



CHUKKERS FOR CHARITY

MEDIA REPORT



2023 // PREPARED BY THE ANDREWS AGENCY



2023

MEDIA COVERAGE

- 08.01.2023 - Sophisticated Living-
Print -Chukkers for Charity
- 09.01.2023 - Belle Meade
Lifestyle - Calendar Listing - Print
- 09.01.2023 - Southern Exposure -
Calendar Listing - Print
- 09.01.2023 - The Tennessean -
Smiles for Miles - Eblast
- The Nashville Sign
- I-65 Billboard
- 7.1.2023 WKRN Calendar Listing -
Online
- 7.24.2023 -Elite Equestrian -
Online
- 8.24.2023 - Southern Exposure -
Print
- 9.1.23 - Nashville Lifestyles -
Feature on Co-chairs
- 9.16.2023 The News - Chukkers
for Charity - Online
- 9.17.2023 - Williamson Herald -
Print - Chukkers for Charity Recap
- 9.18.2023 Nashville Lifestyles -
the 27th Annual Chukkers for
Charity - Online
- 9.18.2023 Nashville Lifestyles -
the 27th Annual Chukkers for
Charity Pg2 - Online
- 9.18.2023 Nashville Lifestyles -
the 27th Annual Chukkers for
Charity Photos- Online.

- 9.21.2023 Williamson Herald - Chukkers for Charity Photo Gallery - Online
- 9.8.2023 Williamson Source - Facebook Live
- Calendar Listing- Nashville Lifestyles 2.27.23
- Nashville Lifestyles - Chukkers for Charity with 16 photos
- Nashville Lifestyles - Chukkers for Charity with 16 photos Page 2
- Nfocus - Calendar Listing - Print
- NFocus - October coverage of event Page 2
- NFocus - October coverage of event.
- NFocus Print - October - Editor's Page
- Tennessean Front Page 9-4-23.
- Tennessean Jump Page 9-4-23
- The News 9-28-23 Chukkers Full Page 1
- The News 9-28-23 Chukkers Full Page 2
- The News Eblast
- Williamson Herald E-blast 9-26-23
- Williamson Herald Photo Gallery 9-25-23
- Williamson Herald Website - 2 - 9-26-23
- Williamson Herald Website - 3 - 9-26-23
- WKRN Chukkers for Charity
- WSMV Chukkers For Charity
- Your Williamson - October - Contents Page
- Your Williamson - October - Photos
- YOUR Williamson - September issue - Calendar listing





Chukkers For Charity Polo Match Sept. 9 At Riverview Farm

Medical House Calls will be the presenting sponsor of the Chukkers for Charity polo match on Saturday, Sept. 9, for the 27th annual sporting event held in Franklin to benefit Rochelle Center and Saddle Up! Nina Lindley and Falon Veit Scott are co-chairs serving with community volunteers and supporters of the fundraiser. Last year's match generated more funds than ever in the 26-year history of the event, which now totals \$2.6 million raised since 1996.

THE TENNESSEAN

MONDAY, SEPTEMBER 8, 2023 | TENNESSEAN.COM PART OF THE USA TODAY NETWORK

Bleacher collapse prompts review

Beech, 4 other Sumner County prep football stadiums needed repairs

George Robinson
Nashville Tennessean
Sumner County, Tenn. (UPI) — A bleacher collapse at a prep football stadium in Beech, Tenn., on Saturday prompted a review of the safety of four other Sumner County prep football stadiums, officials said.

The collapse of the bleachers at Beech High School, which occurred during a game on Saturday, prompted a review of the safety of four other Sumner County prep football stadiums, officials said.



Boy with rare disorders makes everyone smile

Ephraim Lobos, 10, feeds most at peace riding horses in Saddle Up! program

Nina Lindley
Nashville Tennessean
Sumner County, Tenn. (UPI) — Ephraim Lobos, 10, is a boy with rare disorders who makes everyone smile. He is a member of the Saddle Up! program, which helps children with disabilities learn to ride horses.

Buffett's impact felt in country music

Late singer went from ENT to key West

Marissa A. Dowling
Nashville Tennessean
Johnny Buffett, the singer-songwriter, died on Saturday. He was 70 years old. He was a member of the Saddle Up! program, which helps children with disabilities learn to ride horses.



CHUKKERS FOR CHARITY RETURNS

Chukkers for Charity returns to Riverview Farm Saturday, September 9 for the 27th year benefiting Rochelle Center and Saddle Up! Tennessee's largest and highest-grossing charity polo match broke all records last year with \$10,000 in net proceeds for the local non-profit organizations totaling \$2.5 million raised since 1996.

Nina Lindley and Falon Veit Scott are co-chairing this year's event and one of Nashville's most exciting sporting events that brings awareness to two worthy causes. Nina said, "I started co-chairing Chukkers six years ago because I love the event and the fact that the funds raised help people with disabilities in the Nashville area. Chukkers beneficiaries are Saddle Up! which offers equine-based therapy programs for children and young adults with disabilities and Rochelle Center offers residential programs and services for adults with disabilities."

