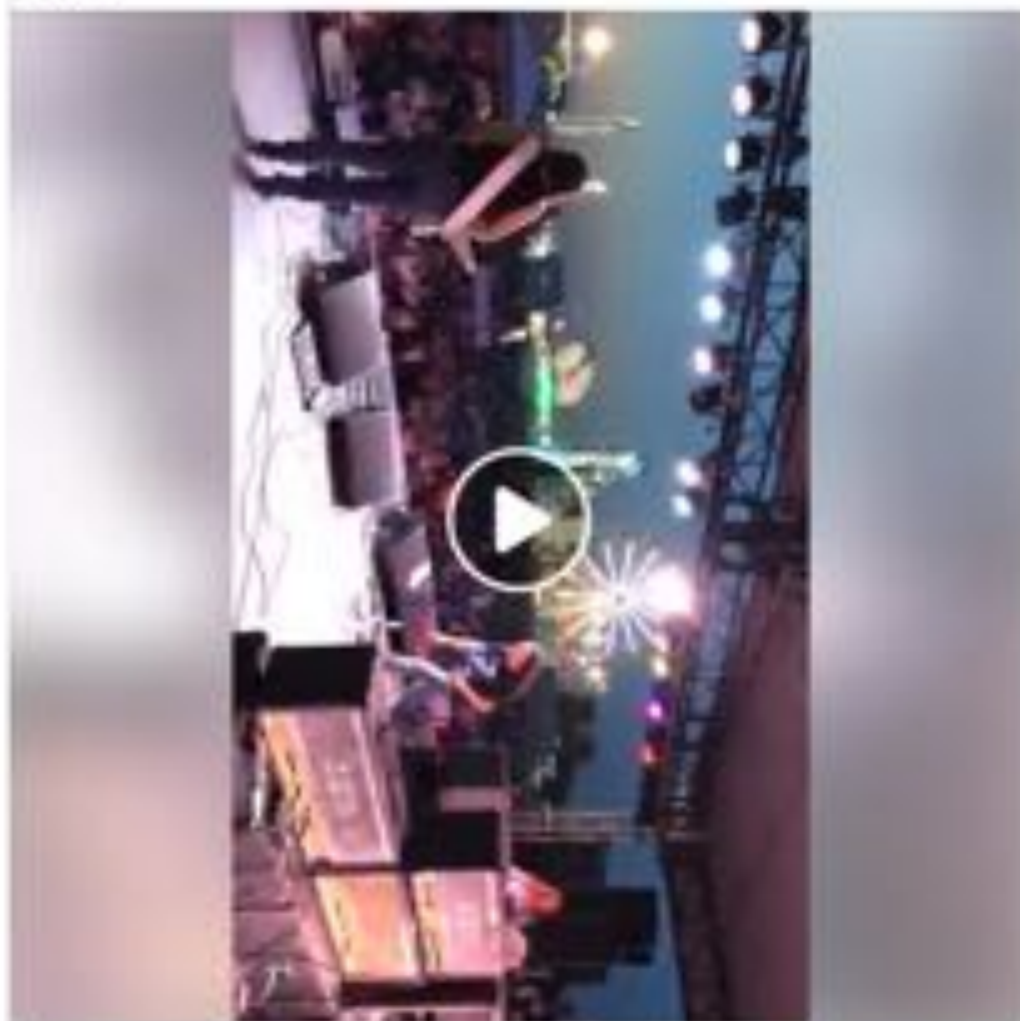
- A large portion of our target market is prevalent on Facebook, and for this reason we spend most marketing finances reaching our audience on this social platform by boosting posts directed towards them.
- Going 'live' during event days allows Facebook users to see first hand what is happening at the festival and get them excited to come



Uncle Sam Jam was live.

