

4/24/2019

THE OFFICIAL SITE OF MINOR LEAGUE BASEBALL



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AA Minor League Baseball



CARY-GROVE
HIGH SCHOOL

MARKETING – FINAL GROUP PROJECT

SUMMATIVE





Minor League Baseball Team



Problem/Need



Jeff Fischer, is the owner of a financially struggling **AA minor league baseball team** and has decided to move his franchise. The **Gary Rail Cats** have called Gary, Indiana home for the past 8 years. Initially, the Jaybirds had great community backing and were able to turn a profit. Unfortunately the city of Gary has seen very difficult economic times over the past three years. Several major corporations have shut down, which has produced the highest unemployment rate in the state. Mr. Fischer acknowledges his target markets discretionary income has been substantially reduced and the opportunities in Gary do not exist anymore. He has been given permission by Major League Baseball to find a **new home for his franchise and rename his team**.

Information Search



Mr. Fischer has been directed that he needs to submit a business plan before the league finalizes the **new team and location**. Mr. Fischer feels qualified to construct the majority of the plan; however, he needs help with the **marketing** portion. Previously he attempted to save money by performing these services himself. He has since discovered one of his greatest weaknesses was his marketing ability. **Your marketing team will be in charge of all aspects of constructing the marketing plan for the baseball team.**

Evaluate Alternatives



Mr. Fischer would like you to summarize all the information you gather and compare the pros and cons of locating his team to the new area that you suggest. **Please be specific and give him the differences between costs, corporate sponsorship support and other various options that will be significant in making his decision.**

Purchase



On **May 9 or May 10, 2019**, your team will have the opportunity to present your marketing plan to Mr. Fischer and his baseball board of directors. **You will also need to provide each of them with a printed portfolio of your Presentation, and/or any additional materials you would like the baseball directors to use in reaching the conclusion that your team is the one they should choose.** Your group will have **10 minutes** to convince these baseball representatives that your group has thoroughly researched their problem and that you have the ideal marketing plan/solution that best fits their needs and wants.

BE PREPARED TO ANSWER QUESTIONS.



Marketing Plan Team Presentation

Your baseball team presentation can be done using any software program you are familiar with such as PowerPoint, Prezi, Emaze, PowToon, Snagit, Moviemaker, Google Presentation or any other software that you are comfortable in using. **It must include the following information:**

1. Your Group Members Names
2. **Research** existing Minor League Baseball's team names and locations. (Pages 4 -5)
3. **Target Market** www.census.gov/population - (Page 6)
 - a. Geographics (find the location of all the AA Minor league baseball teams and map it out before choosing your location)
 - b. Demographics
 - c. Psychographics
4. **Team Name** - (Page 7) What is the significance to this name? Why did you choose this name?
5. **Team Roster** - (Page 7) Why did you choose these players?
6. **Team Logo, Mascot and Colors-** (Page 7)
7. **Team Uniform** - (jersey front and back, pants and baseball cap) (Page 7)
8. **Team Stadium** -Does it have a name? What is the seating capacity? What does it look like? How will you sell all the tickets to fill all the seats? Interior design? (Page 8)
9. **Food and Beverage Menu.** What products will you sell? (Hot dogs, peanuts, popcorn) What are the prices of your products? What is your pricing strategy? (Page 8)
10. **Tickets - game day and season-** design sample tickets. How much will it cost to attend each game and an entire season? How did you decide on this price. (Research?) (Page 8)
11. **Promotions/Advertising**
 - a. **Positive publicity article** to submit to a local newspaper. (Page 9)
 - b. **Newspaper print advertisement** (which newspaper(s) will the ad appear in?) (Page 10)
 - c. **Billboard Advertisement** (where will the billboards be located?) (Page 10)
 - d. **Commercial** (which T.V. stations will this commercial air on?) (Page 10)
 - e. **E-newsletter** to be sent to your list of email contacts. (Page 12)
 - f. **Social Media** How will you use/incorporate social media to increase sales? (Facebook, Twitter, Youtube, Instagram, Snap Chat, Cell phone App- anything else?) (Page 12)
12. **Web page.** Create a baseball team web site using software that you are familiar with or **wix.com**. Minimum requirements: **Home page, team schedule, team apparel, contact information (address, phone, email, etc.)** (Page 12)
13. **Sponsorship:** Find the **top 10 major** employers in your location area or companies (Pepsi, Frito Lay, etc.) that will be sponsoring your team. For instance, you will be selling Pepsi at your concession stand, United Airlines is your transportation to away games, etc. List the name of each company. What is the significance of creating a partnership with this company? (Page 13)
14. **Conclusion** - Including call to action (when will this all be happening?) Why should your team be the new home for the minor league baseball team? Display critical thinking. (Page 13)



