



Collaborative Video: Promotional/Special Event (2025-2026)

Submit a single video promoting an event or product/service launch produced with the help of an external entity, i.e., a PR firm, video production agency, freelance talent, etc.

Videos must not exceed five minutes.

Submissions will be judged on criteria such as creativity and innovation, clear messaging, production quality, inclusivity and overall presentation.

SUPPORTING DOCUMENTATION SUGGESTIONS: Summary of the video's goals and objectives, as well as the production process, target audience and overall impact.

iMIS ID
45009

Order #
171247

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Entry Title

Centennial Celebration at Roger Dean Chevrolet Stadium

Social Media**Video Link (Youtube or Vimeo)**

<https://youtu.be/vCICdqvDzfM>

Supporting Documentation**What are the goals and objectives of the video (include target audience)?**

The goal of the video was to promote a special community celebration while highlighting the Town of Jupiter as a vibrant destination for recreation, entertainment, and shared experiences. Created in collaboration with Roger Dean Chevrolet Stadium, the video leveraged dynamic stadium footage to generate excitement and awareness for the Town's Centennial Celebration at the Ballpark.

The primary target audience included Jupiter residents, families, baseball fans, and visitors attending Spring Training games, with secondary audiences extending to regional visitors and seasonal residents. The video was intentionally designed for both in-venue and digital viewing, allowing it to reach large, captive audiences during live events while also supporting broader promotional efforts.

The video was featured on the stadium's video board during two Spring Training games as part of a dedicated Centennial Celebration Weekend. Town staff also participated in on-site festivities and hosted giveaways, creating a fully integrated promotional experience. Notably, the ballpark experienced an increase in ticket sales for both games during which the video was played, demonstrating the video's effectiveness as a promotional tool and its contribution to increased event awareness, attendance, and community engagement.

Describe the supporting documentation submitted with this entry.

Supporting documentation for this entry includes a link to the final, publicly released video hosted on YouTube. The video demonstrates the completed collaborative production, incorporating video excerpts provided by Roger Dean Chevrolet Stadium and the Town's final concept development, editing, and messaging.

The submitted video also reflects its use in a real-world promotional setting, as it was featured on the stadium's video board during two Spring Training games as part of the Town's Centennial Celebration at the Ballpark. The documentation allows reviewers to evaluate the creative quality, collaborative execution, and effectiveness of the video as a promotional tool tied to a live special event.

What is new, innovative or creative about this video?

What makes this video innovative is the way it leveraged a true collaborative partnership to elevate a municipal promotional piece beyond traditional government messaging. By working with Roger Dean Chevrolet Stadium and incorporating professional stadium footage, the Town was able to create a high-

energy, visually compelling video that matched the scale and excitement of a major sports venue while maintaining authentic community-focused messaging.

The video was also creative in its deployment. Rather than existing solely as a digital asset, it was intentionally designed for in-venue use and premiered on the stadium's video board during live Spring Training games as part of a dedicated Centennial Celebration Weekend. This immersive approach connected the promotional message directly to the live event experience, reinforcing excitement and participation in real time.

By combining shared resources, strategic storytelling, and multi-platform use, the Town transformed a collaborative video into an integrated promotional tool that drove awareness, engagement, and increased ticket sales. The project demonstrates how municipal communications teams can creatively partner with community venues to produce impactful, event-driven content that resonates with large and diverse audiences.

Describe how the video was successful (include your evaluation process and metrics).

The video was successful because it achieved its primary objective of promoting the Town's Centennial Celebration at the Ballpark while driving measurable engagement and attendance. Evaluation of the video's effectiveness was based on real-world performance indicators tied directly to the special event, including in-venue exposure, participation in on-site activities, and ticket sales.

The video was featured on the video board during two Spring Training games at Roger Dean Chevrolet Stadium, reaching thousands of attendees in a live, captive environment. During the Centennial Celebration Weekend, Town staff participated in ballpark festivities and hosted giveaways, allowing for direct interaction with fans and reinforcing the promotional message beyond the screen.

A key metric of success was increased ticket sales for both games during which the video was played, demonstrating the video's effectiveness in raising awareness and driving attendance. The collaborative approach—combining professional stadium footage with the Town's in-house concept development, editing, and event activation—maximized impact while minimizing costs. Together, these factors confirm the video's success as a promotional and special-event communications tool with measurable results.

Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart (i.e. department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.)

The Town of Jupiter's submission stands apart by demonstrating how a mid-sized community, supported by a small communications team and a limited promotional budget, can achieve significant impact through collaboration, creativity, and strategic execution. Rather than relying on outside agencies or large production budgets, the Town partnered with Roger Dean Chevrolet Stadium to leverage existing professional video assets while completing the final concept development, editing, messaging, and distribution in-house.

This collaborative model allowed the Town to elevate production quality without duplicating costs, maximizing the value of shared resources. The video was intentionally designed for both digital platforms and in-venue use, ensuring broad exposure while remaining tightly aligned with the Town's Centennial branding and community-focused messaging.

The video was featured on the stadium's video board during two Spring Training games as part of a dedicated Centennial Celebration Weekend, supported by on-site Town participation and giveaways. The ballpark experienced increased ticket sales for both games, demonstrating the video's effectiveness as a promotional and special-event tool. This project illustrates how thoughtful partnerships and innovative deployment can enable municipal communications teams of any size to deliver measurable results and

meaningful community engagement.