Published by Stefanie Sarti · July 13 at 9:28 PM · 🌐

EZRA



👤 3,900 people reached

Boost Post

👍❤️ 65

18 Comments · 22 Shares · 1.8K Views

# SOCIAL MEDIA



## ➤ OTHER ASSOCIATED ACCOUNTS

➤ FUNFEST- OVER 6,900 LIKES

➤ SUMMERFEST- OVER 6,400 LIKES

➤ STARS AND STRIPES- OVER 22,500 LIKES

➤ ST CLAIR RIVERFEST- OVER 14,800 LIKES

➤ FANTASTICON- OVER 30,000 LIKES

➤ ST. CLAIR BEER & WINE FEST- OVER 1,200 LIKES

➤ **TOTAL FACEBOOK DATABASE: OVER 90,500 LIKES**





# ONLINE/PRINT MEDIA

NEWS-HERALD

AFTER 5  
DETROIT



PURE MICHIGAN®

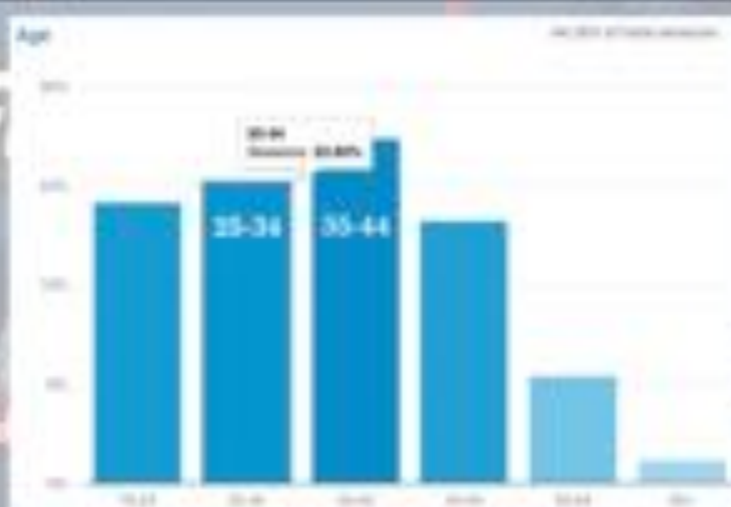
Eventbrite



Discover  Downriver



# WEBSITE

[HOME](#)[MUSIC](#)[ATTRACTIONS](#)[INFORMATION](#)[CARNIVAL DISCOUNT](#)[VIP TICKETS](#)

## In-Market Segment

63.15% of total sessions

3.73%		Travel/Hotels & Accommodations
3.05%		Event Tickets/Concert & Music Festival Tickets
2.31%		Travel/Trips by Destination/Trips to North America
2.22%		Employment
2.11%		Real Estate/Residential Properties/Residential Properties (For Sale)
2.02%		Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
1.98%		Home & Garden/Home Furnishings
1.97%		Dating Services
1.84%		Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
1.62%		Home & Garden/Home & Garden Services/Landscape Design



Pageviews

7

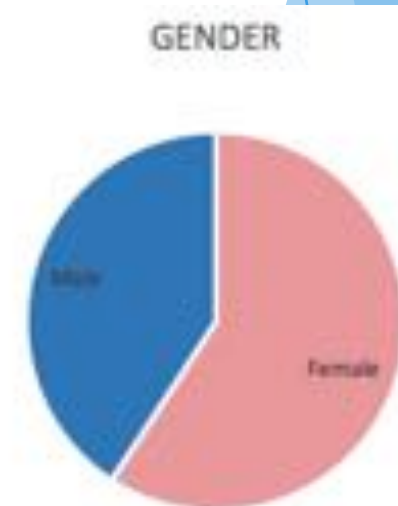
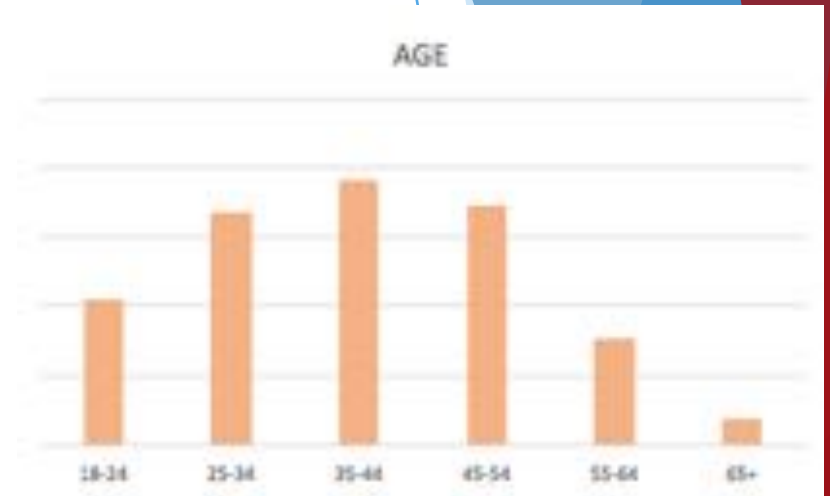