Play Ball! (Let's Get Started)



Directions for teammate completing the Market Research

Copy pages 4 and 5 and create a new/shareable document (with just these 2 pages in it). Name the document according to your Baseball team name. Share the document with everyone in your baseball/group team. They will need to be able to access this completed file, to view your answers to the questions in order to complete their tasks. Answer all the questions and then upload the completed document (pages 4 and 5 **only**) to Google classroom under **Final Project – Baseball Team.**

Since you aren't really familiar with Minor League Baseball, you will need to do some **research** before you begin creating your marketing plan Mr. Fischer.

Use the following link to learn more about Minor League Baseball

<http://entertainment.howstuffworks.com/minor-league-baseball-team.htm>

Answer the following questions.

1. What is a "farm system" and what is the purpose?
2. What is one of the selling points of minor league baseball that has lead to its popularity?
3. What two purposes does minor league baseball serve?
4. What are the different levels of minor league baseball?
5. What is the relationship between minor league baseball and major league baseball?
6. Who determines who will play for a specific team and for how long?
7. Why might it be more important to market the team vs. the player in minor league baseball?
8. Minor league baseball is known for exceptional marketing activities to promote their product and get fans enthused about the game. Give some examples of marketing activities that minor league franchises have implemented.
9. What are the main sources of revenue for a minor league baseball team?
10. What makes a quality minor league ballpark?

11. Using the link provided, <http://www.milb.com/milb/info/classifications.jsp> - Fill in the chart below with the names of the AA teams and their location. **This is your competition.** You will need this information for your presentation.

DOUBLE-A

<u>AA Team Name</u> (Click on the AA Team Name link above.)	<u>City</u> (Click on the City link above.)	State
1. Akron Rubber Ducks	Akron	Ohio
2.		
3.		
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Target Market


Geographics

1. Search **Google Images** for Double AA baseball team locations.



2. You should find a map of all the locations of the teams in this league (your competition), similar to the one shown below.



3. Copy this image and input it on one of your presentation slides.
4. Insert a **Star**  where you have chosen to **relocate** and **rename** the Gary Rail Cats.

During your presentation to Mr. Fischer and his baseball board of directors, be prepared to answer this question: **“Why did you choose that location?”** Use the **Demographic**, and **Psychographic** information your research below, to prepare for this question.

Demographics

Using the internet, prepare information about the population, age, gender, ethnic background, income, educational level, of the area in which you are choosing to locate your baseball team. You may want to use this web site: <http://www.census.gov/>

Psychographics

Using the Internet, research information about the people’s interests and values for the location you have chosen. How do they spend their time and make lifestyle choices? At what stage of the family life cycle are a majority of people in? What are their social interests? What are their buying habits, etc.

Target Market

Combine all of the information gathered in your Geographic, Demographic and Psychographic research and create a target market. **Include your customer profile.**

Team Name, Colors, Logo, and Uniform Directions

Team Name

Everyone in your group should brainstorm and come up with a name for your team.

Team Colors

What colors would be a good representation of the area in which your team will be playing baseball? What colors would be attractive and noticeable to get attention?

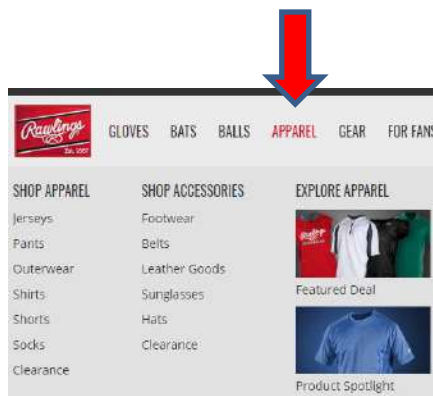
Team Logo/Mascot



Design a logo that best represents your team. You can hand draw a logo, use the computer to draw a logo, use logomaker.com or a combination of all of these. Your logo should best represent your team, so be sure to use your team colors.

Team Uniform

Use one of these web sites: <http://uniforms.riddell.com/> or www.rawlings.com to design the front and back of your team's uniform (**jersey, pants, and baseball cap**). Be sure to use your team colors, and include your team name and logo on your jersey and hat. **A copy of this uniform should be inserted in your presentation.**



When you have finished designing the **jersey, pants** and **hat**, use the [snipping tool](#) to capture the image. Save image and then insert it into your presentation.



