

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
REGIONAL
OCCUPANCY RATES

72.9 %
July 31 - Aug 4

Up 21% from the first week
in August 2023

91.3 %
Night of Aug 3

Up 40.8% from the first
Saturday in August 2023



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 SAMPLES

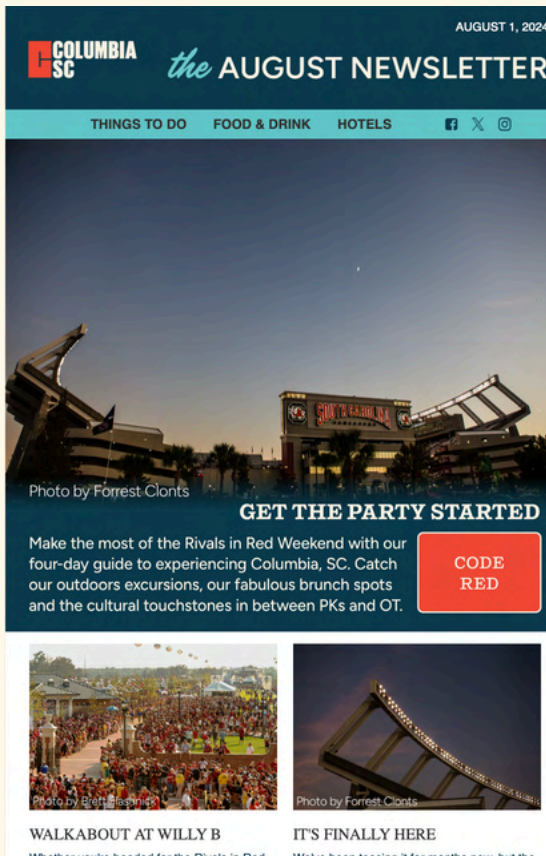
Social Media



Digital Advertising



E-Newsletter



Targeted Emails



BILLBOARDS

Local & Out-of-Market



COLLATERAL

Door hangers, Coasters, Table top Tents



SIGNAGE

Columbia Metropolitan Airport



Street Pole Banners

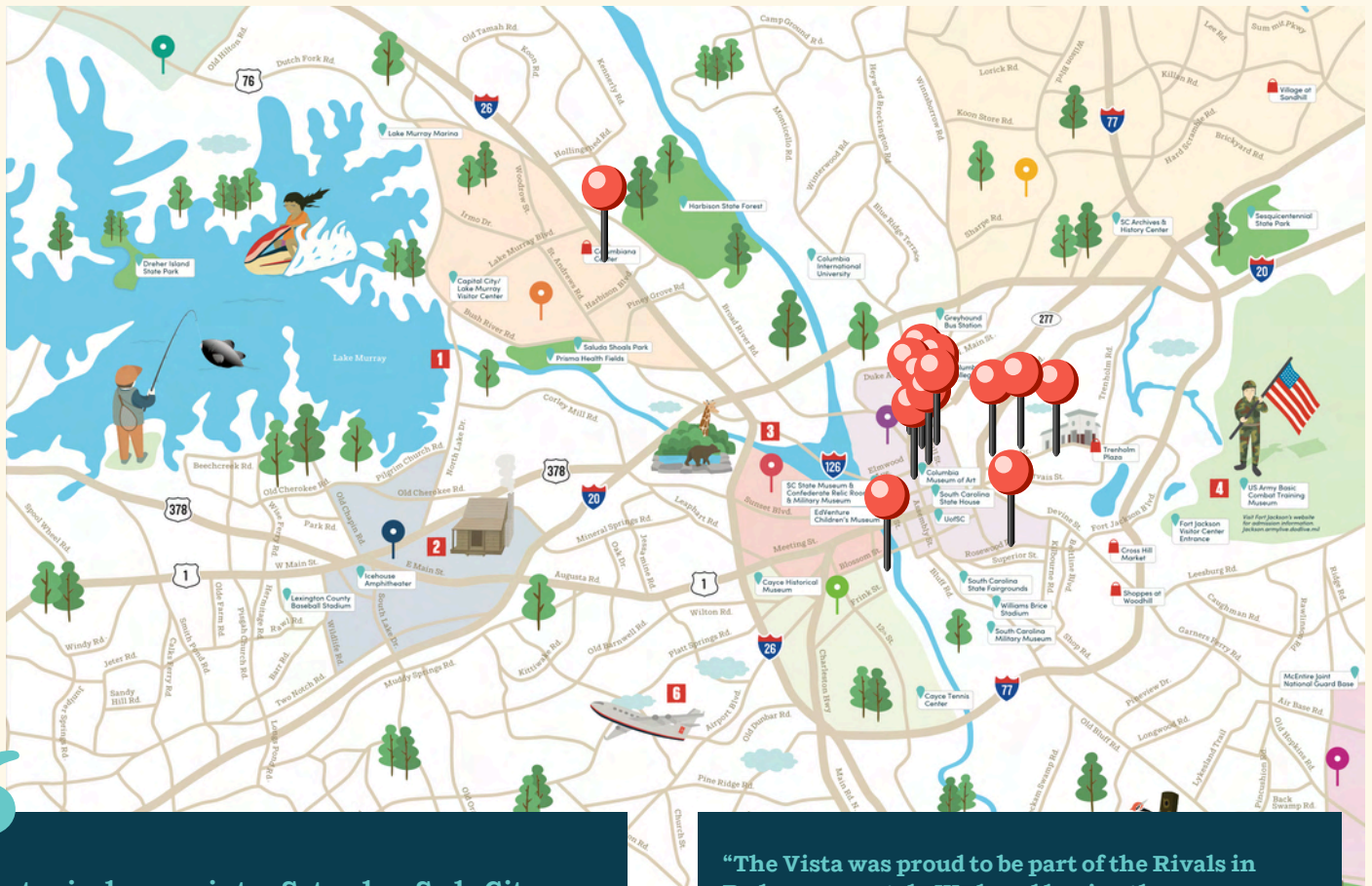


COMMUNITY EVENTS

- 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

MEDIA COVERAGE

Data provided by Muck Rack

February 2024 - September 2024