123,587



# UNCLESAMJAMFEST.COM

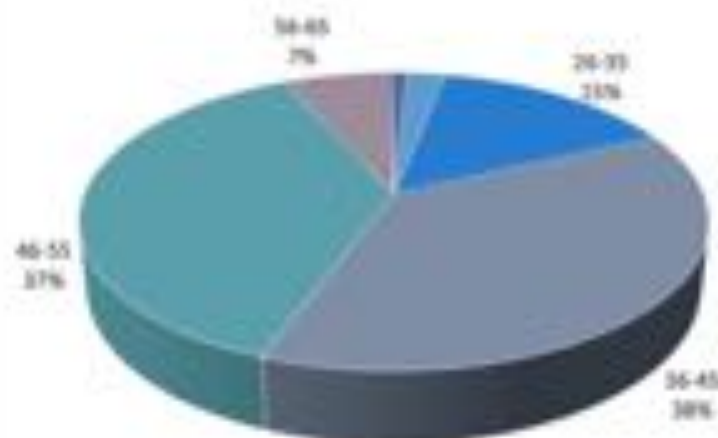
► OVER 100,000 PAGE VIEWS IN 2019



# EMAIL DATABASE DEMOGRAPHICS



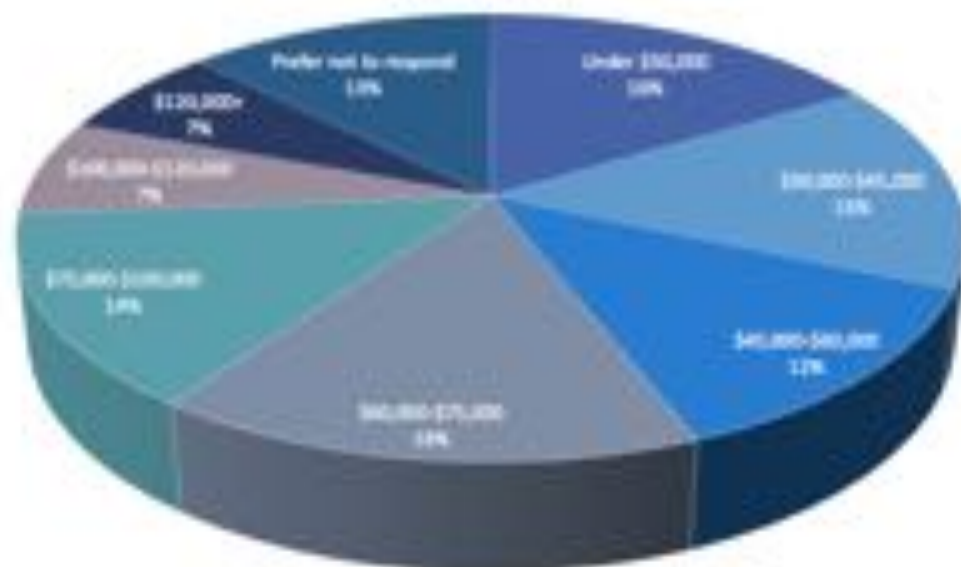
Age



Gender



Income Level





# EBLASTS

Constant Contact®

Email Stats

2463

Opened  
(62%)

100%  
100%

15491

Sent

437

Clicks  
(11%)



Email Settings

Subject: Uncle Sam Jam

Preheader Text: 2019 Band Announcement

From Name: Funfest Events

From Email Address: info@funfestinc.com

Reply-to Email Address: info@funfestinc.com

## 2019 BAND ANNOUNCEMENT

Uncle Sam Jam, Woodhaven MI

We are excited to announce The Guess Who and Air Margaritaville as our headlining bands for Friday and Sunday of the Uncle Sam Jam. Saturday night headliner along with local support bands will be announced in the next few weeks. Stay tuned and get ready, 2019 will be a great year!