Team Roster – Use the Internet to research 20 current college baseball players that you would like to have on your team. Note: You cannot have more than 4 players coming from the same college team. **Create a spreadsheet with the players name, position, uniform number and college. Put a star** ★ **next to your 9 players who are your starting lineup.**

Team Stadium – log onto baseballstadiums.net for some ideas.

What does your stadium look like? (**Insert a modified Google Image of your stadium into your presentation**). **What is the seating capacity?** How will you fill all those seats? Does your stadium have a name? What is the significance of this name? Describe the layout of the interior of the stadium (suites, concessions, meet and greet area, etc.). Watch MLB Stadiums 2019 to get some visual ideas for the design of your stadium.

Name	Team	Location	Capacity	Opened	Surface
Wrigley Field	Chicago White Sox	Chicago, Illinois	41,900	1912	Grass
Mariners Stadium	Seattle Mariners	Seattle, Washington	47,929	1999	Grass
Marlins Park	Florida Marlins	Fort Lauderdale, Florida	36,500	1997	Grass
Yankee Stadium	New York Yankees	New York City, New York	47,341	2009	Grass
Minute Maid Park	Houston Astros	Houston, Texas	41,000	2003	Grass
Progressive Field	Cleveland Indians	Cleveland, Ohio	41,900	2003	Grass
Target Field	Minnesota Twins	Minneapolis, Minnesota	41,900	2010	Grass
Coors Field	Colorado Rockies	Denver, Colorado	50,108	2002	Grass
Oracle Park	San Francisco Giants	San Francisco, California	41,900	2000	Grass
Chase Field	Arizona Diamondbacks	Phoenix, Arizona	48,543	2000	Grass
Bank of America Ballpark	Charlotte, North Carolina	Charlotte, North Carolina	42,000	2010	Grass
US Bank Field	Cincinnati Reds	Cincinnati, Ohio	43,000	2003	Grass
Progressive Field	Cleveland Indians	Cleveland, Ohio	41,900	2003	Grass
Chase Field	Arizona Diamondbacks	Phoenix, Arizona	48,543	2000	Grass
Chase Field	Arizona Diamondbacks	Phoenix, Arizona	48,543	2000	Grass



MLB Stadiums 2019

TFC • 33K views • 1 month ago

List of all MLB (Major League Baseball) ballparks ranked by capacity.



Food and Beverage Menu.

What products will you sell? (Hot dogs, peanuts, popcorn) What are the prices of your products? What is your pricing strategy - why did you decide on these prices?

Menu Design program:

<https://www.canva.com/design/DABYWZ7-sCM/Ofb4Pg6LL69D2I-FOWG8Vw/edit?layouts>

<https://www.canva.com/create/restaurant-menus/>

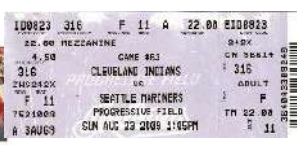
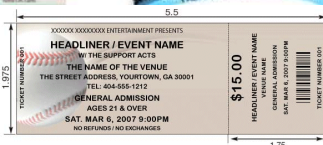


Create Game Day and Season Tickets

Based on the information you have obtained about your Target Market, how much will it cost to attend a baseball game and an entire season of baseball games? How did you decide on that price? What pricing strategies are you using? Where can customers buy tickets?



You can use this web site: <http://www.hallprint.com> or canva.com or ticketprinting.com for a template. After designing the ticket, use the **snipping tool** to capture the image on your screen and save as a .jpg file. Insert the image into your presentation.



NORTHWEST HERALD

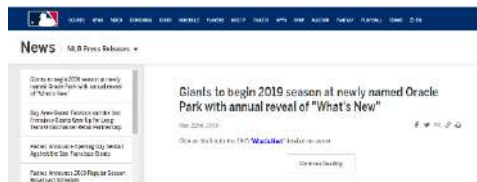
McHenry County, Illinois, news and video

Promotions/Advertising

Publicity Article – Also known as a **news release** contains newsworthy information that you want the media to publish. By creating a news release, your story can become part of the news online, in print, or on television. Journalists use news releases to find news that is appealing to their audiences, which indirectly, can help market your baseball team.

Endorsing a product, or giving approval and recommending a product to the public, has benefits to both your team and the product you are endorsing, customers of that product could become fans of your team and fans of your team could become customers of the product. The product you have endorsed could then be advertised at your stadium. Your team would gain exposure from the product's outside advertising campaign as well. Both you and the product would reach markets that you otherwise would not reach.