Nina added, "We're so fortunate to have Falon Veit Scott serve as co-chair because she brings a wealth of logistical event management talent as she founded EES, one of the most well-respected management companies in the country. She also served as Chukkers Co-Chair in 2009 so she knows the event and has a passion for it."



Executive Director of Saddle Up! Audrey Kidd said, "Our organization looks forward to this exceptional fundraiser every year because it has an enormous impact enriching the lives of hundreds of children, youth, and young adults through equine therapy where all are equal in the saddle. The community support is phenomenal, and we always appreciate the opportunity to share our story."

"Chukkers for Charity plays a vital role in shining a light on Rochelle Center which offers support for adults with intellectual and developmental challenges," added Debbie Chadwick, president of Rochelle Center. "It's such an honor to take part in this lively outdoor event that directly benefits the work of our programs and those of Saddle Up!"

Spectators can select VIP cabanas or tailgating, both of which are adjacent to the polo field, so all guests enjoy a front row seat. For tickets or to become a sponsor visit www.ChukkersforCharity.net.



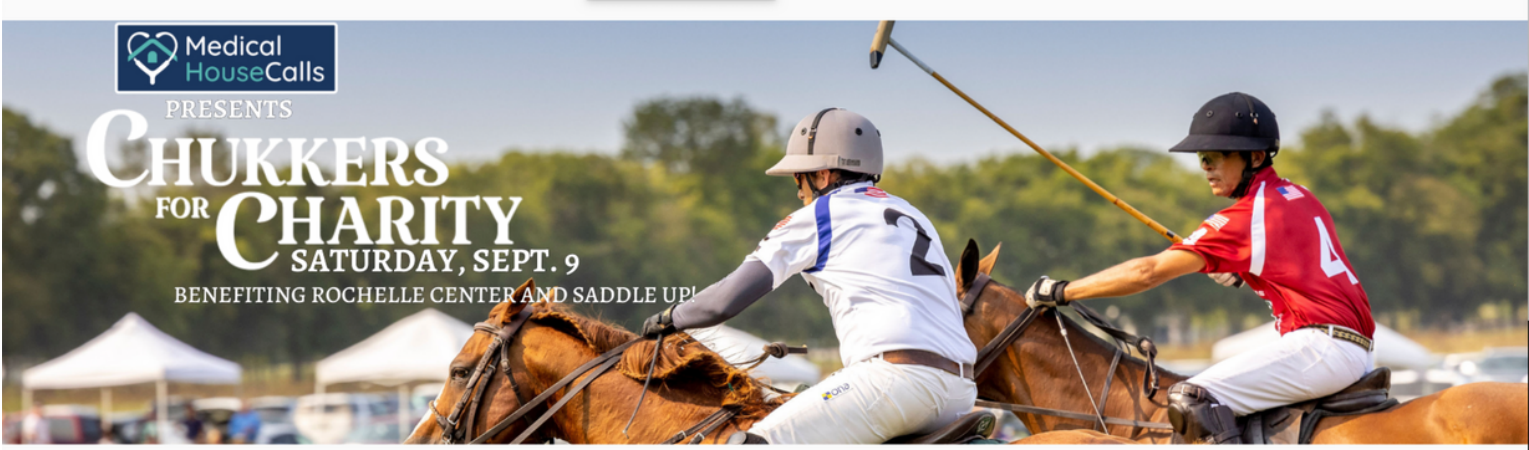
BLACKBIRD MEDIA

- The Nashville Sign
- West End Ave. at Ave S I-
- 24, 05 mi Waldron Rd. I-
- 24 1.00 mi Waldron Rd.
- I-65 E/S, 0.8 mi N/O
Wedgewood Ave.
Facing South
- I-65 E/S, 0.8 mi N/O
Wedgewood Ave.
Facing North

