

Fox Sports & Major League Baseball: The Sustainability Project

STARTING LINEUP



Aaron



Aquita



Nick



Mia



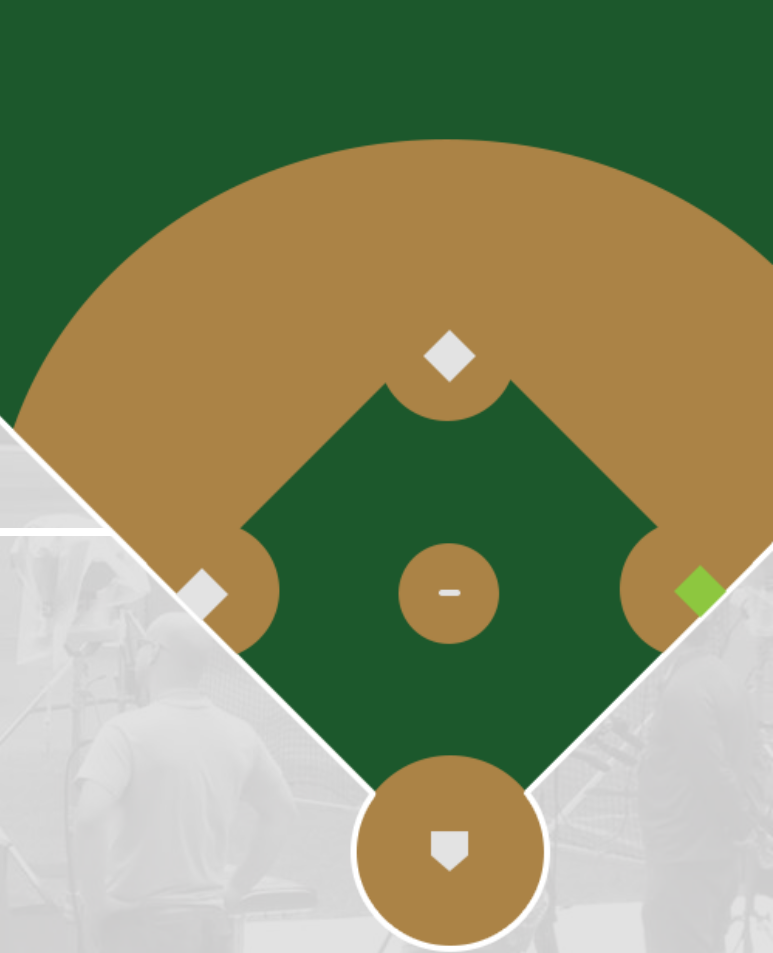
Nicole



Tori

MAJOR LEAGUE BASEBALL

SWOT



STRENGTHS

- **Ball Parks average 30,169 fans per game**
- Partnered with 21st Century Fox/Fox Sports
- Considered America's pastime
- Loyal fan base

WEAKNESSES

- **Longest season in sports**
- 2015 MLB median fan's age was 53

SWOT

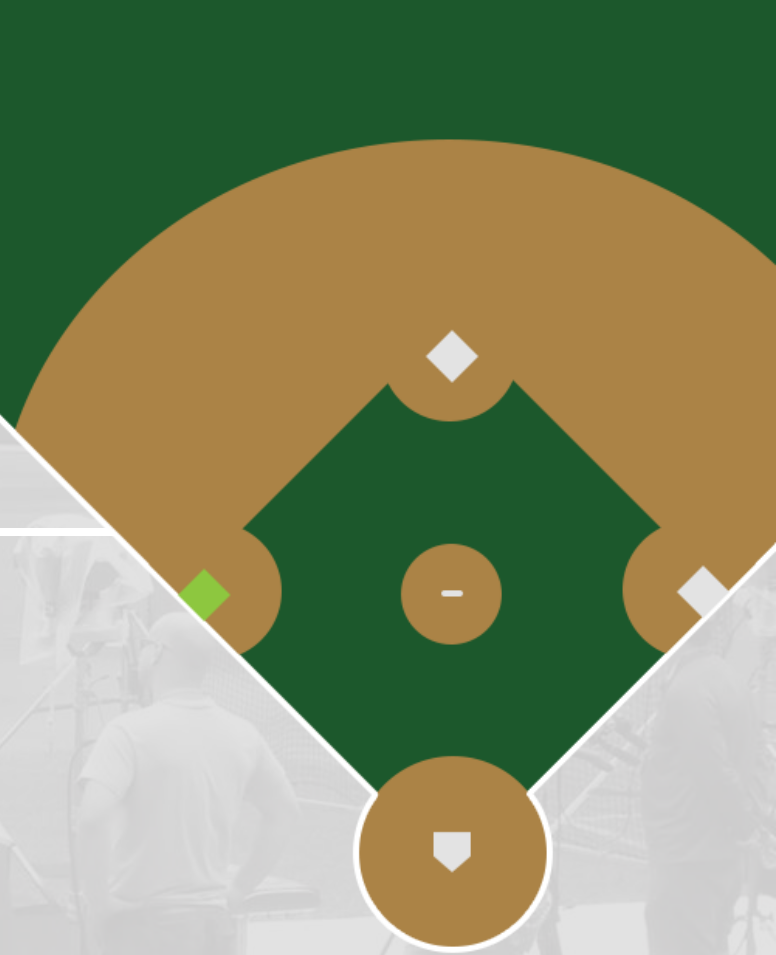
OPPORTUNITIES

- **Little known about MLB sustainability efforts**
- All-Star Week
- Generate social content

THREATS

- **Other leagues are better known for their sustainability efforts**
- Greenwashing

SWOT



STRENGTHS

- **Large broadcast network with multiple outlets**
- Popular on air personalities

WEAKNESSES

- **Connection to sustainability efforts could be unclear**
- Use of diesel trucks and generators for broadcasts

SWOT

OPPORTUNITIES

- **Utilize platform to promote sustainability**
- Brand partnerships
- Social media engagement

WEAKNESSES

- **Greenwashing**
- Competition from other major companies

CURRENT BRAND POSITION

- Although MLB and Fox are dedicated to environmental sustainability, the extent of their dedication and their impact on the environment is mostly unknown to the general public

DESIRED BRAND POSITION

- **Cement Fox Sports and MLB as the preeminent ecological partnership**



SCOUTING REPORT

NASCAR has offset its carbon emissions by planting more than



300,000

trees since 2009.

