

RIVALS IN RED

Manchester United v. Liverpool
August 3, 2024

Experience Columbia SC was official destination partner with TEG Sport for the final stop on the Rivals in Red soccer tour. On August 3, 2024, Manchester United and Liverpool Football Clubs played a friendly match at Williams Brice Stadium. Charged with the task of “painting the town red,” Experience Columbia SC marketed tickets, helped plan local satellite events, and created a welcoming experience for soccer fans.



77,559
ATTENDEES

\$275K
ECSC
INVESTMENT

108%
RETURN ON
INVESTMENT

\$13.1M
ECONOMIC
IMPACT

HOTEL



OCCUPANCY RATES

72.9 %
July 31 - Aug 4

91.3 %
Night of Aug 3



WEBSITE DATA

18,242

Visits to ECSC's Dedicated
Rivals in Red Web Page

4,370

Visits to Rivals in Red Community
Events on ECSC Website

DIGITAL MARKETING

Social Media

49,072 Accounts Reached
9,814 Avg Post Reach
7.9% Engagement Rate
28,458 Reach via Stories

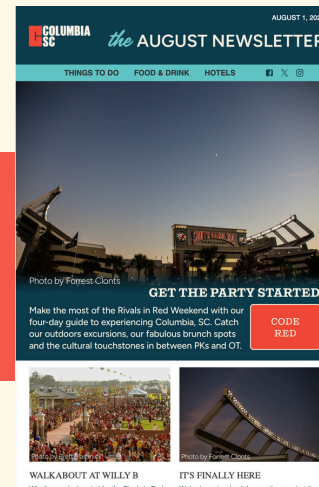


Digital Advertising

3,074,469 Impressions Delivered

E-Newsletter

4,551 Emails Sent
2,022 Opens
3.68% CTR



Targeted Emails

100,000 Emails Sent
21,150 Emails Opened (21% Open Rate)
2,960 Total Clicks (2.96% CTR)



DIGITAL BILLBOARDS

Local & Out-of-Market



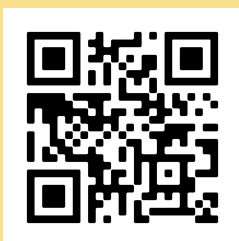
COLLATERAL

Door hangers, Coasters, Table top Tents



QR Code

QR Code used on collateral directed users to the Experience Columbia SC Rivals in Red webpage.



1,340
TOTAL SCANS

1,297
UNIQUE SCANS

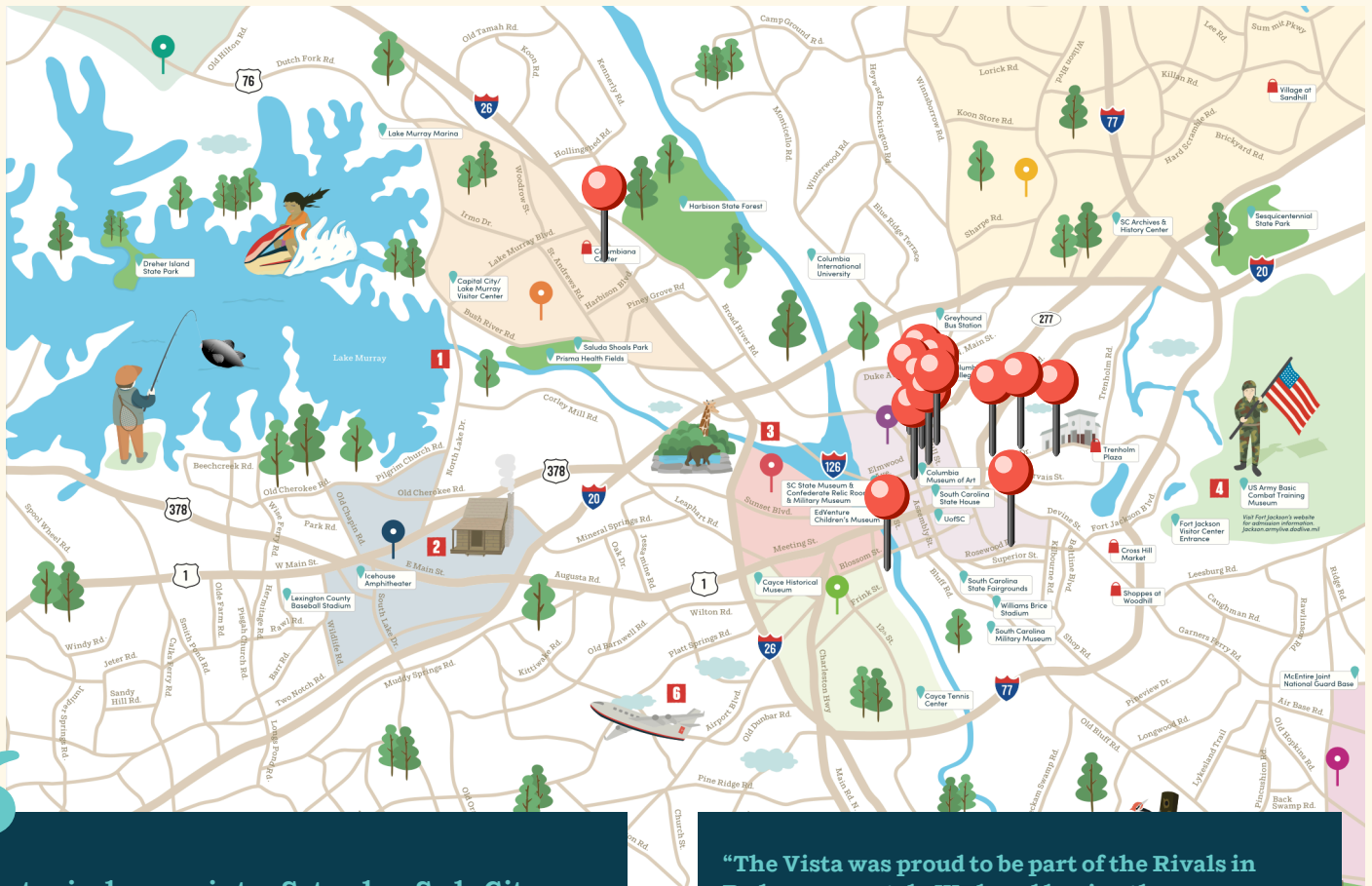
TOP CITIES:
Charlotte, NC
New York, NY
Columbia, SC

COMMUNITY EVENTS

- Soda City Market Activation
- Kickin it the Vista
- First Thursday
- Watch Parties



13 Events Held
Across the Region



“On a typical non-winter Saturday, Soda City Market has a conservative estimated attendance of 7,000 people. Given the intense crowd on that particular Saturday, attendance would be 10,000+. It will likely be the biggest market day this year, competing with USC’s Family Weekend on the 21st of this month.”

- Erin Curtis, Soda City Market

“The Vista was proud to be part of the Rivals in Red soccer match. We loved having the opportunity to host visitors in the district, especially at the Kickin’ It in the Vista event. We hosted a concert at Columbia Craft with Eric Paslay as the headliner. The Vista loves supporting these events and working directly with the Experience Columbia SC team.”

- Abby Anderson, Executive Director of Congaree Vista Guild