

Sunflower Games

Status Report.



May 1st to present

Date: Oct 3, 2024

Sunflower State Games

Prepared by

Executive Director: Kris Wheeler

Summary



This report is going to show the numbers and data summarizing the transition pre May 1st and post strategies and results. The key findings is that overall the numbers have grown and the percentages struggle to reflect this in terms of how many new contacts the organization has collected and reached. The challenge is getting conversion and reaction to our direct messaging in different demographics.

Email Growth Metrics

- Total Email Growth: 2,175,193 new contacts
- Open growth acquisition: 673,858 new people reached
- Click Growth: 36,057

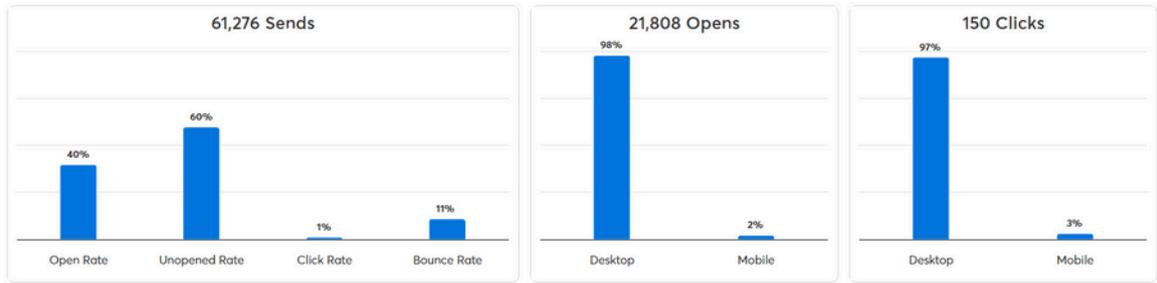
Constant Contact Email Reporting

ⓘ

Overview

[Download As](#) ▾

A look at some of your top emailing stats during the selected time range.



Trends

Compare your stats over time and across your industry during the selected time range.

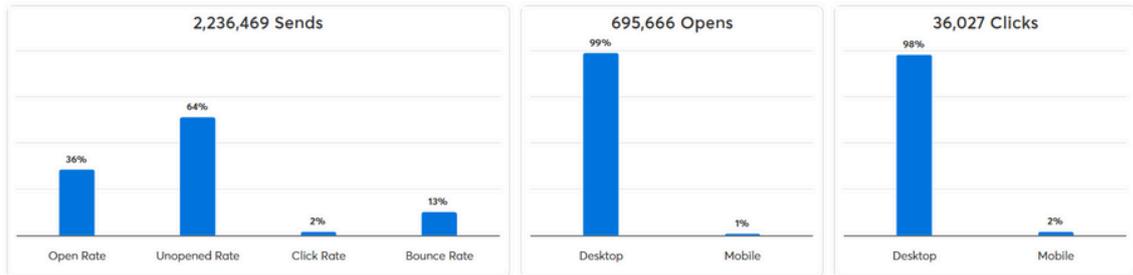


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Overview

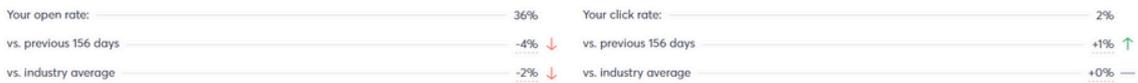
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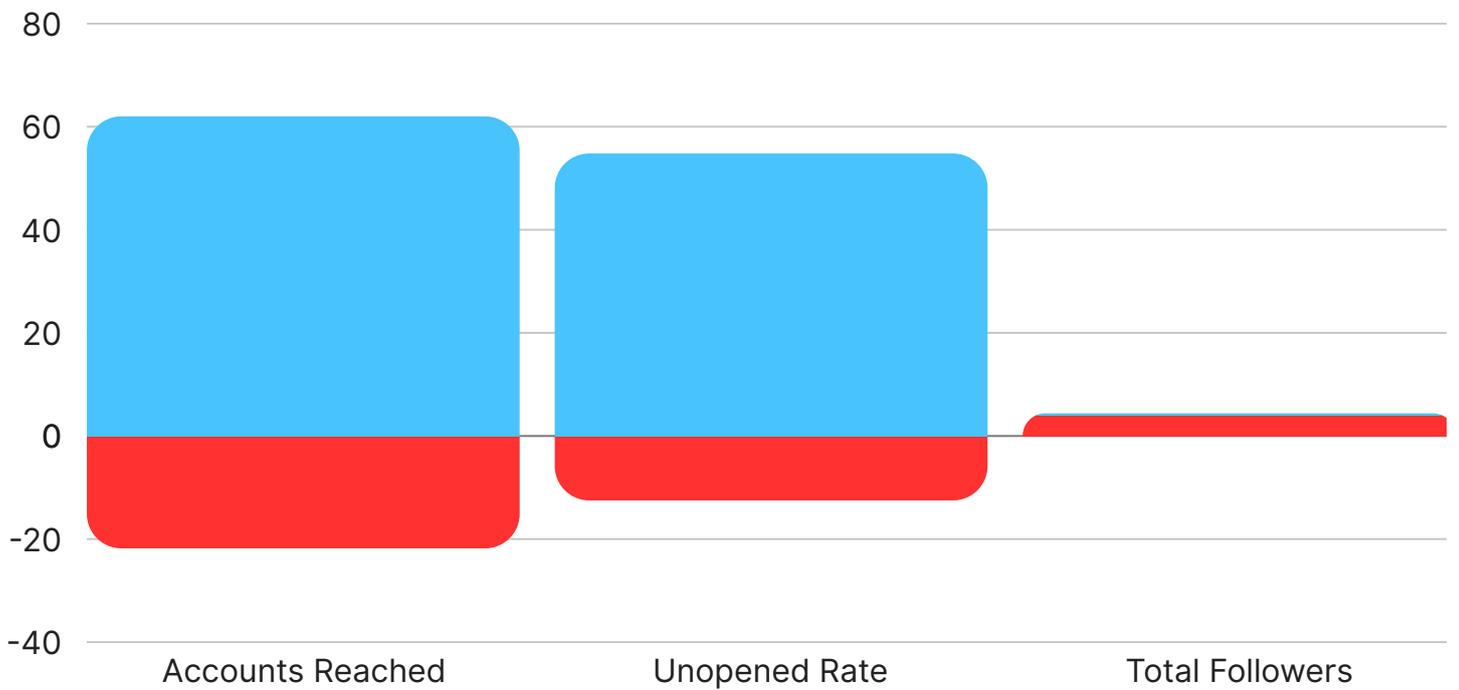
Trends

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Social Media Reports: Instagram reporting

Here the red represents the last 90 days and the blue represents the last 30 days. The last 90 days is the farthest back we can pull from, however evaluating our growth over the past 30 days in relation to the two previous months, we can see that we are showing substantial growth.



Media Reports: Radio Overview

1. **\$2500 cash digital buy, split into two campaigns** - Sunflower State Games and Kansas Senior Games
 - a. \$1000 targeted Women 30-45 with children ages 8-18, secondary demo of Adults 25-45; flight dates July 1-July 20
 - b. \$1500 targeted Adults 50-80, flight dates July 20-August 9
2. **\$3000 building trade schedule** Targeted Women 30-45 with children ages 8-18. Secondary demo of Adults 25-45.
 - a. \$2000 on KMAJ (M-Su 6a-7pm)
 - b. \$1000 on KDVV (M-Su 6a-7pm)
 - c. Flight dates July 1-July 20
 - d. 30 second scripts

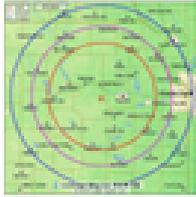
ALPHA MEDIA STATIONS & AUDIENCES

94.5
COUNTRY

WIBW-FM
Contemporary Country

Top Contemporary Country Radio Station in the Topeka DMA.

Our live, local personalities, like Jim Daniels and Bradley J are popular on the air and on social media.

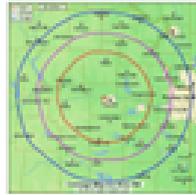


98.5
JACK fm
playing what we want

KSAJ-FM
JACK FM / Adult Hits

Top Adult Hits format reaching a valuable audience in the Topeka DMA, known as JACK FM.

JACK FM is a music focused format with no on air personalities.



THE COUNTRY
104.9

KTPK-FM
Classic Country

Top Classic Country Radio Station in the Topeka DMA.

Our live, local personalities, are Jim West and Britt.



580
WIBW
104.9 FM

WIBW-AM
AG-TALK-SPORTS

Top Agriculture programming audience in the Topeka DMA. Farm Director Greg Akagi is very well known to the AG/Farming Community in the State of Kansas.

LIVE Sports Show in Midday.



ALPHAMEDIA

Media Reports: Radio Results

RaceReach
LOWESTRACKING

Accounts Alerts Traffic Metrics Monitor Help 24/7 Admin Menu

Account Tools
Sunflower State Games/
Kansas Senior Games

Get Started

Account Overview

Event Tools >

Clubs Tools >

Financial Transactions >
all trans. across all events

Payments >
distributions of collected money

Newsletters & Mailing List >

All Forms >
access all events and the account

Account User Management

Manage Account Credit

Manage Inventories

Invoices >
send bills and collect payments online

Account Website >

Edit Account Details

Account Reports >

Special Features >

Sunflower Account Menu >

Account Tools > Sunflower State Games/Kansas Senior Games

GroupID: 104186374 BankAcctID: 130718 LeaderID: 2

Heat Map

Map Satellite

Wheatland Oregon
Scottsbluff
Nebraska
Iowa
Missouri
Illinois
Kansas
Colorado
Oklahoma
Tennessee

Chicago
St. Louis
Oklahoma City
Topeka
Denver
Fort Collins
Lincoln
Omaha
Des Moines
Cedar Rapids
Davenport
Galesburg
Peoria
Springfield
Decatur
Champaign
Terre Haute
Evansville
Nashville
Franklin

Map data ©2024 Google, HERE

Next Steps

Task	Strategy
First Winter Games	With the winter games we are hoping to reach new competitors, increase engagement, set the Sunflower Games apart from other state competitions.
2025 Summer Games	Build upon the momentum from the Winter Games, and work to build our attendance. We are working to help create a bigger legacy with the growing generation by diversifying our strategic efforts. Thus helping the brand growth in the long-term.