

2016 DOMINION CHRISTMAS PARADE

EVENT HIGHLIGHTS

100,000+

People
attended the
Christmas Parade



300,000+

People
watched the
Christmas Parade on CBS

WTVR-CBS6 reported that the live broadcast delivered a **6.7 rating** (129,000 people). The rebroadcast on Channels 6, 6.3, Fios 466, and Comcast 206 delivered a **6.3 rating** (150,000 people) on Christmas Day. Additionally, the CBS Facebook live stream of the Dominion Christmas Parade garnered 21,000+ views and appeared in 470,000+ Facebook pages.

Traditional Media



64 online posts

*blogs, videos & online news



23 print articles



15 television spots



4 radio interviews

400



Number of on-air promotional announcements played between Nov. 23 - Dec. 3 on Classic Rock 96.5, K95, 103.7 PLAY, Hot 106.1, G104.3, Star 100.9 reaching nearly HALF of all Richmonders (**499,100** listeners)!

Social Media Between Sept. - Dec. 2016

77.7K

Impressions

121

Posts

2,523

Page Likes

Facebook

180.3K

Impressions

1,110

Posts

2,156

Followers

Twitter

27.1K

Impressions

93

Posts

435

Followers

Instagram

Sponsored Units



14

Professional Floats



11

Giant Balloons



5

Specialty Units



4

College Marching Bands