Create a news release to give to the media outlets in your city, announcing your team's sponsorship of a cause (cause marketing). Perhaps a portion of the ticket sales from a particular game will be donated to a local charity (homeless, American Cancer Society, Red Cross, etc.)



You can use this web site:

http://mlb.mlb.com/news/press_releases/intro.jsp to get ideas.

- 1. Headline** - should be brief, clear and to the point: an ultra-compact version of the press release's key point.
- 2. Body copy** - Start with the date and city in which your baseball team will be playing. Provide factual information, such as key players, ticket cost, food and beverages, promotional items that may be given away that day, etc. Answer the questions, who, what, when, where, why, and how.
 - Who are the key players?
 - What is new?
 - Why is this important news – what does it provide (family fun).
 - Where is this happening? Geographical location.
 - When is this happening?
 - How will this happen?
- 3. Contact information** – Web site address, telephone number, e-mail address.
- 4. Tie it together**-Provide some extra information that supports your press release.

Chicago Cubs: Opening Day, Just like 1969 and more



by Nicholas D. Blazek 5 weeks ago | Follow @nicholastblazek

TWEET SHARE COMMENT

Today is Opening Day for the Chicago Cubs and most other teams. The Cubs have set their rotation for Texas, and some fans feel the anticipation that they felt in 1969.

Welcome to Opening Day! Garry Oakland and Seattle But when the Cubs play their first game of the season, that's Opening Day. For the fans that are old enough to remember, this year feels like 1969. While certain projections don't think much of the Cubs, some fans have the same feeling of anticipation as they did in 1969. Back then, it was back-to-back winning seasons. Now, it's four straight years in the playoffs. So what will this year bring?

The Cubs set their rotation for the Texas Rangers series, and several former Rangers will face their old team. **Jon Lester** once again gets the Opening Day start. But he'll be followed by **Yu Darvish** and **Cole Hamels**, who both have spent some time in Texas. The Cubs rotation, while old in age, is still a very talented group. After these three, you still have **Kyle Hendricks** and **Jose Quintana** to follow. When they're your No. 4 and No. 5? You're in pretty good shape.

It was a concern for a bit before the season, but it looks like **Pedro Strop** is ready to anchor the Chicago Cubs bullpen to open the year. The hamstring seems good as he had a solid final tune-up and will close out games to start the year. Even when **Brandon Morrow** returns, it would be in **Joe Maddon's** best interest to keep Strop in the closer's role.

Promotions/Advertising (Continued)



Newspaper Advertisement-Create an 8 1/2 x 10 color print advert
postermymwall.com or canva.com

1. Headline – Attract the reader's attention. Responsible for 70%-80% of the effectiveness of the advertisement. You can use this web site for headline ideas:

<https://www.sportsfeelgoodstories.com/baseball-slogans/>

2. Graphic – Team mascot? Baseball? Glove? Bat? Graphic should relate to advertisement.

3. Copy –The selling message in the advertisement. Create awareness. Arouse interest. Tell the who, what, when, why, where, and how of your baseball team. Be informative.

4. Signature – Team Name/Logo.

Which newspapers will you be advertising in and why? Research newspapers in your area where your baseball team is located. Include this information on your Presentation.

Billboard Advertisement –

You can use this website

<https://www.passiton.com/your-billboards/create>

or create it by scratch on a Google doc using the following guidelines:

1. 8.5" x 5.5" - Landscape

2. **Graphic**

3. **Brief description** of your opening day game (team name, date, time, place)

4. **Where will the billboards be located?** (Research the area). Include a picture of the billboard and placement information on your Presentation.



T.V. Commercial –(30 - 60 second commercial) WeVideo – You can use pictures, music, text and video. **Use your cell phone to capture video outside of class time.**



1. Introduce your team. Where are they located? When can the audience see them? Why should they come? How much will it cost? What needs and wants will you be satisfying for your customers?
2. Which T.V. stations, and what type of programming will be taking place during the time period in which your commercial will air (family, sitcom, comedy show, etc.)? Include this information on your presentation as well as the T.V. commercial.
3. You can also insert your WeVideo on your web page **(directions on page 12).**

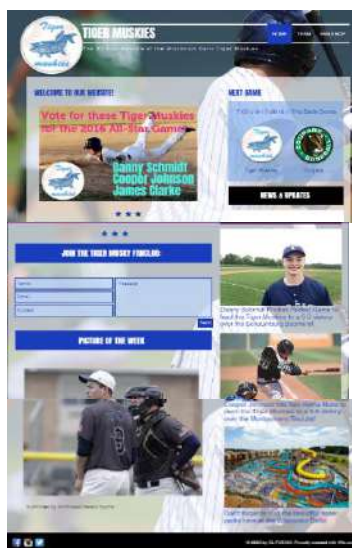
Email-newsletter (1 page only)