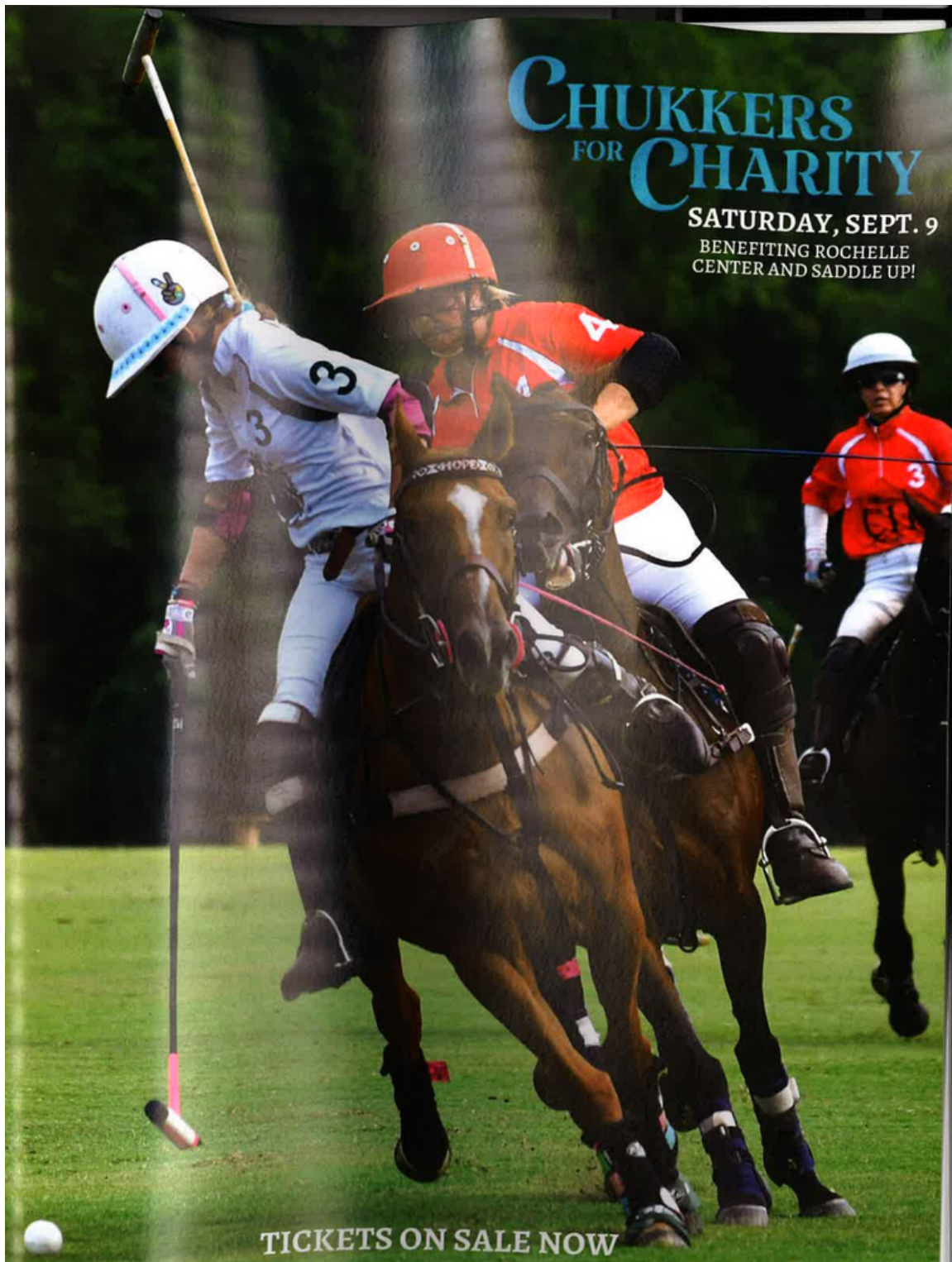
**BILLBOARD
AD VALUE
\$22,715**



BILLBOARDS AROUND NASHVILLE



SOPHISTICATED LIVING MAGAZINE AD



**CHUKKERS
FOR CHARITY**

SATURDAY, SEPT. 9
BENEFITING ROCHELLE
CENTER AND SADDLE UP!

TICKETS ON SALE NOW

2023

SOCIAL MEDIA ANALYSIS

2,525Accounts
Reached**27,773**

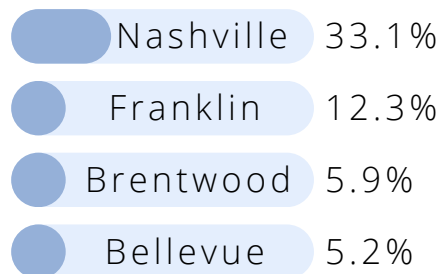
Impressions

+227%Profile
Activity@chukkers
forcharity

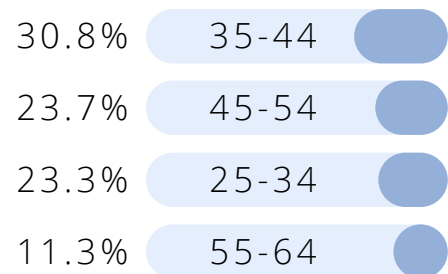
September's Top Performing Content

AUDIENCE REACHED

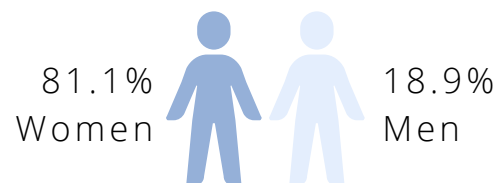
Top Cities



Top Age Ranges



Gender



Accounts Reached



2023

WEBSITE ANALYTICS

>13,700 Page Views

x2 Last Year

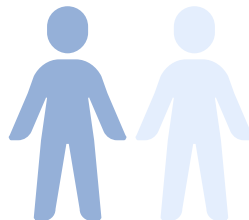
3.74
Pages

Average number of mobile app screens or web pages viewed per user

Visited web page on a mobile phone

59%
Readers

41.3% Female



58.7% Male

HIGHLIGHTS

The majority of users visited the URL directly which means they typed in the URL (vs clicked through or searched). This means they knew the URL from previous years, seeing it on an advertisement, mailer, billboard, or heard in news coverage. The remaining visits were primarily from Google organic search results.