



JURASSIC PARK RKFD + FRED COMES HOME

Locally Created Event of the Year | SportsETA

JURASSIC PARK RKFD



Go Rockford
Published by Nick Povalitis [?] · June 7, 2019 · 🌐

Rockford's NBA Championship Watch Party - MONDAY
Full details tomorrow... 🏀 Fred VanVleet Fvshop
#GoFred #BYG2RKFD #GoRockford

**JURASSIC
PARK
RKFD**

12,871 People Reached 994 Engagements [Boost Again](#)

👍👍👍 Nyelie Vera, William Mongan and 248 others 6 Comments 60 Shares

Go Rockford Facebook post

gorockford
Rockford City Market

[View Insights](#) [Promote](#)

👍👍👍 Liked by rdarockford and 542 others

gorockford RockFRED is rowdy tonight at #jurrasicparkrkfd 🏀🏀🏀 @fredvanvleet #community #815 #gorockford #rockfordil
[View all 6 comments](#)

thegirljayne #wethenorth C'mon Freddy!

Go Rockford Instagram post

City of Rockford Government
June 12, 2019 · 🌐

Go Rockford invites the community to continue celebrating Rockford native, Auburn HS graduate and NBA superstar Fred VanVleet with a city celebration and watch party in the Rockford City Market Pavilion Thursday night. Cheer on the team as Fred tries to capture the first NBA title in Game 6 for the Toronto Raptors.

Jurassic Park RKFD will feature two jumbo screens airing game 6, the FVV Shop Pop-Up Store, food and beverage options, a pre-game DJ party and VanVleet signage fo... [See More](#)

ROCKFRED LOVES THE KNIGHT LIFE

**FRED VANVLEET WATCH PARTY
JUNE 13, 6 PM CITY MARKET**

👍👍👍 You and 155 others 3 Comments 41 Shares

City of Rockford Facebook post





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JURASSIC PARK RKFD

SINK YOUR TEETH INTO GAME SIX

FRED VANVLEET WATCH PARTY THURSDAY 6 PM
JURASSIC PARK RKFD – CITY MARKET



billboard

social media image



[Go Rockford Instagram post](#)



[Go Rockford Twitter post](#)



