UVA’S BICENTENNIAL LAUNCH CELEBRATION

Jody Kielbas, Vice Provost for the Arts & Director, Virginia Film Festival

December 8, 2017
STATISTICS

Attendance: 18,488
- Guest Count: 16,613
- Performers: 750
  - 700+ UVA Faculty & Students
- Production crew: 450
- Staff & Volunteers: 450
- RMC Crew: 225

Sustainability
- 36,339 lbs. of waste with a diversion rate of 58%
- 350 pounds of compost

VA Catering
- 10,000 individual snacks
- 680 gallons of water, or 11,000 glasses consumed
- Food trucks served 3,000 customers
COMMUNICATIONS

Earned Media
- Total articles & news segments: **53**
- Local: *Richmond Dispatch-Times*, *The Daily Progress*, *Roanoke Times*, & all local news

UVAToday
- 15 Stories – **245,000 pageviews**
- Bicentennial Landing page (videos, news and social) – **12,000 views**

Social Media
- Shared 90 posts on the Bicentennial, resulting in **90,000 engagements**
- #UVA200 – generated **1,000 community posts** during the celebration
- Livestream: **75,000 viewers**

Bicentennial Website
- Traffic up **57%**
- Over **100,000 views** during Launch Weekend