For more information on Uncle Sam Jam visit:

[WWW.UNCLESAMJAMFEST.COM](http://WWW.UNCLESAMJAMFEST.COM)

**JULY 11-14**

**Uncle Sam Jam**

**CIVIC CENTER PARK WOODHAVEN, MI**

**FRIDAY, JULY 12**

**TBA**

**SATURDAY, JULY 13**

**SUNDAY, JULY 14**

**MORE BANDS ANNOUNCED SOON**

**LIVE MUSIC**

**...CARNIVAL MIDWAY...**

**MONSTER TRUCK RIDES**

**ARTS & CRAFTS VILLAGE**

**FIREWORKS**

**WWW.UNCLESAMJAMFEST.COM**

➤ **TOTAL DATABASE: 43,961 EMAILS**



# TV COVERAGE



# TV COVERAGE

OVER \$29,000 INVESTED  
IN TV PROMOTIONS



W3BK-DET (FOX) 7/11/2019 4:19:42 AM

Detroit, MI

Fox 2 News Morning

Local Viewership: 29,182

Local Publicity Value: \$1,281.94

negre league detroit stars. he started a campaign to restore the playing field. first pitch, they're going to toss it out at noon. >> the tenth annual uncle sam jam kicks off. sugar ray among the big names taking the stage this year. also a carnival, petting zoo, monster truck and much more. the event is sunday. admission is free. >> speaking of, very important news, july 11th. 7:11. that means free surpers. 7-11 giving free surpers from



WXYZ-DET (ABC) 7/11/2019 5:18:06 AM

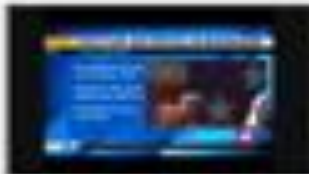
Detroit, MI

7 Action News This Morning

Local Viewership: 19,424

Local Publicity Value: \$1,024.46

in woodhaven, fans will be hitting the stage at the uncle sam jam. it runs from 4:00 to midnight today through sunday. a lot going on. it is summertime. you have fairs and festivals everywhere. get out there and enjoy it. >> lavender cookies, weren't those good? >> they had them here before. they remembered i liked them. when they saw me, they said, we have those lavender cookies you like. >> are there any left over? >> those are the cookies i like. >> they were gone in 35 seconds.



W3BY-DET (NBC) 7/11/2019 6:37:38 AM

Detroit, MI

Local 4 News Today at 6AM

Local Viewership: 48,845

Local Publicity Value: \$2,067.04

evening. enjoy life making by the lake. >> evrod and the 10th annual uncle sam jam. a free family fun festival in civic center park all weekend long and enjoy more than 30 amusement rides, games, a petting zoo and monster truck ride. friday, there's a fireworks display. it was three years ago today that our rock monacelli took a trip down the slide that will go down in local 4 news history. >> sandra: and you'll have to do a little bit of digging but you



W3BK-DET (FOX) 7/11/2019 7:27:32 AM

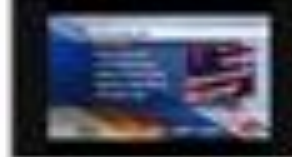
Detroit, MI

Fox 2 News Morning

Local Viewership: 92,781

Local Publicity Value: \$4,785.64

cranvies. >> all right. let's send things out to josh who is live this morning. >> good morning to you. we're live in woodhaven for the uncle sam jam. folks will be jamming with a large slide, cool roads and lots of food. we'll have a preview after the break



My TV26 7/11/2019 7:35:35 AM

Detroit, MI

7 Action News This Morning on TV20 Detroit

Local Viewership: 4,153

Local Publicity Value: \$233.49

market fairgrounds from 4:00 to 8:00. the festival continues tomorrow through saturday from 10:00 to 6:00 both days. >> keenan: in woodhaven, the uncle sam jam gets under way at civic center park near i-75 and west road. bands will be hitting the stage all weekend long. including classic rockers, the guest who, and, come on now, you can't have a summer party without eddie money. it runs from today through sunday. >> amy: all right, breaking down the world's highest paid celebrities. the entertainer who topped the latest list from Forbes. >> keenan: first, it's time for



W3BK-DET (FOX) 7/11/2019 8:25:02 AM

Detroit, MI

Fox 2 News Morning

Local Viewership: 106,838

Local Publicity Value: \$5,342.17

moving well, so far, no real big backups. another check of weather and traffic, in less than ten minutes. >> amy: uncle sam jam is back, celebrating ten years of fun. >> jay: josh andon is live to give us a sneak peek at what's in store. josh. >> reporter: hey, amy and jay, good morning to you. a lot of fun here in including cool animals, going to feed my man cyde a few more carrots. goodbye. good morning, sir. >> good morning. >> reporter: you have a kangaroo. >> that's ros. >> reporter: we have cyde. >> yes. >> reporter: we have this cute bunny here. what is his or her name?



