

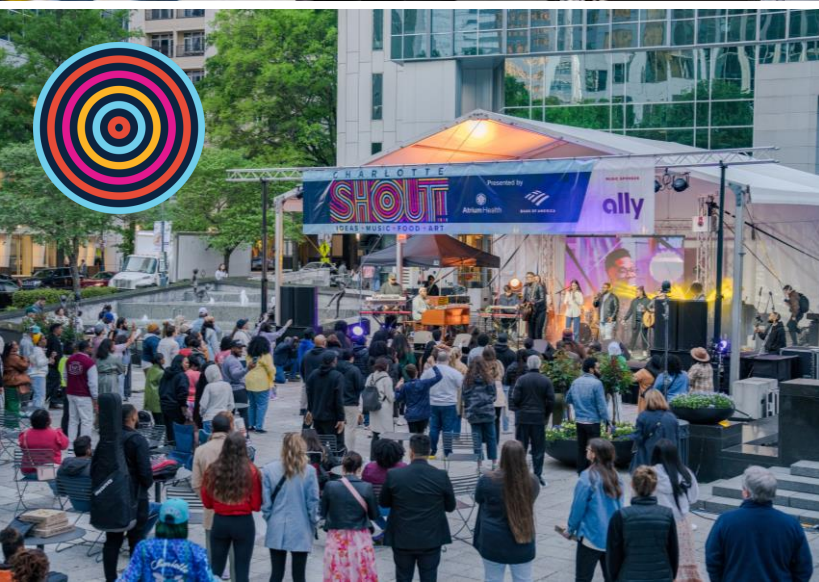


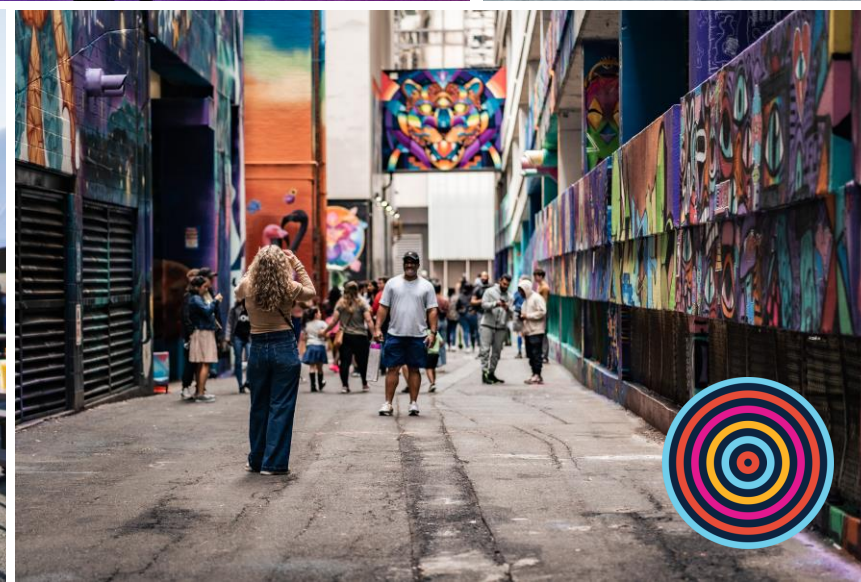
April 2023

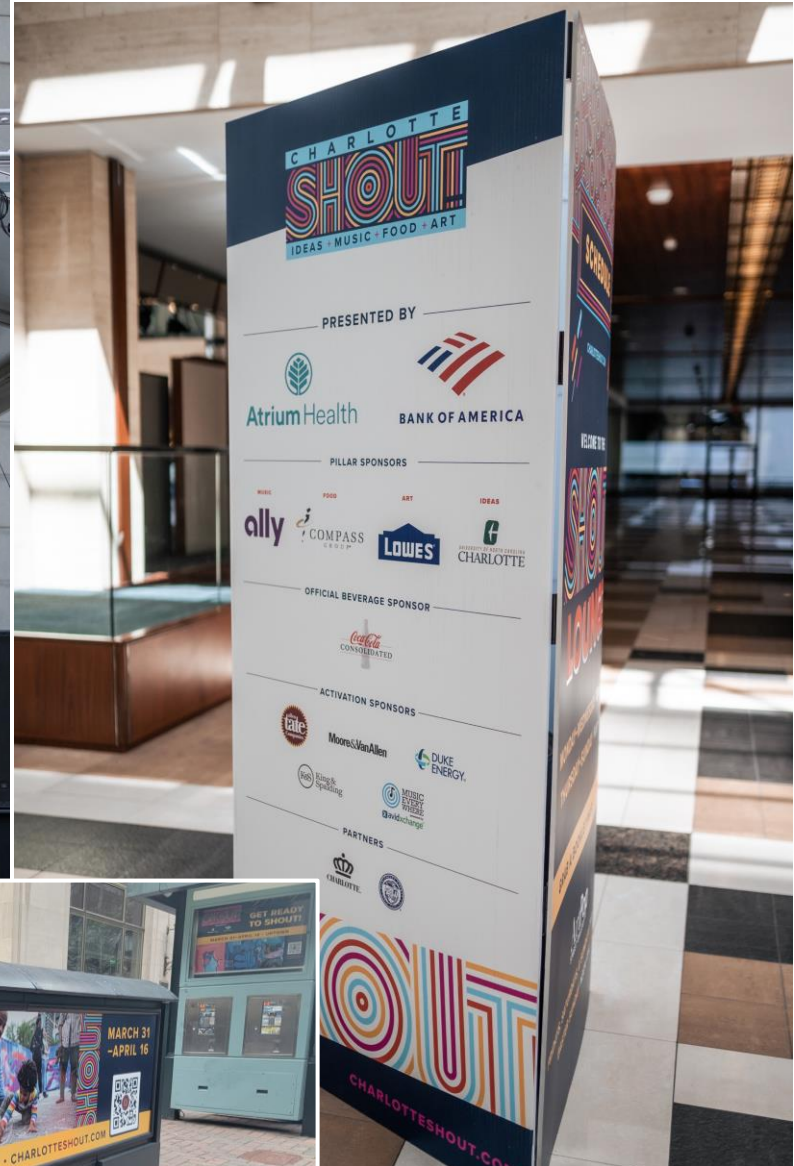


2023

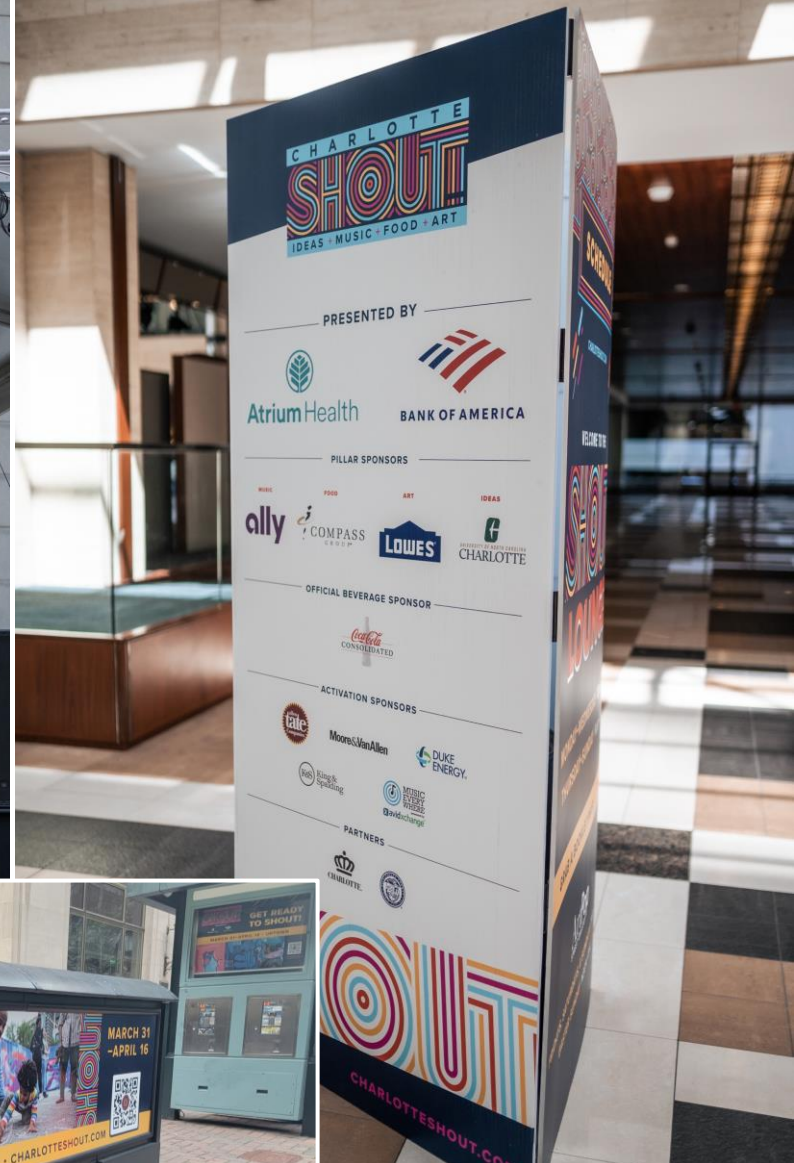








BANK OF AMERICA



SCHEDULE

CHARLOTTESHOUT.COM


Pianodrome
AT GRACE CHURCH

CHARLOTTE PIANO MUSIC
TEACHERS FORUM
EVERY DAY 10AM-3PM

EVENING PERFORMANCES

Ethan Usian, Noel Freidline and Maria Howell,
Chelsea Locklear, Lisa Denovo, Dylan Ward,
Emily Sage, Charlotte Strings Collective, and more!