Source: NASCAR

Mother Jones



The US Tennis Association collected

235 TONS

of organic waste during the 2014 US Open.

Source: US Tennis Association

Mother Jones

Fans at the San Francisco Giants' AT&T Park throw away more than



162,000 POUNDS

of peanut shells a year.

They're then picked out by hand for composting

Source: AT&T Park

Mother Jones



In 2014, the NBA bought enough renewable energy certificates to offset the burning of

12.7 MILLION

pounds of coal.



Source: National Basketball Association

Mother Jones

SCOUTING REPORT

Major League Soccer @MLS · Apr 22

An #EarthDay to remember: soc.cr/XRRD30b5p2W #GreenerGoals



NHL @NHL · Apr 22

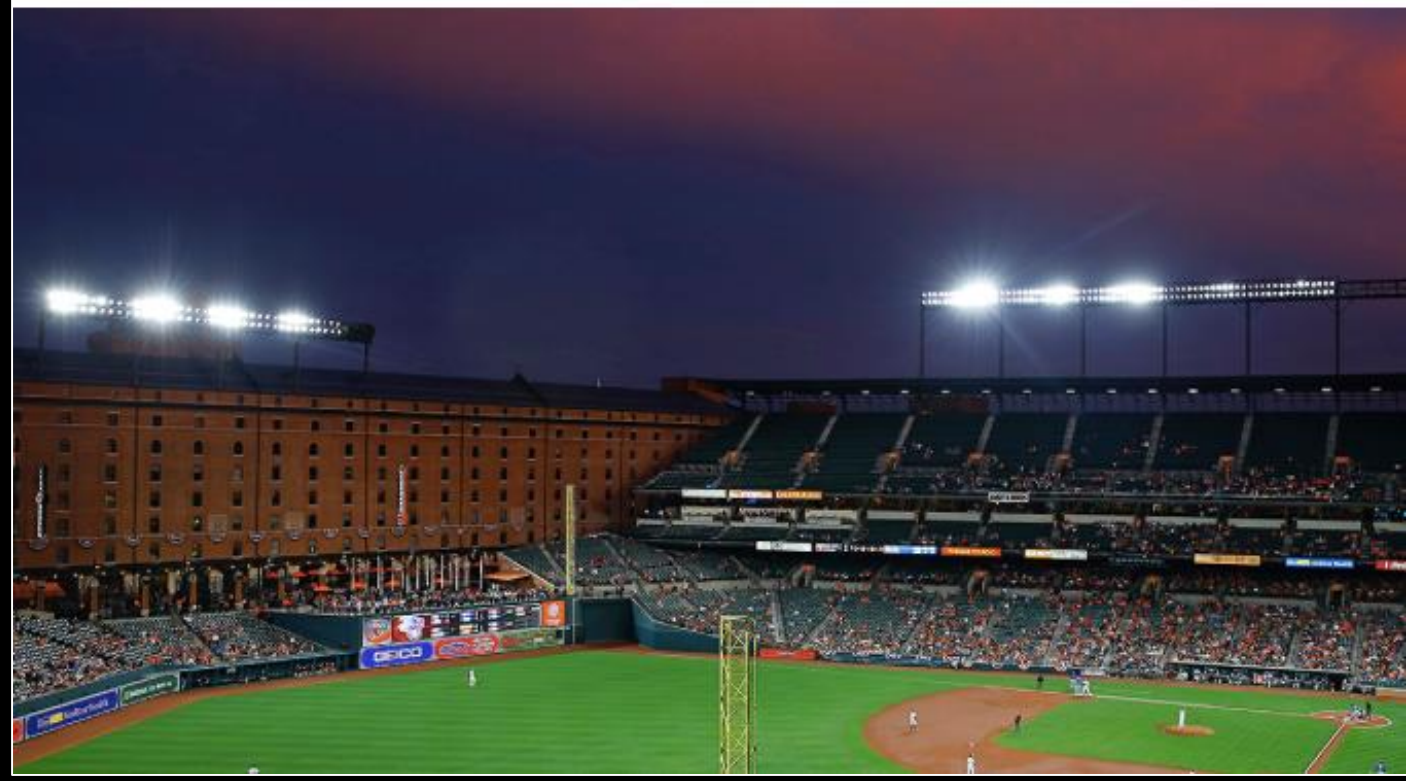
This #EarthDay celebrate #NHLGreen efforts to reduce the environmental impact of ice rinks across the country:

NHL Green - Greener Rinks

NHL Green Greener Rinks

nhl.com

On Earth Day, MLB's efforts in (LED) spotlight



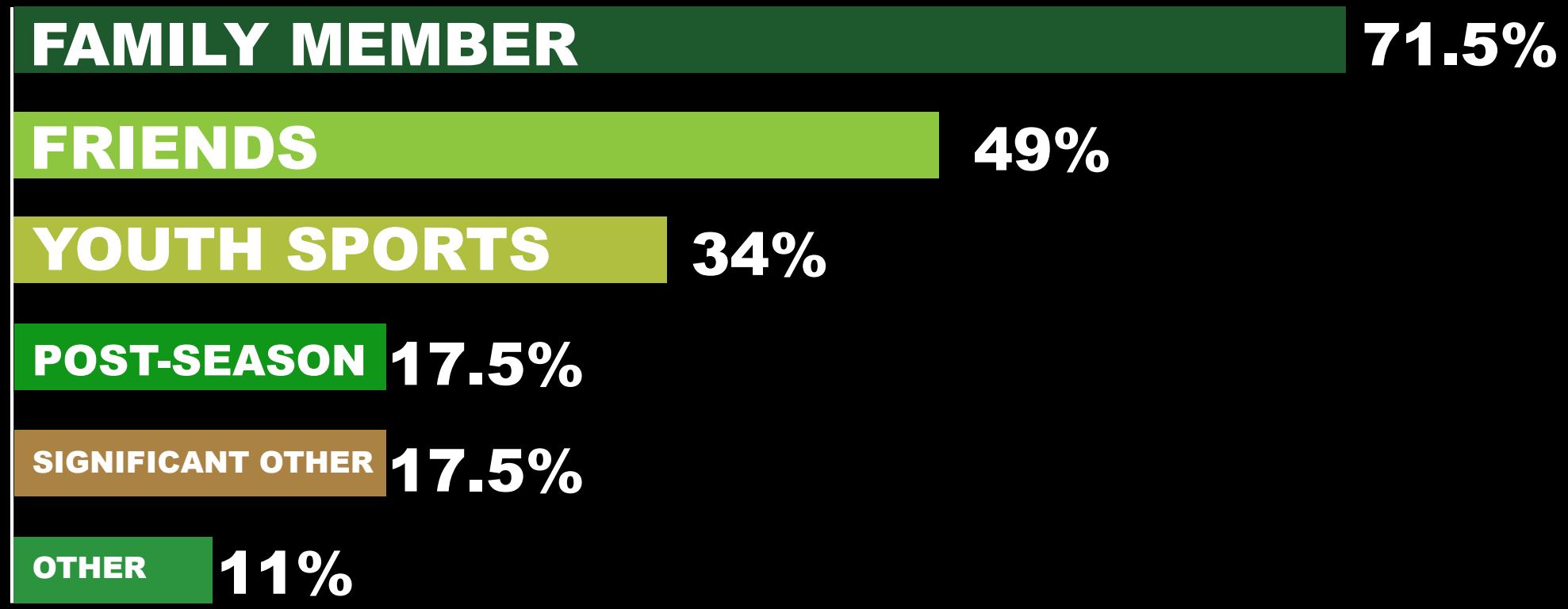
279
SURVEY RESPONSES

12
1-ON-1 INTERVIEWS

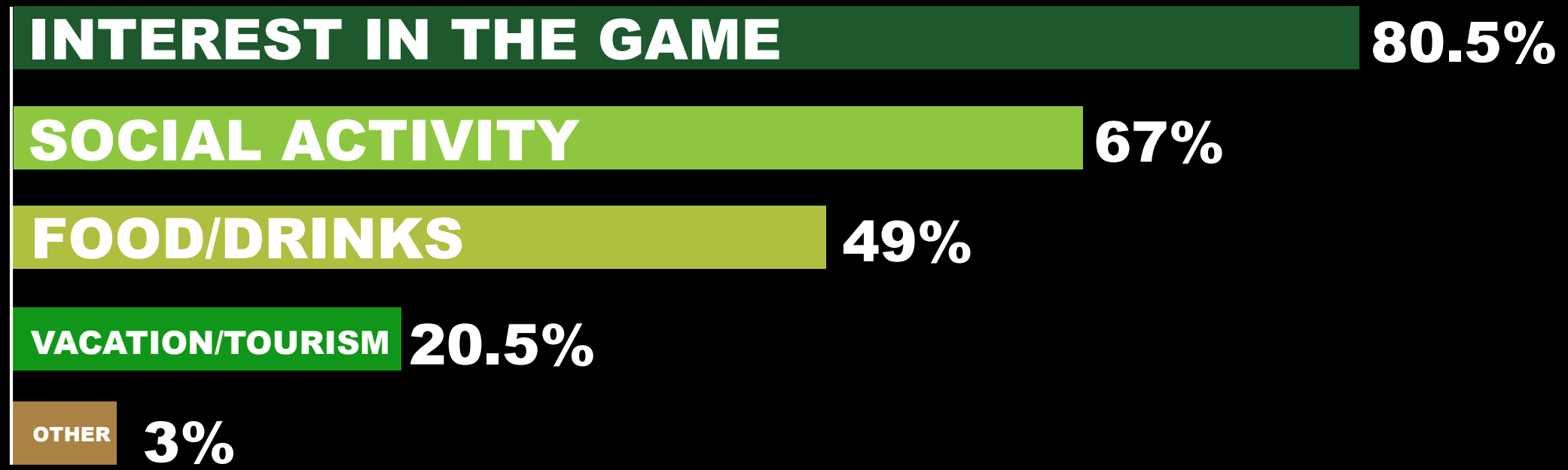