W3BK-DET (FOX) 7/11/2019 9:20:24 AM

Detroit, MI

Fox 2 News Morning

Local Viewership: 78,433

Local Publicity Value: \$3,329.30

doing. >> deena: ryan, you are not changing his mind. >> ryan: working for me so far. >> deena: all right, josh andon is live at the wood haven at the uncle sam jam. >> lee: where's josh. >> deena: what's going on there? he is on the camel? >> reporter: no, i'm not on the camel. i wanted to ride the camel earlier, but that camel has not been trained yet. so a different camel. and ryan rode on in previous years. cyde hasn't been trained to ride folks yet. maybe next year. but no, we are on this big old monster truck, here at the uncle sam jam. shelly, good morning to you and your husband ron.



W3BK-DET (FOX) 7/11/2019 11:31:30 AM

Detroit, MI

FOX 2 News: Live at 11 AM

Local Viewership: 53,899

Local Publicity Value: \$1,618.66

yeah. >> what a story she has. >> yeah, strong young lady. >> thanks, lee. >> this is my new friend cyde here at uncle sam jam in woodhaven. there you go. good boy. a lot of fun happening this weekend in woodhaven including feeding cyde. a preview the fun coming up.



# TV COVERAGE

▼ THE MAYOR OF WOODHAVEN PROMOTING  
UNCLE SAM JAM



▲ ANIMAL OASIS, OUR FEATURED PETTING ZOO,  
DOING A MORNING NEWS BORADCAST ON  
SITE AT THE 2019 UNCLE SAM JAM

# RADIO COVERAGE

The logo for 101 WRIF is a red rounded rectangle with a black border. Inside, the text "101 WRIF" is written in bold yellow letters on a black background.

**101 WRIF**

- 50 PROMOTIONAL ANNOUNCEMENTS SURROUNDING ON AIR GIVEAWAYS, PROMOTING THE SHOW, AND TICKETS ONSALE
- CUSTOM WEBCONTESTS AT [WWW.WRIF.COM](http://WWW.WRIF.COM) WITH THE OPPORTUNITY TO ENTER TO WIN

The logo for 106.7 WLLZ is on a dark red background. It features a stylized car wheel graphic at the top. Below it, "106.7" is in large red letters, "WLLZ" is in red letters with a white outline, and "DETROIT'S WHEELS" is in white letters with a black outline.

**106.7  
WLLZ  
DETROIT'S WHEELS**

- 25 PROMOTIONAL ANNOUNCEMENTS SURROUNDING ON AIR GIVEAWAYS, AND PROMOTING THE SHOW

**OVER \$59,000 INVESTED IN  
RADIO PROMOTIONS FOR 2019**



# ENTER TO WIN

- GUESTS WERE ABLE TO SIGN UP TO WIN A PAIR OF ALL DAY RIDE PASSES OR A PAIR OF VIP TICKETS TO SATURDAY AND SUNDAY CONCERTS VIA OUR WEBSITE
- A WINNER FOR EACH PRIZE WAS SELECTED EVERY DAY THE WEEK LEADING UP TO UNCLE SAM JAM
- 3,660 NEW EMAILS WERE GENERATED THROUGH THIS GIVEAWAY



Uncle Sam Jam

Published by Stefanie Bartl on July 1 · 0

Today's lucky winner of 2 all-day ride passes to the Uncle Sam Jam Festival is Autumn S. Congratulatory! We are still giving away more all-day ride passes EVERYDAY leading up to the event! To qualify for your chance to win ride passes to Uncle Sam Jam Festival follow the following steps:

1. Enter your email in the "Enter to Win" section on the homepage at [UNCLESAMJAMFEST.COM](http://UNCLESAMJAMFEST.COM)
2. Share our enter-to-win post that is pinned to the top of our page.
3. Like the Uncle Sam Jam Pa... See More

3,274

People Reached

250

Engagements

Boost Post

23

4 Comments 22 Shares



Uncle Sam Jam

Published by Stefanie Bartl on July 1 · 0

ENTER TO WIN!