Scan for the full schedule.



MUSIC SPONSOR
ally



CHARLOTTE SHOUT
IDEAS • MUSIC • FOOD • ART

PRESENTED BY
Atrium Health BANK OF AMERICA

PILLAR SPONSORS
ally COMPASS LOWES CHARLOTTE

OFFICIAL BEVERAGE SPONSOR
Coca-Cola COMBUSTION

ACTIVATION SPONSORS
Coca-Cola MusicLifeAllen DUKE ENERGY

PARTNERS
Charlotte

UPTOWN

MARCH 31 **CHARLOTTE SHOUT** APRIL 16
IDEAS • MUSIC • FOOD • ART

Presented by
Atrium Health BANK OF AMERICA

**Join the
Charlotte Piano
Teachers Forum**

DAILY
10AM-3PM

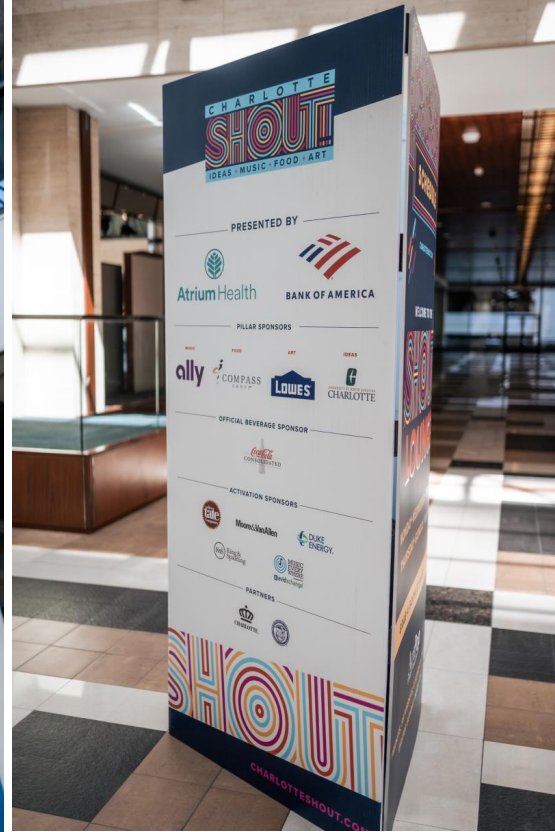
Scan for details and
the full schedule



MUSIC SPONSOR
ally



ally





2023 SHOUT! by the Numbers

This year's SHOUT! saw large, diverse crowds and strong volunteer participation, making it our most successful event yet!



1.8 million Uptown visits during SHOUT!

334,000 visitors to SHOUT!

47 Art Installations

42 Murals in Luminous Lane

186 Concerts

300+ Participating Artists

Economic Impact: \$12M





Media & Marketing Review

Robust Earned Media Coverage

- **WSOC**
- **WBTV**
- **WCNC**
- **WCCB**
- **WJZY**
- **Fox 46**
- **Spectrum News**
- **WFAE**
- **WDAV**
- **WBT**
- **Axios Charlotte**
- **Charlotte Observer**
- **Charlotte magazine**
- **Charlotte Parent**
- **QCity Metro**
- **SouthPark magazine**
- **The Charlotte Post**
- **iHeartRadio
Charlotte (5 stations)**





2023 Marketing Results

We revamped the SHOUT! website and deployed a combination of paid and owned marketing tactics to drive brand awareness, encourage longer-duration and repeat visits, and increase visits from out of market.



3.4 Million Social Media Impressions

Facebook Engagement +218.4%, Impressions +236.9% YOY

25 Diverse Paid Media Placements

Instagram Engagement +188.3%, Impressions +482.2% YOY



Ally by the Numbers

Visits to Ally Main Stage

154,000

Social Media with Ally Mention

Impressions 193,293

Engagement 9,971

Reach 169,908

Newsletter with Ally Mention

Opens 1,996



ally
do it right.

CHARLOTTE
SHOUT
IDEAS + MUSIC + FOOD + ART



THANK YOU!





THANK YOU!





THANK YOU!



vimeo.com/834551251