3
FOCUS GROUPS

2
ROUNDS OF CONCEPT TESTING

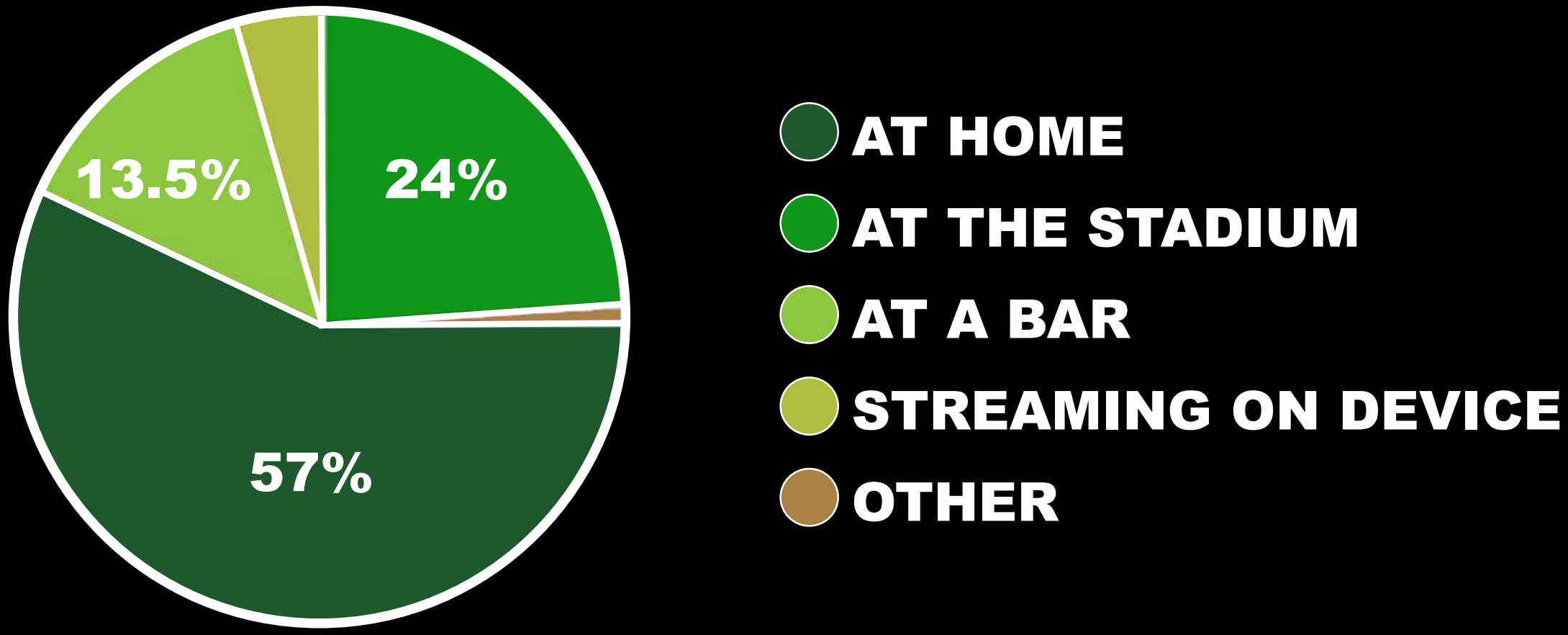
What brought you to baseball? (check all that apply)



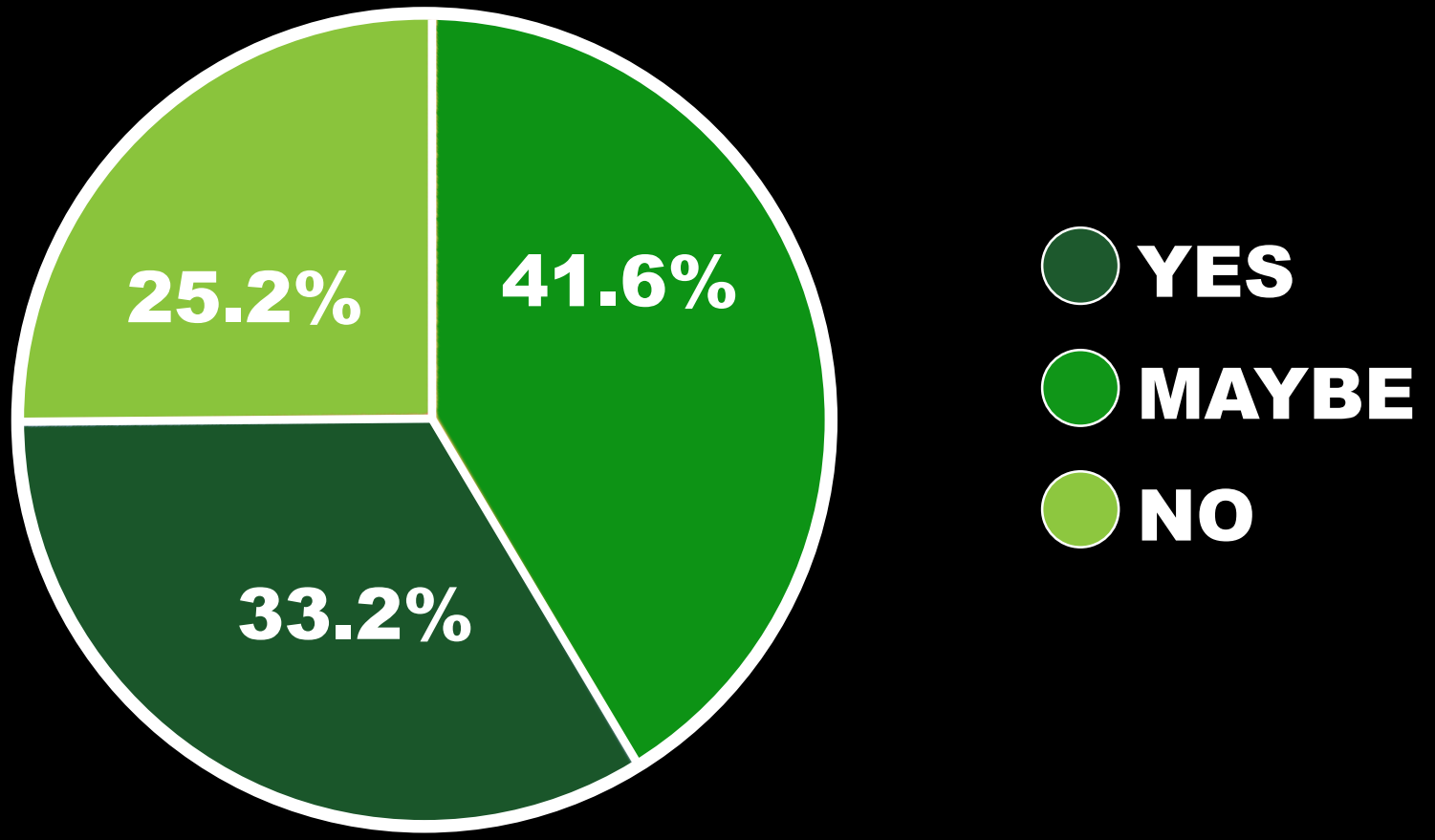
What makes you attend games? (check all that apply)