Attention Uncle Sam Jam fans...

We are giving away a pair of VIP music tickets to Friday, July 12 concert featuring The Guess Who and Saturday, July 13 concert featuring Sugar Ray!... See More



34,950

People Reached

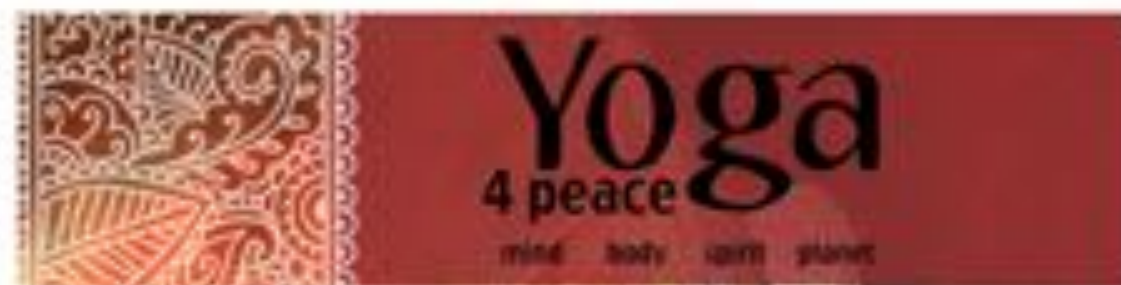
4,207

Engagements

Boost Again

# CHARITABLE DONATIONS

WE ARE PROUD TO DONATE A PROTION OF BEVERAGE SALES TO





# OUR REVIEWS



**Annamarie Waltz** recommends Uncle Sam Jam.

July 14 at 5:59 PM · 🌐



Everything. The fireworks are awesome. Best I've ever seen.



Start a private conversation with Annamarie Waltz in Messenger.

Message



**William Massetti** recommends Uncle Sam Jam.

July 14 at 12:42 AM · 🌐



Great times, sugar Ray brought me back to my high school days



Start a private conversation with William Massetti in Messenger.

Message



**Tara Miller** recommends Uncle Sam Jam.

July 13 at 11:22 PM · 🌐



My husband and i have been to sam jam since day one! Never disappointed!! Very clean, safe and most important FUN!



Start a private conversation with Tara Miller in Messenger.

Message



**Matt Smith** recommends Uncle Sam Jam.

July 14 at 12:03 AM · 🌐



always a good safe time. woodhaven police, fire, and Gov't officials do a fine job! Fun fest productions is first rate!



# OUR REVIEWS



**Dennis Kotlarek** recommends Uncle Sam Jam.

July 14 at 9:26 PM · 🌐

the all good music entertainment



Start a private conversation with Dennis Kotlarek in Messenger.

Message



**Jeffrey Sikes** recommends Uncle Sam Jam.

July 13 · 🌐

great food fun music look fowerd to this every year !!!.



Start a private conversation with Jeffrey Sikes in Messenger.

Message



**Pamela Baxter** recommends Uncle Sam Jam.

July 13 · 🌐

This year the Sam Jam was great! Very clean and no fighting or other riff raff going on. And the fireworks were good too. Can't wait til next year!





# THANK YOU SPONSORS



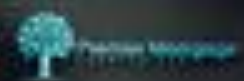
**metro**  
by T-Mobile



**Faygo**



**MARINES**  
THE FEW. THE PROUD.



**Sneaky's**  
SPORTS BAR & GRILL

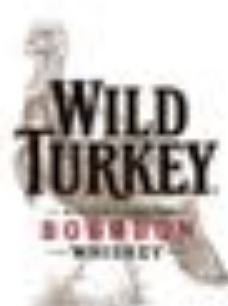


**VA** U.S. Department of Veterans Affairs

**A DREAM LIMOUSINE**  
AND SEDAN



# THANK YOU SPONSORS







**JULY 11-14, 2019**