

<b>Name/Title</b>	<b>Type of Activity</b>	<b>Start Date</b>	<b>End Date</b>	<b>Length of Run</b>	<b>Outcome</b>	<b>Notes</b>
National Night Out Event	Outreach	8/1/23	8/1/23	2 hours	Program Promotion	
Broadway International Festival	Outreach	9/4/23	9/4/23	8 hours	Program Promotion	
Foster Youth Education Fund Career Fair	Presentation	9/5/23	9/5/23	4 hours	Program Promotion	
Ohana Walk	Outreach	9/16/23	9/16/23	5 hours	Program Promotion	
Right to Heal	Outreach	9/19/23	9/19/23	6 hours	Program Promotion	
Rosemont Community Association	Outreach	9/30/23	9/30/23	4 hours	Program Promotion	
Indigenous Peoples' Day	Outreach	10/9/23	10/9/23	7 hours	Program Promotion	
Sacramento Racial Equity	Presentation	10/18/23	10/18/23	8 hours	Program Promotion	
Kauai's Marketplace Fall Fest	Outreach	10/28/23	10/28/23	5 hours	Program Promotion	
N. Sac Latino BHREC Forum	Presentation	11/3/23	11/3/23	5 hours	Program Promotion	
Galt Latino BHREC Forum	Presentation	11/4/23	11/4/23	5 hours	Program Promotion	
Community Meeting w/ Supervisor Hume	Outreach	11/6/23	11/6/23	1 hour	Program Promotion	
World Relief Resource Fair – Health and Wellness	Outreach	11/18/23	11/18/23	3 hours	Program Promotion	
A Neighborhood Celebration	Outreach	12/6/23	12/6/23	3 hours	Program Promotion	
Kwanzaa Event	Outreach	1/1/24	1/1/24	3 hours	Program Promotion	
MLK Day Event	Outreach	1/16/24	1/16/24	4 hours	Program Promotion	
CCMU Implementation	Presentation	2/6/24	2/6/24	5 hours	Organization Engagement	
Spirit of Inclusion	Outreach	2/12/24	2/12/24	1.5 hours	Program Promotion	
Center for Health Practice, Policy, and Research	Outreach	4/20/24	4/20/24	9 hours	Program Promotion	
Kid's Day at the Park	Outreach	4/27/24	4/27/24	8 hours	Program Promotion	
Rosemont Community Association Meeting	Outreach	5/2/24	5/2/24	3 hours	Program Promotion	

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3rd Annual Mental Health Symposium (NHORA)	Outreach	5/16/24	5/16/24	4 hours	Program Promotion	
SVPA Conference	Outreach	5/17/24	5/17/24	8 hours	Program Promotion	
The Picnic on the Green/Open House/Resource Fair	Outreach	5/22/24	5/22/24	4 hours	Program Promotion	
Ukrainian Cultural Fair	Outreach	5/24/24	5/24/24	4 hours	Program Promotion	
International Kid’s Festival	Outreach	5/25/24	5/25/24	8 hours	Program Promotion	
Sacramento Pride	Outreach	06/08/24	6/09/24	16 hours	Program Promotion	
NAMI Walk	Outreach	6/15/24	6/15/24	5 hours	Program Promotion	
Black Men’s Wellness Resource Fair (Sacramento Observer)	Outreach	6/29/2024	6/29/2024	6 hours	Program Promotion	Ad (CWRT and recruitment) in their special Print Edition made available on 6/29/2024
<b>Edleman Marketing Contract</b>						
General Market Radio	Radio Ads	2/19/24	4/14/24	4 weeks	3,298,600 Impressions**	KSEG, KYMX, KKDO, KHYL, KRXQ, KZZO
In-Language Radio	Radio Ads	2/19/24	4/14/24	4 weeks	1,233 paid and 1,157 bonus radio spots delivered	Russian (KEFM & KFSG), Spanish (KXSE & KVMX), Farsi (Radio Bamdad)
Clear Channel	Billboards	2/19/24	4/14/24	4 weeks	Total of 5,587,584 impressions** delivered. Total of 34,442 clicks.	33% Rotation for English/African American Locations with High Index for Dhari and Pashto 33% Rotation for Spanish 33% Rotation for Russian
Transit Shelters	Shelter Ads	2/19/24	4/14/24	4 weeks		
Convenience/Grocery Store Posters	Posters	2/19/24	4/14/24	4 weeks		
Display Ads/Search	Other - Digital	2/19/24	4/14/24	4 weeks	Total of 5,587,584 impressions** delivered. Total of 34,442 clicks.	Facebook & Instagram Completed location, language and behavior targeting.
Social Media	Other – Digital	2/19/24	4/14/24	4 weeks		
All Over Media – Convenience Stores	Posters	3/4/24	4/1/24	4 weeks	Placed at convenience stores throughout the County	Languages in English, Spanish and Russian

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All Over Media – Grocery Stores	Posters	3/4/24	4/1/24	4 weeks	Placed at grocery stores throughout the County	Languages in English, Spanish and Russian
Clear Channel	Shelter Ads	3/4/24	4/1/24	4 weeks		English/African American *Creative Rotation 50/50 Male & Female Locations with High Index for Dhari and Pashto Spanish Russian

MEDIA TOTALS (2/19/24-4/14/24):		
MEDIA	TOTAL IMPRESSIONS** DELIVERED	ADDED VALUE IMPRESSIONS**
<b>Radio*</b>	3,298,600	427,900
<b>Out-Of-Home</b>	28,659,388	2,699,646
<b>Digital</b>	5,387,584	2,943,486
<b>Totals:</b>	<b>37,345,572</b>	<b>6,071,032</b>

*\*Unrated radio station impressions not included*

*\*\*An impression is a metric used to quantify the number of digital views or engagements of a piece of content, usually an advertisement, digital post, or web page. Impressions are also referred to as an "ad view."*

CWRT Marketing & Outreach Budget FY 2023-24 Edelman Contract	
Expense/Line Item	Budget
Advertising/Media Buy/Production Elements	\$455,000
Creative/Design	\$15,000
Events/Rentals/Stipends	\$5,000
Research	\$5,000
<b>Total:</b>	<b>\$480,000</b>