



DIGITAL FOOTPRINT OVERVIEW

Your sponsorship dollars at work for you - Gauge the full scope of your advertising potential through Scarecrow Trail sponsorship!



Facebook (*as of Aug 2026*)

- 38,603 followers
- 6.1M content views (Caveat: multiple viral videos have contributed to this number)
- 196.2k page visits
- 43.5k link clicks



Instagram (*as of Aug 2026*)

- 8,364 followers
- 103.7k views
- 2.1k profile visits



TikTok (*as of Aug 2026*)

- 6,453 followers
- 40.9k likes
- 5.8k profile visits
- 325.8k reached audience



Email Engagement (*as of Aug 2026*)

- 12,935 active subscribers via Mailchimp

Direct access to a loyal base: Your brand can be included in event-specific campaigns to a qualified, local audience.



Website Traffic (*2024 full year*)

- 713,000 page views
- 230,000 new users
- 50,000 returning users

Opportunity: Lost River Cave's site draws just shy of 300,000 unique visitors annually —many researching tours, education, and family activities.