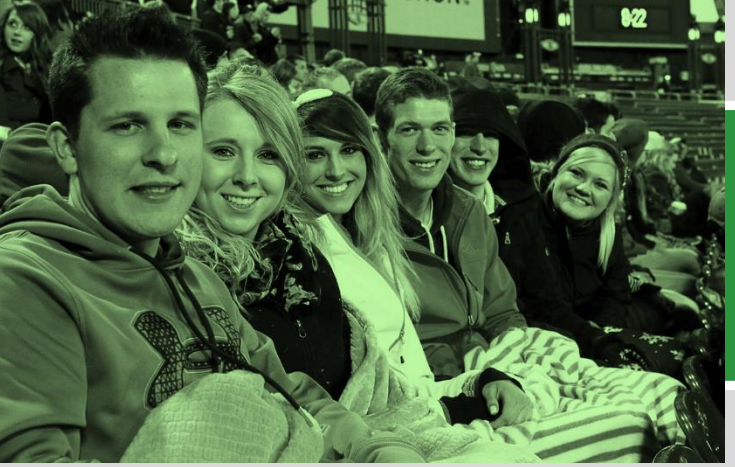


What is the most common way you watch baseball?



If a sports organization was involved in a sustainability initiative would you be more interested in the cause?







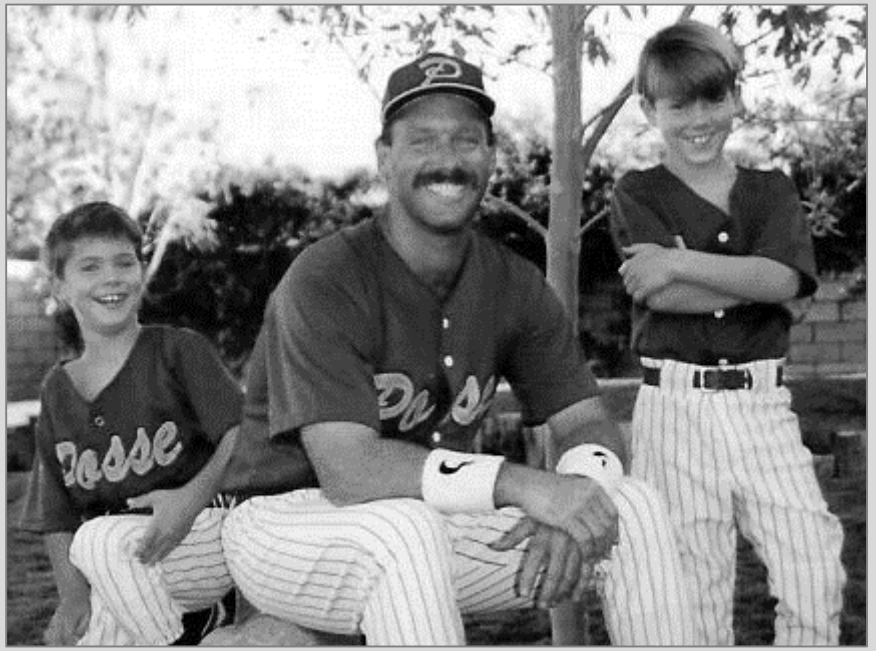


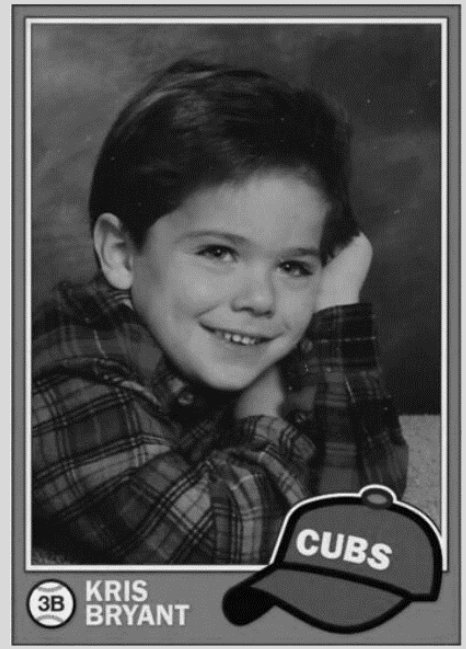
TARGET AUDIENCE

- Socially aware
- Enjoys recreational activities
- Young families
- **Sports fans**

Hello! My name is...

Kris





- Age: 35
- **Played baseball as a kid**
- Dedicated, loyal fan
- Loves the Cubs, **as did his father before him**
- Coaches little league team
- Uses **sports apps and publications** to stay updated

Hello! My name is...

