

SACRAMENTO REPUBLIC FC

J STREET BANNER PROGRAM REPORT

The Midtown Association partnered with the Sacramento Republic FC to install 37 Midtown Pride banners on ornamental light poles along J Street between 20th and 27th streets from June 30 through September 30. The purpose of Midtown Association's banner program is to promote cultural events and activities taking place in our community along this highly visible corridor. View a summary of promotion of the Midtown Pride banners below.

SOCIAL MEDIA



SOCIAL MEDIA POSTS RELATED TO J STREET BANNERS

7

SOCIAL MEDIA POSTS

19,545

VIEWS

481

INTERACTIONS



Explore Midtown, Sacramento

July 1 · Instagram · 🌐

Have you heard the new Sacramento Republic FC podcast titled, 'The Breakaway'? The podcast provides listeners an inside look at Sac Republic FC players, coaches, and more. Each week, tune in to hear host Connor Sutton talk with various guests from around the soccer and Sacramento community.

Stay tuned to learn more about games starting back up in July!

Great photo from @sacrepublicfc



SOCIAL MEDIA POSTS FEATURING SACRAMENTO REPUBLIC FC JUNE 20 - SEPT 30

17

SOCIAL MEDIA POSTS

65,082

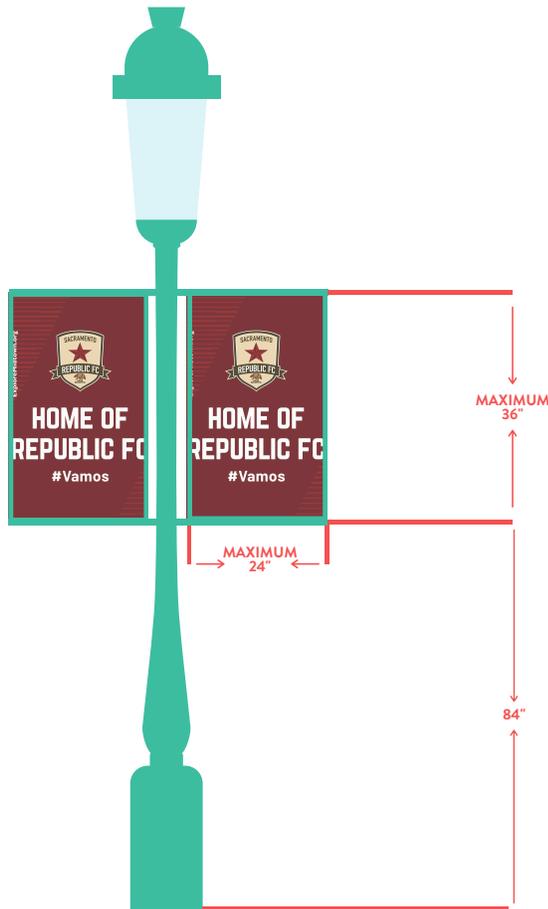
VIEWS

1,815

INTERACTIONS

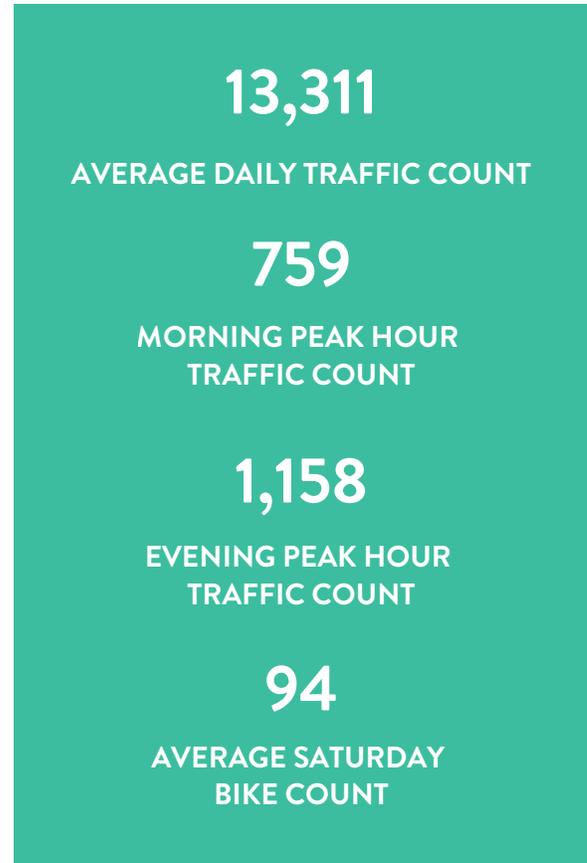
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BANNER MEASUREMENTS



TRAFFIC METRICS

During the 92 day duration, the banners received more than 1M total impressions through social media, media, vehicle counts, bicycle counts, and pedestrian counts.



BANNER LOCATIONS



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