FVVShop Facebook post



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SOCIAL MEDIA SHARES



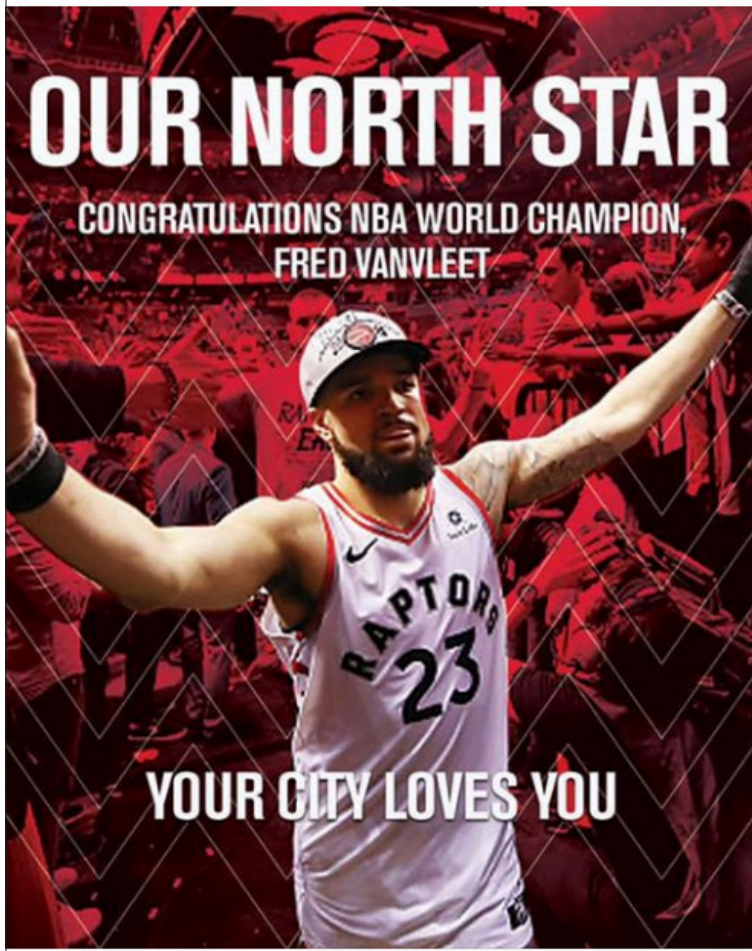


JURASSIC PARK RKFD + FRED COMES HOME

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FRED COMES HOME

Go Rockford
Published by John Groh [?] · June 13, 2019 · 🌐



OUR NORTH STAR
CONGRATULATIONS NBA WORLD CHAMPION,
FRED VANVLEET

YOUR CITY LOVES YOU

134,341
People Reached

15,551
Engagements

[Boost Post](#)

👍❤️👎 2.3K

41 Comments 1,562 Shares

Go Rockford Facebook post

Go Rockford
Published by Liz Miller [?] · June 21, 2019 · 🌐

NBA Champion Fred VanVleet is home and we're ready to celebrate on Saturday, June 29! 🏆🔥 Details to follow next Tuesday...
#GoFred #GoRockford #BYG2RKFD Fvshop



**WELCOME
OUR
NORTH
STAR
HOME**

**SATURDAY,
JUNE 29**

Real Original
ROCKFORD
ILLINOIS, USA

48,113
People Reached

5,595
Engagements

[Boost Again](#)

👍❤️👎 1.1K

31 Comments 431 Shares

Go Rockford Facebook post

raptors



fredvanvleet

❤️💬🚩

Liked by nickpvalitis and 86,462 others

raptors Rockford's Finest 🏆
#BetOnYourself | #WeTheNorth
View all 328 comments
gorockford So proud! 🥰 #815 #RockfordIL