Jessica

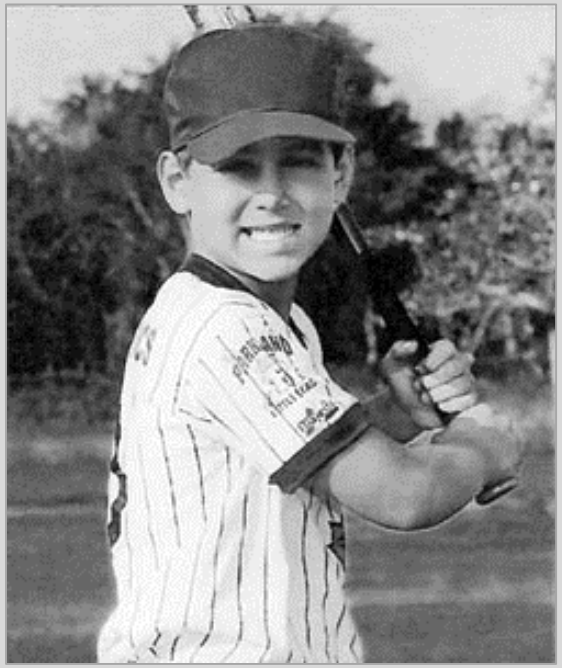




- Age: 31
- Very active on social media
- Associates baseball **as time spent with people** she is closest to
- Green initiatives/CSR are very important to her
- Organizes **carpool for daughter's** t-ball team
- Live streams games to update family

Hello! My name is...

Anthony

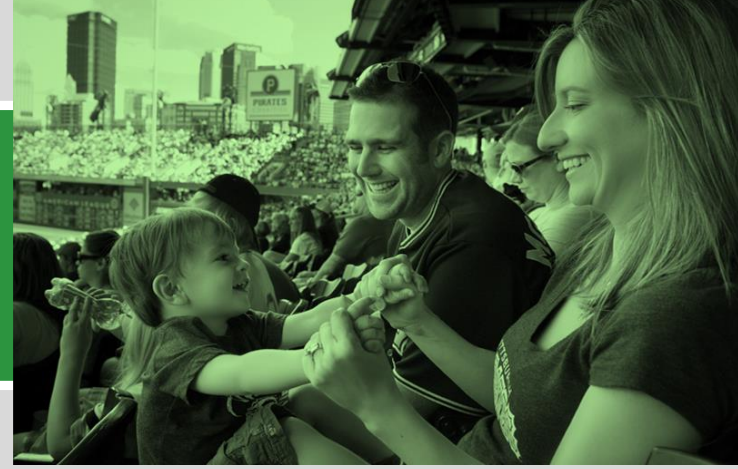




- Age: 10
- **Plays little league**
- Involved in many school activities
- Enjoys **watching games with his dad**
- Pretends to be his favorite player during games
- Follows players on social media

INSIGHTS

- Baseball fandom is **seemingly hereditary**
- Interest in baseball **goes beyond the stadium**
- Many baseball fans surveyed cited **social activities** and **food/drinks** as a major reason to attend







KEY INSIGHT

74.8%

said if a sports organization was involved in a sustainability initiative they would be more interested in the cause.

OBJECTIVES

AWARENESS

- Increase awareness of Fox Sports and MLB greening initiatives by 15-20% (By Nov. 2018)
- Increase fan awareness of personal environmental impact by 15-20% (By Nov. 2018)

ACCEPTANCE

- Become recognized as the leading sports partnership dedicated to environmental sustainability (By Nov. 2018)

ACTION

- Increase attendance at key events (By Nov. 2018)
- Increase fan engagement with Fox and MLB partnership (By Nov. 2018)

STRATEGIES

AWARENESS

- Encourage fan engagement on social media and participation in initiatives
- Utilize PSA as overarching messaging strategy

ACCEPTANCE

- Link Fox Sports and MLB to sustainability initiatives in local communities

ACTION

- Create greening activities surrounding key events
- Use on-air personalities and players to generate excitement surrounding the partnership

KEY MESSAGES

Fox Sports and Major League Baseball are dedicated to environmental sustainability during broadcasts, games, and in local communities.

Fox Sports and Major League Baseball want you to be a part of their greening initiatives by pitching in.






Let them fall in love the way you did.
PITCH IN
FOX SPORTS
Visit foxsports.com/mlbgreen to learn more.

COVERING THE BASES

PITCH IN COMPETITION

- Encourage fans to be environmentally sustainable in their communities

PITCH IN DERBY

- MLB pitchers compete in a derby to show off their specific talent

PITCH IN PARTIES

- Outdoor activity space with greening events
- Food trucks with locally sourced ingredients

COMPETITION



30 Team Affiliates



Regional Check-Ins



Video Submission



“If teachers get excited an event, club, sport, etc. and convey positive messages & support, student involvement will be high. ”

-Kyle (Middle School Teacher)

“An ideal partnership would be one where the kids feel like they are truly connected to the organization or an experience that they feel is once in a lifetime.”

-Bernice (Elementary School Teacher)

