




Baseball Ideas – 2014 Sales Planner

Description: Baseball Brainstorm Idea List

Boost Revenue this Baseball Season using any of our custom & exclusive contest ideas. Simply review the calendar below to find a contest or event that fits for your team, station & sponsor(s). Review the brief outline on the enclosed pages – then contact Million Dollar Media at 866-99-PRIZE for a custom proposal.

Baseball Ideas – Overview

TM All ideas are the trademarked property of Million Dollar Media, LLC & may be re-used with permission.

Top Baseball Ideas	Play by Play; In-Game Ideas	Skill Contests; On-Site Events
<p><i>Our most popular & successful revenue generating ideas for Baseball Season!</i></p> <ul style="list-style-type: none"> • Drive of the Game (p2) <ul style="list-style-type: none"> ○ www.mdmgames.com/grandslamdemo • Strike it Rich (p2) <ul style="list-style-type: none"> ○ Score up to \$100,000 • Grand Slam VIP Event (p3) <ul style="list-style-type: none"> ○ Grand Slam Game – 9 Finalists • Payoff Pitch (p3) <ul style="list-style-type: none"> ○ Payoff your Mortgage or Auto Loan • Power Hit of the Game (p3) <ul style="list-style-type: none"> ○ Perfect for Power Tool, Gyms + Energy Clients • Save of the Game (p4) <ul style="list-style-type: none"> ○ www.mdmgames.com/strikeoutthesidedemo • Know the Score (p4) <ul style="list-style-type: none"> ○ www.mdmgames.com/beattheboxscoredemo 	<ul style="list-style-type: none"> • Grand Slam Giveaway (p6) <ul style="list-style-type: none"> ○ www.mdmgames.com/grandslamdemo ○ Grand Slam Game – 9 finalists ○ Grand Slam – 4th batter in 4th inning ○ Grand Slam – 5th batter in 5th inning ○ Grand Slam – Designated Player • Hit for the Cycle (p6) <ul style="list-style-type: none"> ○ www.mdmgames.com/demo/RadioHitForCycle • Triple Play Pay Day (p6) <ul style="list-style-type: none"> ○ www.mdmgames.com/tripleplaydemo • 7 run 7th – Progressive Payout (p7) <ul style="list-style-type: none"> ○ www.mdmgames.com/demo/radio7run7th • Back to Back to Back Jackpot (p7) <ul style="list-style-type: none"> ○ www.mdmgames.com/demo/RadioBack2Back2Back • Strike Out the Side (p7) <ul style="list-style-type: none"> ○ www.mdmgames.com/strikeoutthesidedemo • Lucky '21'-21 Strikeout Sweepstakes (p7) <ul style="list-style-type: none"> ○ Team records 21 Strikeouts in a Game • Facebook Promotions (p7) 	<ul style="list-style-type: none"> • Strike it Rich – Target Pitch (p8) • Home Run Derby (p8) • 'Hit it Here' Home Run Target (p8) • Throw a S-T-R-I-K-E (p9)  <ul style="list-style-type: none"> • Crack the Code-Tailgate Area (p9) • Sweepstakes Administration (p9) 
Rebate Programs – Everybody Wins		
<ul style="list-style-type: none"> • No Hitter, No Payments (p5) <ul style="list-style-type: none"> ○ Score 1st Year Payments FREE for a No Hitter • Perfect Game, Perfect Price (p5) <ul style="list-style-type: none"> ○ Perfect Game scores a refund for all purchases • Beat the Heat Sales Event (p5) <ul style="list-style-type: none"> ○ Temperature hits 95 degrees during game 		

Top Baseball Ideas – Contest Description

Drive of the Game

Perfect for any Automotive Client

- Demo Site: www.mdmgames.com/grandslamdemo
- Promote the automotive sponsor is giving fans the chance to win the keys to a new vehicle.
- Register fans on a custom microsite provided by Million Dollar Media (see below example).
- Prior to each game, randomly select (1) finalist.
- If the team hits a Grand Slam Home Run in the designated inning – your finalist drives away in a brand new car!



Mazda's ULTIMATE DRIVE OF THE GAME GRAND SLAM GIVEAWAY

Complete the registration form below and submit

First Name: Last Name:

Street Address: Apt./Suite:

City: State: Zip:

Enter the code shown:

SUBMIT

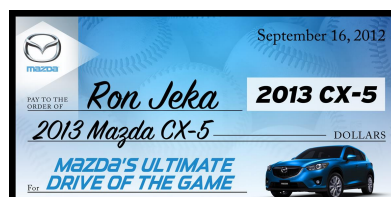
WGN9 CW RADIO 720 WGN

Game Dates:

8/28/12 CHI vs. MIL	9/16/12 CHI vs. PIT
9/9/12 CHI @ PIT	9/22/12 CHI vs. STL
9/14/12 CHI vs. PIT	9/25/12 CHI vs. COL



Click this photo to hear a testimonial about the 'Drive of the Game' program and to see a Grand Prize Winning Hit!

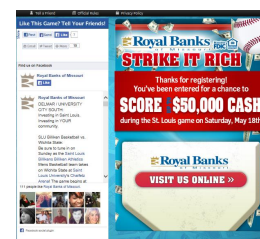


2012 Grand Prize Winner – Ron Jeka!

Top Baseball Ideas – Contest Description

Strike it Rich! – Score up to \$100,000 Cash

- Promote the sponsor is giving fans the chance to 'Strike it Rich' and Score up to \$100,000 cash!
- Set up registration POP at sponsor locations and/or invite fans to register on a custom microsite provided by MDM.
- Prior to the designated game, randomly select the Grand Prize Finalist.
 - *IDEA – provide tickets to the game for the finalist, or arrange VIP viewing party*
- During the game, the finalist will try and Strike it Rich and win the following:
 - \$10: Every Strikeout thrown by the designated team
 - \$100: Every Strikeout the Side (1-2-3) thrown by the designated team
 - \$100,000: No Hitter by the starting pitcher on the designated team
- **OPTION:** Use the station's frequency for the prizes (i.e. \$85 for AM850)



Top Baseball Ideas – Contest Description

Grand Slam VIP Event – 9 Finalists

Perfect for Auto Dealers or weekly parties at Sports Bars

- Promote participating sponsors are giving fans the chance to win the keys to a new vehicle, cash or a shopping spree to the sponsor location.
- Fans can register on a custom microsite or at the sponsor location.
- A total of (9) lucky finalists will be selected and invited to join the sponsor for a VIP Viewing Party (*host the party at stadium suite or co-sponsor sports bar*).
- During the pre-game party, each finalist will be assigned their own lucky inning.
- Promote that during the game each finalist will score:
 - \$10 sponsor gift card: for every hit in their inning
 - \$100 sponsor gift card: for every home run in their inning
- CONTEST OPTION** – Invite (9) clients to a VIP party or suite. If there is a Grand Slam Home Run – the client with that inning wins a \$50,000 advertising campaign (*and MDM writes the check for the campaign!*)



Top Baseball Ideas – Contest Description

Payoff Pitch – Payoff Your Mortgage or Auto Loan!

Perfect for Mortgage Companies, Banks and Automotive Dealers

- Promote that fans have the chance to 'Payoff' their mortgage or auto loan in the Payoff Pitch contest.
- Randomly select (1) finalist from all entries received and invite them and a guest to a party at a local restaurant to watch the game (or award them tickets to the game).
- If the team hits a home run on the designated pitch of the game (the Payoff Pitch) - the lucky finalist gets their mortgage paid off for free! (*paid for by Million Dollar Media*)
- SUGGESTION:** Use the station's frequency (i.e. 85th pitch for AM850) or anniversary/birthday event for client (i.e. 50th pitch for 50 years in business).

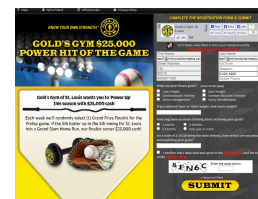


Top Baseball Ideas – Contest Description

Power Hit of the Game

Perfect for Power Tool Sponsors, Gyms and Energy Companies

- Each game fans will have the chance to be selected as the 'Power Fan of the Game'.
 - Example: 'First Energy Power Fan of the Game'
- MDM will build and host a custom microsite where fans can enter for the chance to be selected as a finalist.
 - Prior to each game (1) fan will randomly be selected as the 'Power Fan of the Game'
- If the 4th batter in the 4th inning hits for Power and hits a Grand Slam Home Run – the finalist scores the Grand Prize!



Top Baseball Ideas – Contest Description

Save of the Game

Pitcher Strikes out the Side 1-2-3

- Demo Site: www.mdmgames.com/strikeoutthesidedemo
- Perfect for any sponsor who wants to **promote great savings** at their store locations (i.e. Dollar Store, Wal-Mart, etc.)
- Fans register on a custom 'Save of the Game' microsite built and hosted by Million Dollar Media (see example below).
- Prior to each game, randomly select (1) Grand Prize finalist.
- If the team's pitcher Strikes out the Side 1-2-3 in the designated inning, the 'