October 14, 2024

134 E State St

Mauston, WI 53948

Dear GMTA Board:

Attached are the final receipts for our printing and marketing materials from the 2nd Annual BBQ-Tober Fest. We saw over 300 in attendance at our function and were able to raise $1500 in proceeds to be donated equally across 3 local organizations: Hatch Public Library, Mauston Food Pantry, & Guardians of Lake Decorah.

We are asking for an addendum to be made to our initial application request of $600.00 to help offset the marketing costs that did exceed our initial budget. We would like to request an additional $600.00 for this purpose. We feel this additional marketing push assisted in drawing a larger crowd than expected and contributed to the overall success of the event.

Please feel free to reach out with any questions.

Micah Playman

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conceptprinting

# Invoice

Invoice #: 01224391
Date: 9/9/2024
Ship Via:
Page: 1

Bill To:

Gravity Box
134 E. State Street
Mauston, WI 53948

Ship To:

Gravity Box
134 E. State Street
Mauston, WI 53948

| Description | Amount | Tx |
|---|---|---|
| 3'x6' BBQ Fest Info Banner 24, printed 4/0, 18oz with grommets | $76.50 | X |
| Typesetting / Set up | $15.00 | X |
| 24 BBQ Fest Posters, 11x14.5, printed 4/0, 10pt C1S | $25.00 | X |

| | |
|---|---|
| | $116.50 |
| Freight: | $0.00 |
| Sales Tax: | $6.41 |
| Total Amount: | $122.91 |
| Amount Applied: | $0.00 |
| **Balance Due:** | **$122.91** |

Your Order #:
Shipping Date:
Terms: Net 15

603 John Street • Necedah, WI 54646
Phone 608-565-3500 • Toll-Free 888-565-3505 • Email info@conceptprintingcompany.com

Copy

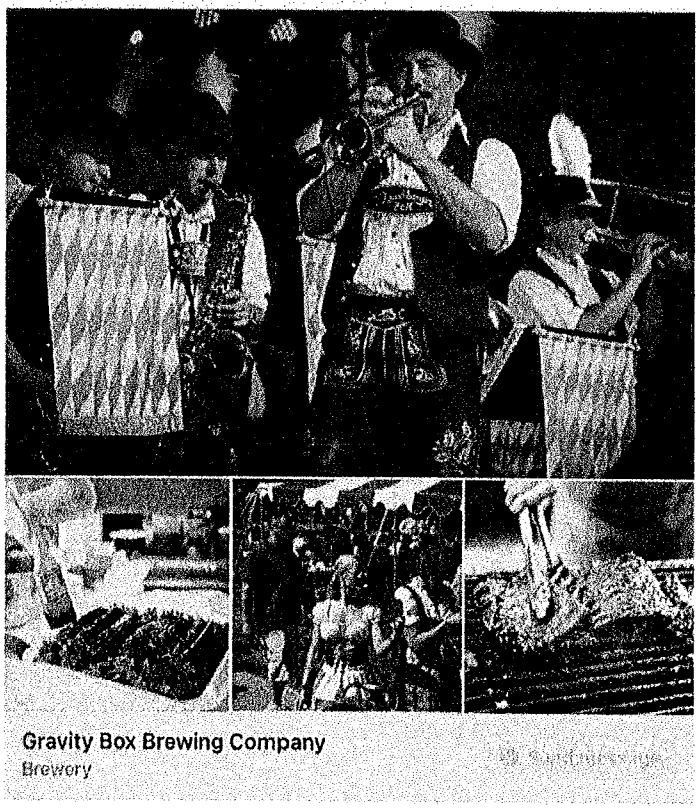
# 2nd Annual OKTOBER FEST AD SUMMARY

## *AD CAMPAIGN PREVIEW*

**Ad preview**

Gravity Box Brewing Company
September 19 at 11:00 AM · Published by Brandon Wikman

2nd Annual BBQ & Oktoberfest!!
**Where:** Riverside Park, Mauston, WI
**When:** October 5th, 2024
**What:** BBQ Competition w/ Pork Ribs + Chicken!
Join us for Live Music, Local Breweries, Yard Games, Mobile Axe Throwing, Local Food Trucks and More! Attend for Free.
For More Details & Competition Entries, PM Page or Sign Up Here:
https://forms.gle/ted7ULKA44YU1Rnz8



Gravity Box Brewing Company
Brewery

**Ad preview**

Gravity Box Brewing Company
September 19 at 11:36 AM · Published by Brandon Wikman

COMPETITORS WANTED!
**Where:** Riverside Park, Mauston, WI
**When:** October 5th, 2024
**What:** BBQ Competition w/ Pork Ribs + Chicken!
For More Details & Competition Entries, PM Page or Sign Up Here:
https://forms.gle/ted7ULKA44YU1Rnz8
non-sanctioned backyard BBQ competition with Pork Ribs and Chicken! $100 entry fee to compete in the BBQ competition with 100% payout (1st-3rd & Peoples Choice). Proceeds to benefit local non-profit organizations.


Gravity Box Brewing Company
Brewery

# AD CAMPAIGN RESULTS

## View results

### Performance

$219.62 spent over 4 days.

| Messaging conversations started | Reach | 7,460 |
|---|---|---|
| 2 | Cost per Messaging Conversation Started | $109.81 |

### Activity

Post engagements 318

3-second video plays 216

Post reactions 33

Link clicks 31

See all

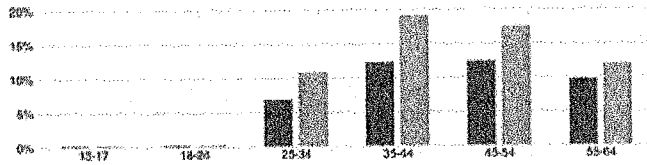
View prosp

### Audience

This ad reached 7,460 people in your audience.

People Placements Locations

41.0% Women 59.0% Men




### Audience details

Custom audience
Lookalike (US, 10%) - Pagelike: Gravity Box Brewing Company or Pagelike: Gravity Brewing Company

Location
United States: Mauston (+40 mi) Wisconsin

Reach more people if you've added cities and regions
Off

Age
25 - 60

Advantage detailed targeting
On

## View results

### Performance

$332.16 spent over 8 days.

| Messaging conversations started | Reach | 6,438 |
|---|---|---|
| 13 | Cost per Messaging Conversation Started | $25.55 |

### Activity

Post engagements 261

Link clicks 83

Post reactions 52

Post comments 16

See all

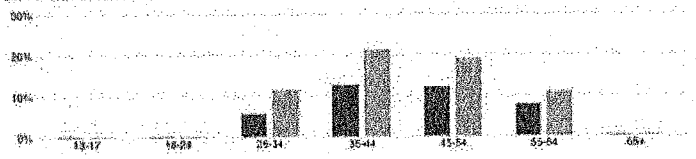
View prospects

### Audience

This ad reached 6,438 people in your audience.

People Placements Locations

38.1% Women 61.9% Men




### Audience details

Location
United States: Mauston (+42 mi) Wisconsin

Reach more people if you've added cities and regions
Off

Age
25 - 60

People who match
Interests: Barbecue grill, Charcoal, weber grills, Smoking (cooking), Smoking-Meat.com, Grilling, Barbecue or Kingsford (charcoal)

Advantage detailed targeting
On

Edit Audience

## View results

### Performance

$87.53 spent over 7 days.

| Messaging conversations started | Reach | 3,044 |
|---|---|---|
| 2 | Cost per Messaging Conversation Start | |

### Activity

Post engagements

Link clicks 57

Post reactions 47

Post shares 15

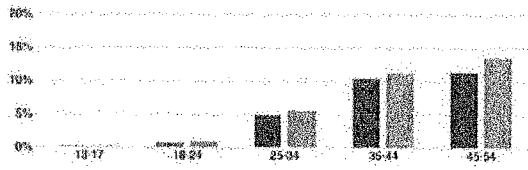
See all

### Audience

This ad reached 3,044 people in your audience.

