

MICHIGAN FOOTBALL SEASON KICKOFF

> COVERING THE WOLVERINES

PRESENTED BY



2021 EVENT SUMMARY

With
MLive
Reporters



R. Zuke



A. Kahn



A. McMann



562 REGISTRATIONS

SURVEY FEEDBACK

AVG. SCORE
OUT OF 10

Overall event satisfaction

9

Satisfaction with our
sportswriters: Andrew Kahn,
Aaron McMann,
and Ryan Zuke

9

Would you be
interested in future
MLive events?

**9 OUT OF 10
ANSWERED
YES**

PROMOTIONAL CAMPAIGN WITH PRESENTING SPONOR INTEGRATION



DIGITAL CAMPAIGN – mlive.com

8
high-impact positions
on mlive.com
+ ROS campaign

3,395,814
impressions served
• 3,181 clicks

EVENT EMAILS

20 emails to MLive.com Email Lists

• 41K+ recipients
• Avg. open rate 42.5%

Virtual gift bag
• 57% open rate



ATTENDEE FEEDBACK

I enjoyed seeing interviews of Lloyd Carr
and former players.

Just a
**wonderful
experience.**
I love
Andrew
Kahn's dry
sense of
humor, and
genuine
interest all
three guys
have in their
subject
matter.

The first session was
interactive and fun.

Great event!

I appreciate that Mlive
hosted this event and that I
could attend free of charge
from my home. **I'll watch
for future events** that look
interesting to me.

SOCIAL Mlive.com and MLive Media Group Channels

30+
social
posts reaching over
1 MILLION followers



PRINT CAMPAIGN – MLive.com Print Publications



4 full-page ads
4 half-page ads

Reaching over
1.34 MILLION readers

CAMEO APPEARANCES

Mike Martin
Jehu Chesson
Jake Rudock

