

Calling All Baseball Fans

Baseball fans are a dedicated group of people and still flock to the ball park whenever they can. The avid fan has a collection of baseball memorabilia that came from special promotions at the ball park. One of the



special theme days at the ball park used to be "Father-Son Day" and during this promotion, boys were given a free baseball. The free promotional premiums handed out today aren't as expensive but fans treasure their tokens and these promotions are successful at bringing fans to the ballpark.

Promotional days at the baseball park have a theme for the day. Some of the popular themes are Opening Day or a Back to School promotion. Other kinds of themes are based on nostalgia like 70s Night or Turn Back The Clock. Another type of promotion encourages groups of people to come, for example, a "Take HER Out To The Ball Game" special price offer for ladies. Special events aimed at children can happen before the game. Lots of times kids can meet players on the field and interact with them or team mascots.

A fair number of promotions are simply a way of handing out a token with advertising on it. But the promotions that come from the home team are designed to boost enthusiasm, team loyalty, and ultimately ticket sales. Major league teams need loyal fans who continue to love the game of baseball. Whether it's hats, tee shirts, or key chains, all of this branded and logo merchandise has meaning as marketing promotions and gets the team's image and name out to the public eye. The baseball teams want to keep fans enthusiastic and returning to the baseball park.