

CINCO DE MAYO - Sunday May 3rd, 2015 - Pico Rivera Sports Arena & Adjacent Centennial Park Grounds









EVENT OVERVIEW:

- •45,000 attendees throughout the day
- •Over 7 hours of unforgettable musical performances by 15 of the most popular Mexican regional bands and recording artists

ONSITE DELIVERABLES:

- •One (1) 10' x 20' footprint with:
 - •Two (2) 10' x 10' branded booths
 - •One (1) branded pickup truck
 - •One (1) 2' x 10' trailer
 - •Two (2) teardrop banners
- •Seven (7) banners placed at the main entrance/exit
- •Four (4) banners placed throughout the park
- •One (1) banner placed next to the stage
- •Two (2) 40' long pennant flag rolls placed next to the stage
- •One (1) 40' long pennant flag roll placed across from booth
- •Two (2):30 second TV spots played on the jumbotron between acts









ONSITE JUMBOTRON AD PLACEMENT:

The :30 second Spanish TV spot titled "Teachers" was successfully uploaded to both jumbotron screens, and was displayed three times throughout the duration of the event. Don Cheto encouraged the audience to pay attention to the spot, as seen in the following video link: http://youtu.be/ER-aFcPdchc. The sequence of events during this spot are outlined in the below screenshots (please refer to the lower left corner of each picture).



DON CHETO IS DIRECTED TO APPROACH THE CROWD



HE HEARS "O'REILLY" AND TURNS AROUND TO WATCH THE SPOT



THIS SENT A SUBLIMINAL MESSAGE TO THE CROWD TO PAY ATTENTION



HE EVEN DID A LITTLE DANCE TO THE WHISTLED JINGLE!









OVERLOOKING STAGE



RIGHT STAGE BANNER AND PENNANT FLAG ROLL





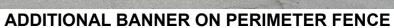
LEFT STAGE PENNANT FLAG ROLL











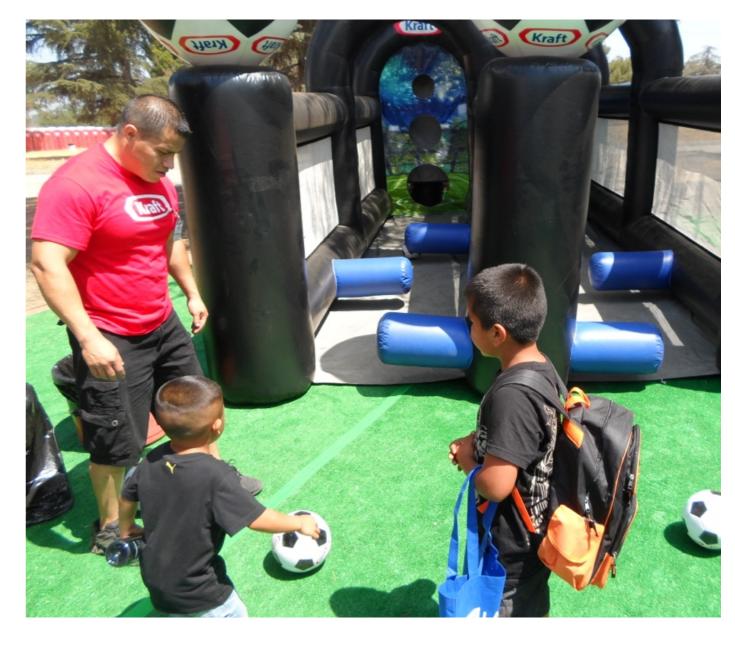


ON-AIR SUPPORT:

- •O'Reilly's :30 second spot aired a total of forty three (43) times on KBUE FM:
- The spot was aired on the dates and times provided below:

•Tuesday 4/28:	•Thursday 4/30:	•Saturday 5/2:
•9:53 AM	•11:36 AM	•7:21 AM
•11:33 AM	•12:36 PM	•8:21 AM
•2:53 PM	•1:36 PM	•9:37 AM
•5:31 PM	•2:39 PM	•11:52 AM
•8:23 PM	•5:23 PM	•3:39 PM
•Wednesday 4/29:	•6:36 PM	•8:40 PM
•9:21 AM	•9:39 PM	•10:23 AM
•12:39 PM	•Friday 5/1:	•11:23 AM
•1:36 PM	•12:23 PM	•12:40 PM
•3:36 PM	•1:25 PM	•1:40 PM
•5:53 PM	•5:25 PM	•2:41 PM
•6:52 PM	•6:37 PM	•3:23 PM
•7:37 PM	•8:51 PM	•4:40 PM
•8:38 PM	•9:35 PM	
•9:51 PM	•11:36 PM	







•10:36 PM •11:35 PM





ON-AIR SUPPORT (CONTINUED):

•The same :30 second spot streamed a total of one hundred sixteen (116) times on the KLOVE FM WEBSITE:

•A detailed streaming report is provided below:

Account Name: THE HUDDLE AGENCY

Campaigns for 2015-04-29 to 2015-05-02 23:59:59
Product: O'REILLY EVENT PARTICIPATION

Imp	Spots	
130933		116
0	N/A	
0	N/A	
0	N/A	

Campaign: [WO#30651] Huddle Agency, /Huddle Agency, [Apr29-May02] Contract ID: N/A Advertiser: Huddle Agency, The (ID: 24168)

In-Stream Ad Name	Ad Description	Ad Cart Id	Station	Station DMA	Filename	Duration	Flights	Imps	Spots
K-LOVE / 290415-290415Huddle Agency, TheHuddle Agency, The	O'REILLY EVENT	(907748A0-	K-LOVE-FM	Los Angeles CA	O'REILLY_AUTO_PARTS_30.mp3	29.5445	04/29/15-04/30/15	4787	15
K-LOVE / 020515-020515Huddle Agency, TheHuddle Agency, The	O'REILLY EVENT	{A16D2955-	K-LOVE-FM	Los Angeles CA	O'REILLY_AUTO_PARTS_30.mp3	29.5445	05/02/15-05/02/15	20609	28
K-LOVE / 300415-300415Huddle Agency, TheHuddle Agency, The	O'REILLY EVENT	(92A477A3-	K-LOVE-FM	Los Angeles CA	O'REILLY_AUTO_PARTS_30.mp3	29.5445	04/30/15-04/30/15	57151	30
K-LOVE / 010515-010515Huddle Agency, TheHuddle Agency, The	O'REILLY EVENT	(FA86BDA3-	K-LOVE-FM	Los Angeles CA	O'REILLY_AUTO_PARTS_30.mp3	29.5445	05/01/15-05/01/15	39965	21
K-LOVE / 290415-290415Huddle Agency, TheHuddle Agency, The	O'REILLY EVENT	(DA8BBC02-	K-LOVE-FM	Los Angeles CA	O'REILLY_AUTO_PARTS_30.mp3	29.5445	04/29/15-04/30/15	8421	22
In-Stream Media Summary							130933	116	









PERFORMING ARTIST LINEUP:

- •EL KOMANDER
- •REMMY VALENZUELA
- •LOS RIELEROS DEL NORTE
- •REGULO CARO/JULIAN MERCADO
- •LOS RODRIGUEZ DE SINALOA
- •PROYECTO X
- •LOS TRAVIESOS DE LA SIERRA
- •ARIEL CAMACHO
- **•BANDA RANCHO VIENO**
- •GERARDO CORONEL
- •CHEYO CARRILLO
- •IRVING CASANOVA
- •ORIGINAL BANDA EL LIMON
- •ALEJANDRO LIRA
- •BANDA CARNAVAL

