# 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



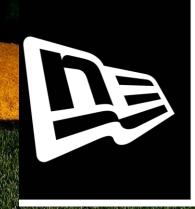


# Organizational Value

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

## Sponsors

Coca Cola













## 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.

<u>video</u>

# 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

- 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



## 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** 



- 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.



- 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



## 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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