SUGGESTED PRIZES



Player Pep Rally



Private Stadium Tour



Game Tickets/Recognition

SUSTAINABILITY ALL-STAR



PITCH IN DERBY



Talent Showcase





Skills Tests

PITCH IN PARTIES



Power Generating Treadmill





Fan Pitch In Derby

BROADCAST INTEGRATION

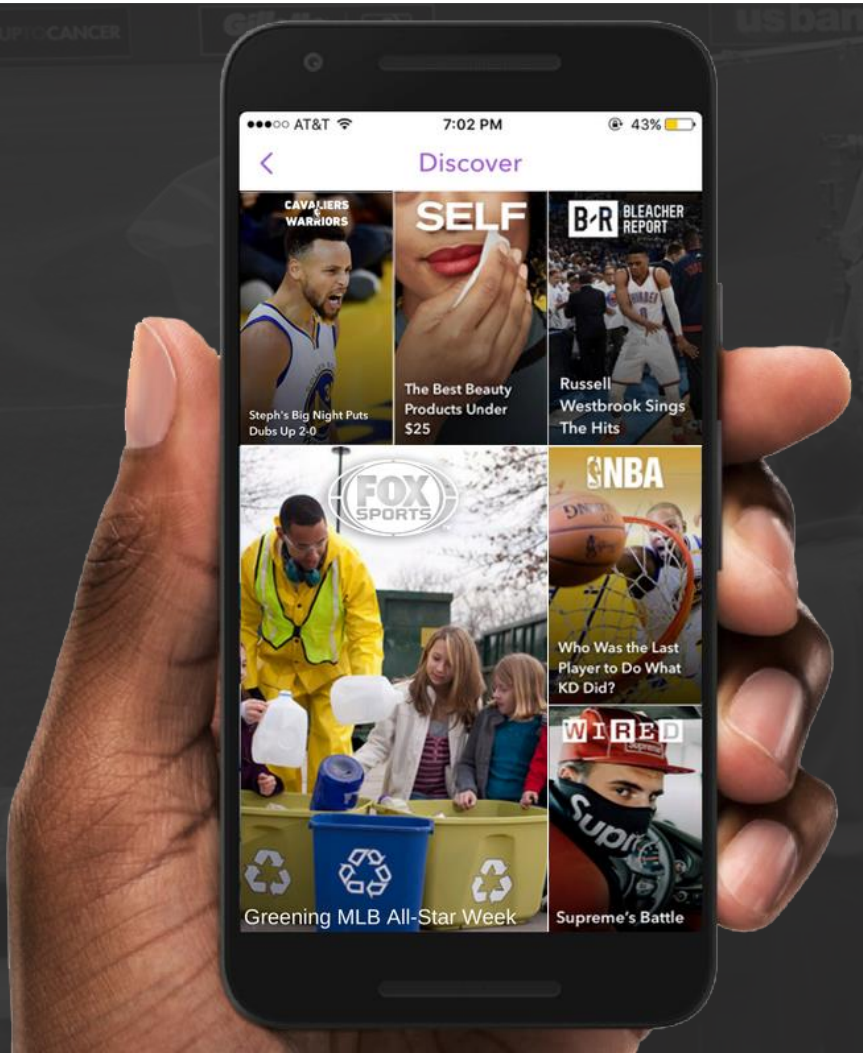




SOCIAL MEDIA



SOCIAL MEDIA







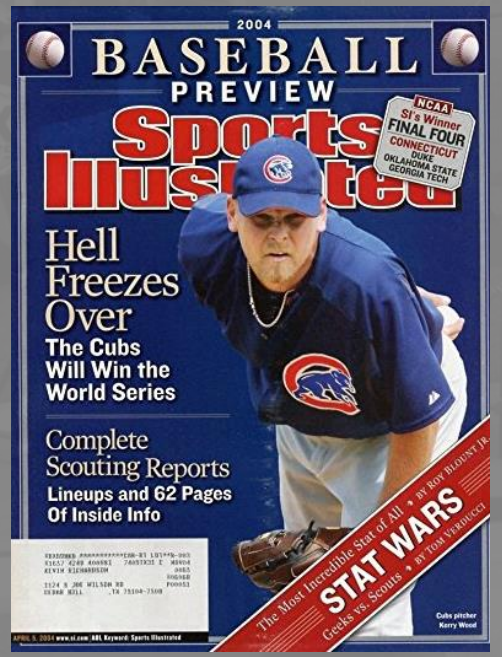
SPORTS MEDIA





SBJ SBD
STREET & SMITH'S SportsBusiness DAILY GLOBAL

THE HERD WITH COLIN COWHERD





TRADITONAL MEDIA

TODAY

ellen

the ellen degeneres show

GOOD MORNING AMERICA



EVALUATION

AWARENESS

- Track social media mentions and engagement on sustainability partnership
- Distribute online surveys
- Track school challenge participation

ACCEPTANCE

- Distribute online surveys on both MLB and Fox websites

ACTION

- Track attendance at Pitch In events
- Track social media posts related to event attendance

TIMELINE



EVENT	PITCH IN PARTIES	PITCH IN DERBY	EARTH DAY ACTIVATION	ARBOR DAY ACTIVATION
DATE	LAUNCH: ALL-STAR WEEK	ALL-STAR WEEK	APRIL 22, 2018	APRIL 28, 2018