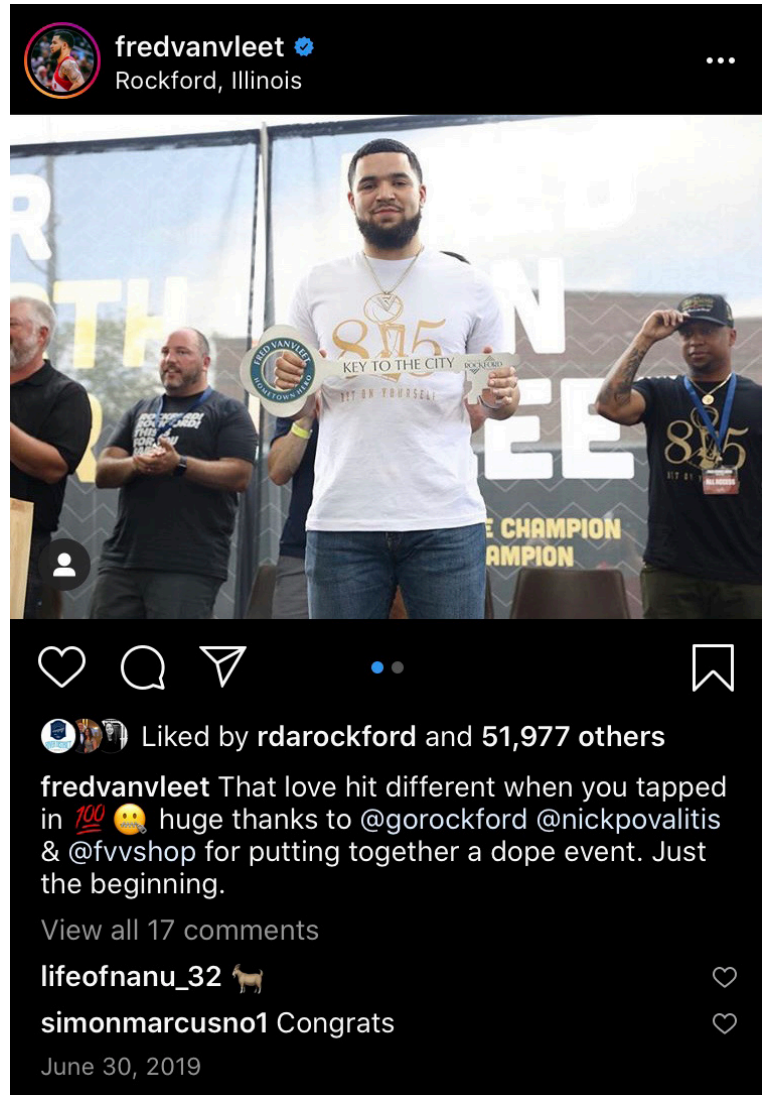
Toronto Raptors Instagram post



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FRED COMES HOME



Fred VanVleet's Instagram post





JURASSIC PARK RKFD + FRED COMES HOME

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EARNED MEDIA



807,778,521

potential reach



736

media
mentions



637,770,287

earned media impressions
through direct pitching



\$7,477,541

average ad value

SOCIAL MEDIA



406,598

total reach of
Go Rockford
Facebook posts



257,297

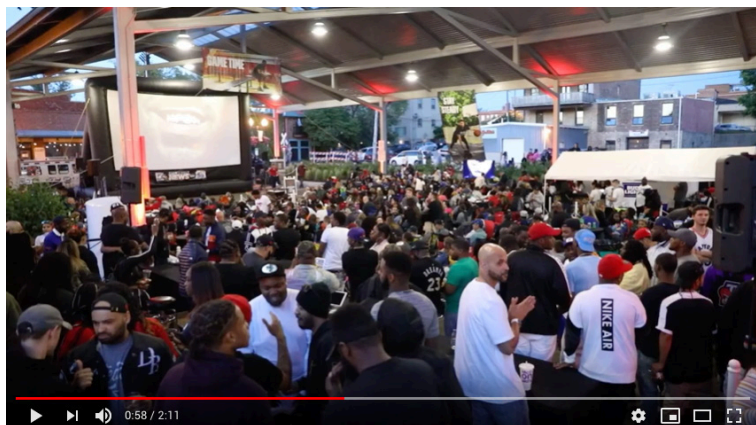
total impressions
of Go Rockford
Twitter posts



87,389

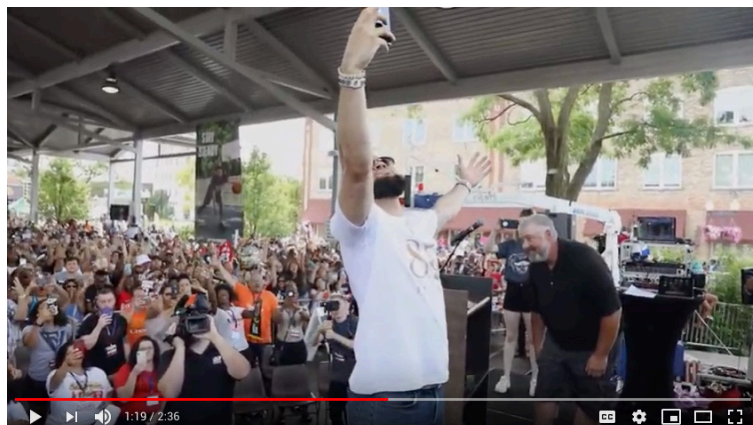
total impressions
of Go Rockford
Instagram posts

YOUTUBE



Jurassic Park RKFD Video

<https://www.youtube.com/watch?v=Ti1fFN0MmoQ>



Fred Comes Home Video

<https://www.youtube.com/watch?v=OEbuCLvGcAc&t=3s>



JURASSIC PARK RKFD + FRED COMES HOME

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2020 SportsETA Awards

Locally Produced Event of the Year Honoree

As part of an ongoing partnership with professional athletes and entertainers who are native to the Rockford area—including NBA champion Fred VanVleet—RACVB created Jurassic Park RKFD + Fred Comes Home as a three-part holistic community and brand awareness event series that was supported by VanVleet’s team and various corporate and municipal partners. The event series served a varied tourism audience that included visitors, residents, sports enthusiasts, event operators and rights holders, corporate bases and other social influencers native to the region. RACVB marketed to sports fans ages 15-50 in Rockford, Chicago and Toronto, incorporating RACVB’s blended resident-visitor tourism marketing approach. Additionally, RACVB leveraged many partnerships that yielded in-kind support from city services (street closures, police and fire personnel), the event series venue (City Market), Fred VanVleet’s business team, financial support from the City of Rockford and Winnebago County, and a host of additional corporate sponsors to help offset program costs.

Jurassic Park RKFD + Fred Comes Home was a multi-faceted tourism event created to: foster community pride by engaging locals in a series of free public events to ultimately increase social engagement and build positive brand perception among residents; build RACVB’s and the destination’s brand awareness; garner earned media nationally and internationally; reach our sports tourism target audiences including trade publications and event operators; refine and enhance our event productions expertise; and grow relationships with the local municipal and corporate segment for partnership potential that will support future tourism programs.

As noted by several national and international media, RACVB’s Jurassic Park RKFD was the only official Raptors-themed NBA Championship watch party in the United States, which laid the foundation for viral success in Rockford, regionally, nationally and internationally. Jurassic Park RKFD was produced for games five and six of the 2019 NBA finals at City Market Pavilion, where the festivities featured the FVV Shop Pop-Up Store, food and beverage trucks, a pre-game DJ party and VanVleet signage for photo opportunities to encourage civic engagement and tourism storytelling leading up to and during the watch parties.

Following the Toronto Raptors’ victory at 2019 NBA Championship, RACVB developed and implemented Rockford’s official Fred VanVleet homecoming celebration entitled “Fred Comes Home”, which kicked off with Dribble the City as a celebratory march through downtown for attendees—a dribble that concluded at the site of Jurassic Park RKFD to officially kick off Fred Comes Home. To remain consistent with the Jurassic Park RKFD watch parties, Fred Comes Home offered an engaging and fun environment that residents, sports tourism industry partners and national and international media outlets enjoyed either in-person or from afar.

A man with a beard and a white t-shirt is holding a large, ornate trophy. The trophy has a basketball on top and a base with intricate designs. He is standing in front of a dark background with a large, stylized dinosaur head silhouette.

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By all accounts, Jurassic Park RKFD + Fred Comes Home was a massive success, as the event's results and data indicate:

- RACVB's marketing ROI included a potential reach of 807,778,521, 637,770,287 impressions from direct pitching, \$7,477,541 average ad value and 736 media mentions.
- In-person attendance was 2,500 for Jurassic Park RKFD for game five, 4,000 for Jurassic Park RKFD for game six, and 8,000 for Fred Comes Home.
- Social ROI included a GoRockford Facebook reach of 406,598, 257,297 Twitter impressions, and 87,389 Instagram impressions.
- Facebook event page performance for Jurassic Park RKFD Game 5 was 62.3K in event page reach with 1.5K responses.
- Facebook event page performance for Jurassic Park RKFD Game 6 was 49.3K in event page reach with 863 responses.
- Facebook event page performance for Fred Comes Home was 65K in event page reach with 2.6K responses.
- Top-performing Facebook post was organic and a congratulatory message to Fred VanVleet, reaching more than 172,000 on the night the Raptors won the NBA Championship. Total Facebook reach for the event series was 406,598.
- Top-performing Instagram post was organic and a celebratory message after Fred Comes Home, generating 12,599 impressions. Total Instagram impressions for the event series were 87,389.
- Total Twitter impressions for the event series were 257,297.
- Between the first Jurassic Park RKFD watch party and the Fred Comes Home celebration, RACVB experienced social follower growth of three percent, including a two percent jump over the first seven days.
- 5,663 Jurassic Park RKFD + Fred Comes Home website pageviews
- National and international earned media placement on Forbes.com, the SCORE, 670 WSCR Radio, TSN (Canadian equivalent to ESPN), Barstool Sports, NBC Sports Online, NBA TV, Toronto Sun and more.
- RACVB generated more than \$40,000 in cash and in-kind support from the City of Rockford, Winnebago County, City Market Pavilion, and various corporate entities to help cover the cost to create, market and produce the three-event series.
- RACVB also worked with all three local television outlets (WREX 13 NBC, WTVO/WQRF 39 FOX, WIFR 23 CBS) to build a live television broadcast partnership and live stream Fred Comes Home, further perpetuating the local impact and overall community support for the event series.
- The event series is also a finalist for multiple 2020 Illinois Governor's Conference on Travel & Tourism awards, and was a Best in Sports Social Media candidate for the 2020 *Sports Business Journal* Awards.