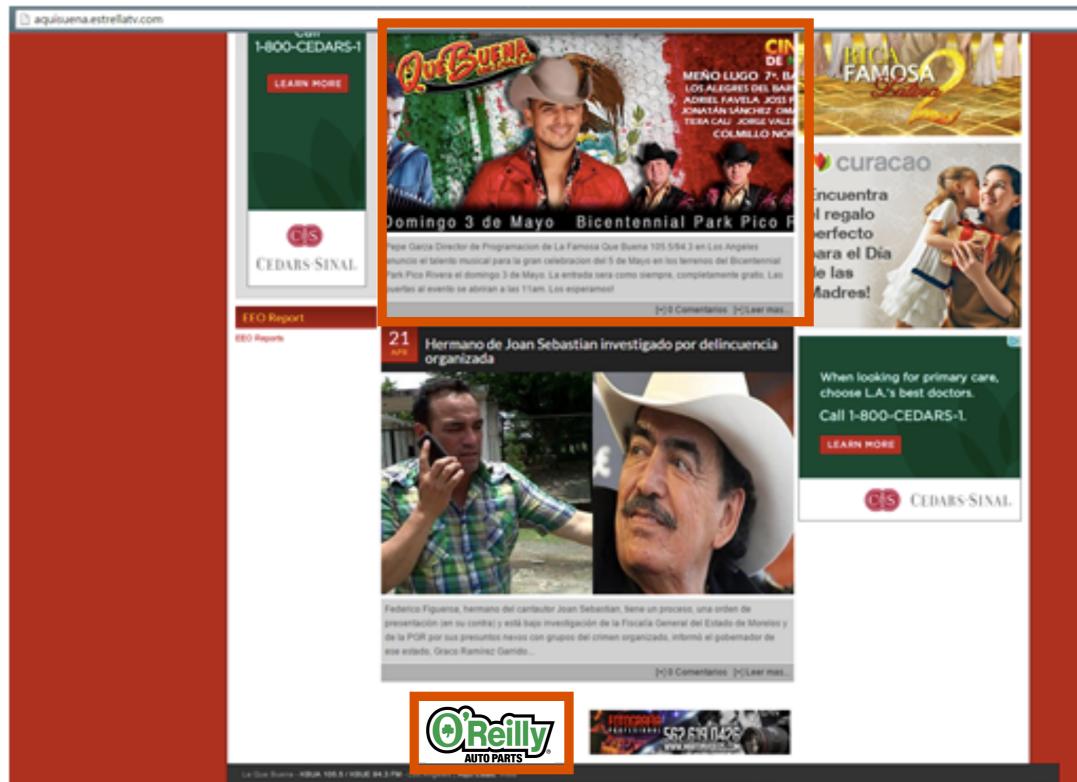








LOGO ON KBUE WEBSITE PROMOTING EVENT:







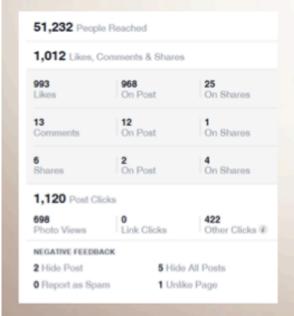


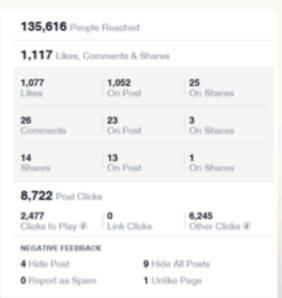
SOCIAL MEDIA: FACEBOOK POSTS THROUGHOUT THE DAY:











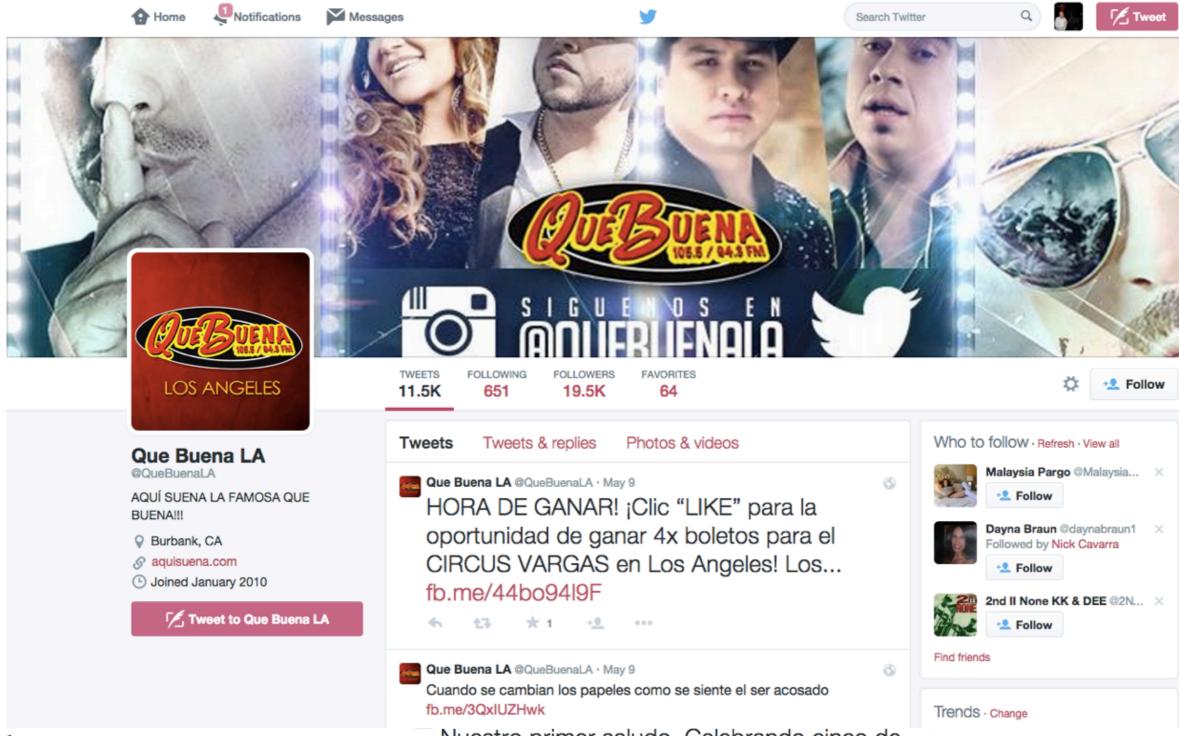








SOCIAL MEDIA: TWITTER WITH LINKS TO FACEBOOK POSTS:





Nuestro primer saludo. Celebrando cinco de mayo #quebuenq fb.me/6wrJaGO7W





PANORAMIC VIEWS:



YOUR MAGNIFIED FOOTPRINT WITH ADJACENT BANNERS & PENNANT FLAG ROLL









BRAND INTERACTION:

