232

TOTAL ARTICLES

975

ENGAGEMENTS

98.2%

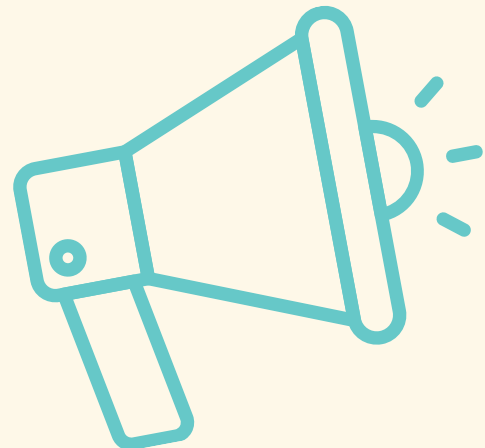
POSITIVE/NEUTRAL
SENTIMENT

Local Coverage Sample

- The Daily Gamecock: Gamecock Athletics, city of Columbia prepare to host Rivals in Red Tour match at Williams-Brice Stadium
- COLAToday: What to expect and how to attend the Rivals in Red soccer game happening in Columbia
- WLTX: Rivals in Red roll into Columbia
- The State: Coming to Columbia for the Rivals in Red soccer match? Check out these other local events
- WACH Fox: Rivals in Red: Manchester United and Liverpool face off in Columbia

National Coverage Sample

- Philadelphia Inquirer
- Washington Post Today
- Yahoo Sports
- WCSC-TV (Charleston)
- WPED-TV (Conway)



PHOTO



VIDEO



Click to watch