People Placements Locations

45.9% Women 53.1% Men




### Audience details

Location
United States: Mauston (+40 mi) Wisconsin

Reach more people if you've added cities and regions
Off

Age
18 - 66+

People who match
Interests: The BBQ Guru, weber grills, Barbecue in the United States, Pitmasters, Kansas City Barbeque Society or Barbecue

Advantage detailed targeting
On

Edit Audience

## View results

### Performance

$75.94 spent over 7 days.

| Messaging conversations started | Reach | 3,661 |
|---|---|---|
| 1 | Cost per Messaging Conversation Started | $75.94 |

### Activity

Post engagements 213

Link clicks 56

Post reactions 36

Post shares 0

See all

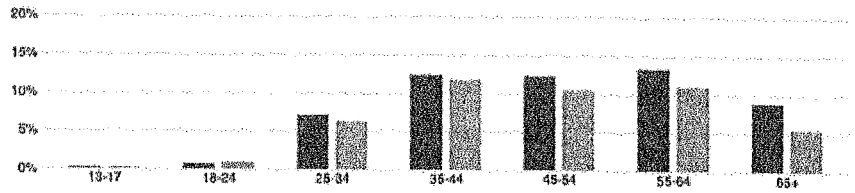
View prospects

### Audience

This ad reached 3,661 people in your audience.

People Placements Locations

54.6% Women 45.4% Men




### Audience details

Custom audience
Lookalike (US, 10%) - Pagelike: Gravity Box Brewing Company or Pagelike: Gravity Box Brewing Company

Location
United States: Mauston (+35 mi) Wisconsin

Reach more people if you've added cities and regions
Off

Age
18 - 65+

Edit Audience

## View results

### Performance

$332.16 spent over 8 days.

| Messaging conversations started | Reach | 6,438 |
|---|---|---|
| 13 | Cost per Messaging Conversation Started | $25.55 |

### Activity

Post engagements

Link clicks 83

Post reactions 62

Post comments 16

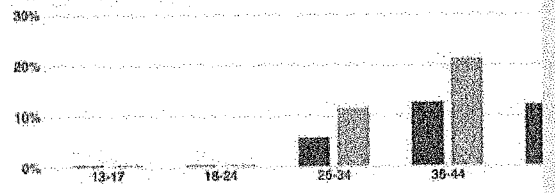
See all

### Audience

This ad reached 6,438 people in your audience.

People Placements Locations

38.1% Women 61.9% Men




### Audience details

Location
United States: Mauston (+42 mi) Wisconsin

Reach more people if you've added cities and regions
Off

Age
25 - 60

People who match
Interests: Barbecue grill, Charcoal, weber grills, Smoking (
Grilling, Barbecue or Kingsford (charcoal)

Advantage detailed targeting
On

Edit Audience

## View results

### Performance

$40.37 spent over 8 days.

| Post engagements | Reach | 5,713 |
|---|---|---|
| 466 | Cost per Post Engagement | $0.09 |

### Activity

Post engagements 466

Link clicks 131

Post reactions 43

Post shares 5

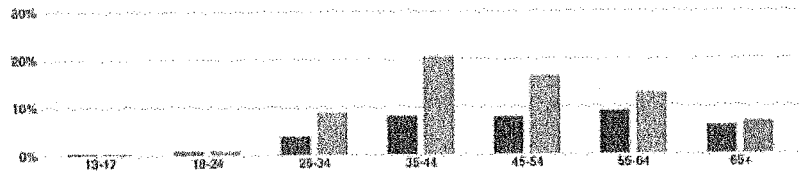
See all

### Audience

This ad reached 5,713 people in your audience.

People Placements Locations

34.8% Women 65.2% Men




### Audience details

Custom audience
Lookalike (US, 10%) - Pagelike: Gravity Box Brewing Company or Pagelike: Gravity Box Brewing Company

Location
United States: Mauston (+35 mi) Wisconsin

Reach more people if you've added cities and regions
Off

Age
18 - 65+

Edit Audience

***TOTAL AD SPEND: $1,277***

***REACH: 32,754***