

HURLBURT FIELDS FREEDOM FEST 2017

FRIDAY, 23 JUNE - SATURDAY, 24 JUNE • SOUNDSIDE MARINA



121.9K = 10K TOTAL REACH

8.6K POST ENGAGEMENTS = 1K

6.1K TOTAL LIKES = 1K

107.2K LIVE FEED VIEWS

#FreedomFest2017

FRIDAY 10K ATTENDEES = 2.5K

SATURDAY 7.5K ATTENDEES

262 VOLUNTEERS = 10

4 DAYS STAGE SET UP

750 TOTAL MAN HOURS = 100

AFSOC PRIORITY #3

INVESTMENT IN THE RESILIENCY OF OUR FORCE, FAMILY AND RELATIONSHIPS

\$350K+ GIVEN BACK TO AIRMEN AND THEIR FAMILIES = 100K

Sponsored in part by:

\$41.9K SPONSORSHIP SUPPORT

No federal endorsement of sponsors intended.

21 PRIVATE ORG FOOD VENDORS

\$32K ATM CASH DISPENSED

1K+ ZIP LINE RIDERS

750+ BANANA BOAT RIDERS

500+ SPECTRE ISLAND SHUTTLE PASSANGERES

\$25.7K GIVEAWAYS

- 1 GOLDRING GULF CORNHOLE BOARD SET
- 1 Dell LED SMART TV
- 1 Dell PS4
- 1 BOTE KULA COOLER
- 1 BOTE PADDLE BOARD
- 1 MONSTER FENDER GUITAR

\$53K SALES PRIVATE ORG FOOD VENDORS