1. **Heading** – Team name
2. **Body** – Write a story to introduce your team.
3. **Graphics** (stadium, players, food, etc.)
4. Offer a **promotion** (coupon, discount, etc.)
5. **Contact Information**-where to buy tickets? How much?
6. **Optional:** Team schedule, Team Roster

**Social Media**

Create a presentation slide that demonstrates how you will use social media, such as Facebook to generate a fan base and keep your fans informed about your team. What about Twitter? How about Youtube? Instagram? Snap chat? How can you use this type of inexpensive media to promote your Team?

Web Page – Minimum of 3 pages. You can use www.wix.com
<https://dallasmcdonough16.wixsite.com/wiscdellstmusks>

HOME PAGE**SEASON SCHEDULE PAGE****TEAM MERCHANDISE PAGE**

1. **Home Page**
 - a. Baseball Team Name
 - b. Baseball stadium name and location – street address, city, state and zip
 - c. Images of the baseball team and mascot
 - d. Contact information (phone, email, etc.)
 - e. Social Media information (twitter, Facebook, snapchat, YouTube channel, Instagram)

2. **Season Schedule Page**
 - a. You can modify a Google image.



3. **Team Merchandise Page**
 - a. T-shirts
 - b. Cell phone case
 - c. Water bottle
 - d. Bats
 - e. Balls
 - f. Jewelry
 - g. Hat
 - h. Lanyard/key chain



Sponsorship

1. Research the top 10 major employers in your baseball team area and list them **with contact information (address, city, state, zip and phone number)**.
2. What benefits will the employers receive if they sponsor your team?
3. Why did you choose these employers?
4. Include this information in your presentation.

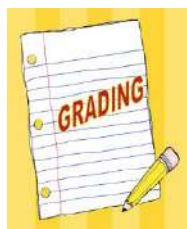


Important!!!

Conclusion:

Sell your team! Summarize your Marketing plan. Why should Mr. Fischer and his baseball board of directors choose your team?




















Presentation Handouts – Print your presentation in color and create handouts to give to all judges (6 copies).



Additional information about this Final Team Project – Each person on your team will be assigned a task to complete by your team captain. **That person individually is responsible for that task.** If that task is not complete, the rest of the team will not lose any points towards their overall grade on this project.

Are you looking for some examples? Need some ideas? Check out the Chicago Dogs at <https://thechicagodogs.com/> or click on the word **EXAMPLES** and you will be able to view many different types of examples from previously completed Minor League Baseball Team projects.

My Drive > Miller Marketing > Final Project - Baseball Team > Examples ▾

 Billboard	 Positive Publicity Article	 Team Uniform
 Commercial	 Presentations	 Tickets
 Conclusion	 Social Media	 Web Page
 Direct Mail Flyer	 Sponsorship	 Winners
 Food and Beverage Menu	 Target Market	
 Market Research	 Team Logo, Mascot and Colors	
 Newspaper Advertisement	 Team Name	
	 Team Stadium	

Grading Rubric – Presentation Outline

Team Captain - Fill in the information with the person(s) who is/are assigned to each task. Upload just this completed page (make a copy of this page) to the Google classroom under Final Project - Baseball Team.

Baseball Team Member Names:

Baseball Team Name:

Page Number(s)	Task	Team Member Name(s)	Grading Points Possible
Pages 4-5	Market Research – Play Ball		3
Page 6	Target Market – Geographics, Demographics, Psychographics		3
Page 7	Team Name		3
Page 7	Team Logo, Mascot and Colors		3
Page 7	Team Uniform (Front and Back)		3
Page 7	Team Roster		3
Page 8	Stadium		3
Page 8	Food and Beverage Menu		3
Page 8	Tickets – Game day and Season		3
Page 9	Publicity Article		3
Page 10	Newspaper Print Advertisement		3
Page 10	Billboard Advertisement		3
Page 10	Commercial		3
Page 11	E-Newsletter		3
Page 11	Social Media		3
Page 11	Web Page (Home page, schedule, and merchandise)		3
Page 12	Sponsorship		3
Page 12	Conclusion		3
	Presentation layout, design, organization and delivery (knowledgeable) and professional dress (appearance).	Everyone on the Team	3
Page 12	Presentation materials (print out presentation for 6 Judges)	Everyone on the Team	3
Total			60

