

A large, illuminated orange letter 'P' is the central focus of the image, set against a dark green field at night. The letter is brightly lit from below, creating a strong glow and casting a shadow on the grass. The background is mostly in deep shadow, with some ambient light reflecting off the grass.

Pittsburgh Pirates Sport Marketing Plan

Kristen Swann

Introduction

- MLB- National League
- PNC Park
- Owner- Robert Nutting
- Manager- Clint Hurdle
- General Manager- Neal Huntington



Facility Overview: PNC Park

- Opened on March 31, 2001
- 115 Federal Street Pittsburgh, PA
- Capacity- 38,362
- \$216 million to construct



History

- Founded in 1881 as Allegheny
- Later the Pittsburgh Alleghenys, Pittsburg Pirates and now Pittsburgh Pirates
- 5 World Series Championships

[Video](#)



Organizational Value

- Current overall franchise value- \$975 million (18th in MLB)
- Average MLB team value- \$1.3 billion
- Operating income- \$35 million
- Total revenue in 2016- \$244 million

Sponsors



Coca-Cola



**NEW
ERA**



PNC



Chick-fil-A

Mission Statement

- “WE WILL”
- Our goal is excellence in everything that we do both on and off the field. We are just as committed to excellence in how we interact with the community, our business partners and, most importantly, our fans. PNC Park is the Best Ballpark in America, and we will continue to look at ways to improve the fan experience to make it an even more inviting and fun place to visit.

Charities

Pirates Charities is committed to strengthening the community by supporting organizations and programs aimed at improving the lives of children and adults in the greater Pittsburgh region. Pirates Charities places a special emphasis on supporting youth programs focused on health, fitness, and education by developing partnerships with those who share in our mission.

[video](#)

Pittsburgh Demographics

- Population- 334,563
- 67% White, 27% African American, 3% Asian
- 47.56% male, 52.44% female
- 24% 20-34 years old



Fan Base of MLB

- 70% male, 30% female
- 26% 35-54 years old
- 83% White
- 32% \$40-\$75k income



Prices

MLB Average

- Average ticket price- \$31
- Hot dog- \$4.37
- Beer- \$5.95
- Parking- \$15.89

Pittsburgh Pirates

- Average Ticket price- \$29.96
- Hot dog- \$1.63
- Beer- \$5.50
- Parking- \$15



Target Audience

- Women- only 30% of MLB fan base
- Younger fans- children, 20-34 year olds
- Minority groups
- 35-54 year old men- keeping loyal fans



SWOT Analysis

- Strengths- Only MLB team in Western PA/NY, no other major sports during season, relatively low prices
- Weaknesses- low budget, losing season in 2016
- Opportunities- Andrew McCutchen, some success in recent years
- Threats- Steelers, Penguins, Cleveland Indians

Marketing Objectives

- 28,112 average attendance in 2016
- 38,362 capacity of PNC Park
- Objective: increase ticket sales
- Bring in new fans from target market
 - Women
 - Children
 - Increase diversity of fan base

Strategies

- Ladies Night
 - With purchase of ticket:
 - Giveaways to women at gates
 - Food and drink specials
 - Happy Hour at centerfield prior to game
 - Wine tasting throughout stadium
 - Discounted women's apparel



Ladies
night

Strategies

Kids Day

- Children 12 and under:
 - Tee-shirt/jersey giveaway
 - 1 free food item
 - Face painting
 - Kids run the bases after game
 - Bounce houses/kids zone

[Video](#)



Strategies

- Student Night
 - Pitt Themed
 - Ticket discount with student ID
 - Drink and food specials
 - Limited edition Pirates/Pitt apparel
 - Games with free ticket or food prizes

The logo for the University of Pittsburgh, featuring the word "PITT" in a bold, blue, serif font with a white outline, set against a black rectangular background.

Strategies

- Ethnic Nights

- Example: Korea Night

- Special ticket pricing for groups
 - Jung Ho Kang Bobble Head Giveaway
 - Korean Food Vendors
 - Autograph signing with Jung Ho Kang



A large, stylized number 1 is painted on a baseball field. The number is a bright yellow-orange color and is set against the green grass of the field. The number is positioned in the upper left quadrant of the image. The background is a close-up of the grass, showing individual blades and some shadows.

Summary

With this marketing plan, the Pirates organization will increase revenue and grow financially. The strategy includes continuing a strong relationship with loyal fans as well as creating a more diverse fan base. The fan experience will continue to improve and remain the top priority of the Pirates organization.

Sources

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