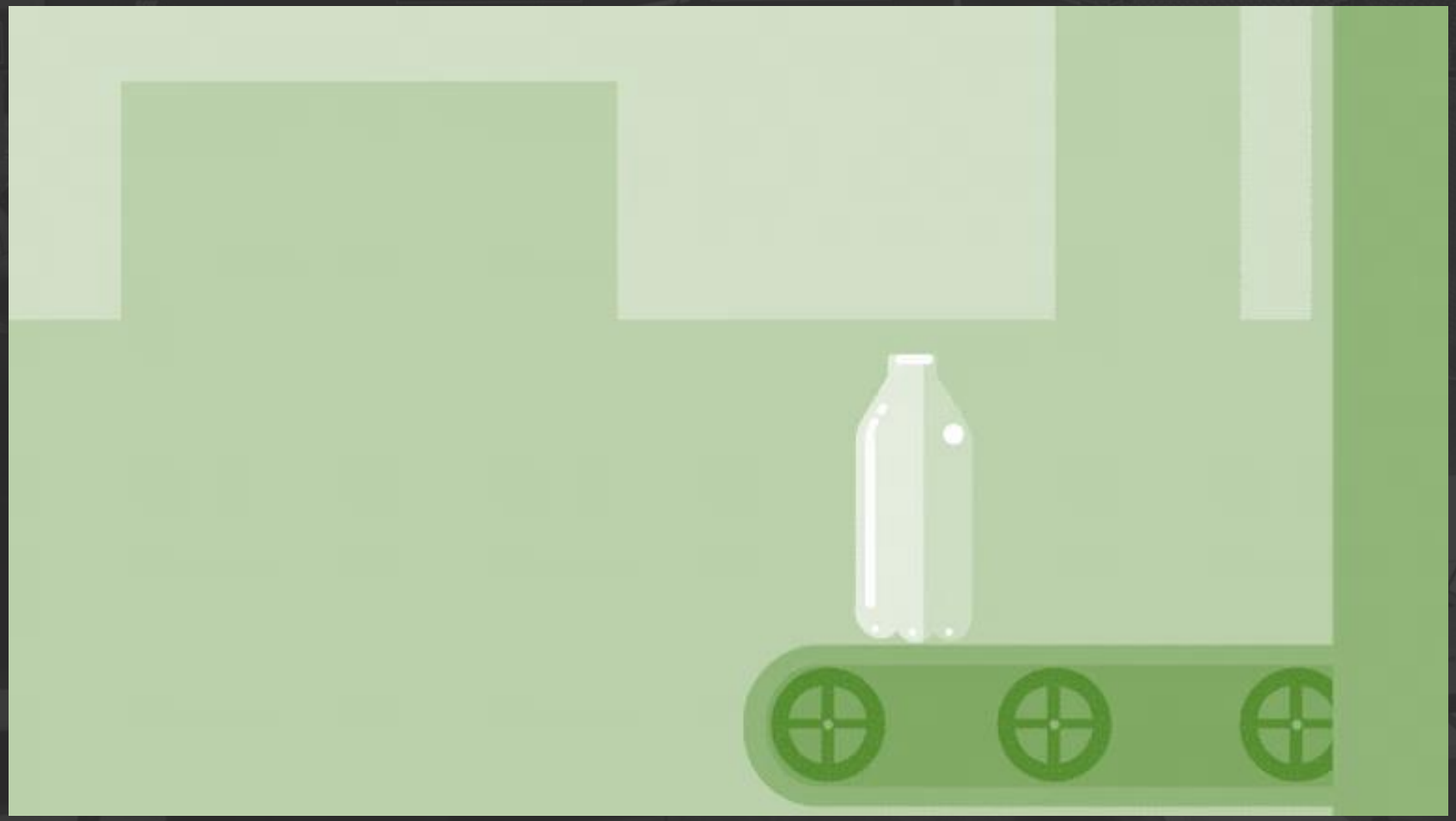


CLUB SUGGESTIONS



Note: Major League Baseball and Fox Sports do not encourage the breaking of bats. However, in order to offset this natural occurrence a tree will be planted during opening week for every bat broken in the previous season.

RECYLCLED UNIFORMS



REUSABLE BAG NIGHT



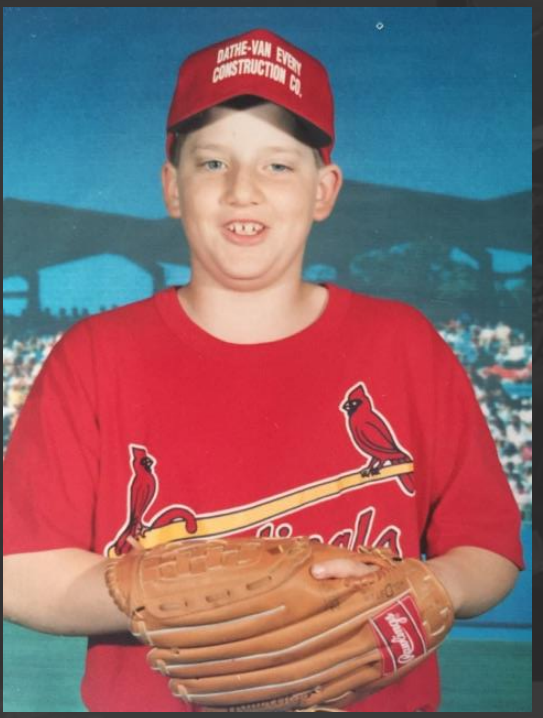


GREEN TEAM EXPANSION





WHY THIS WORKS

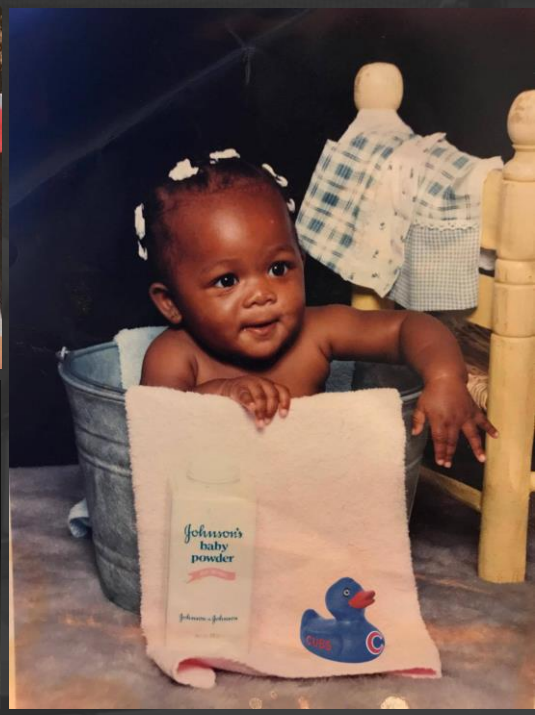














THANK YOU, QUESTIONS?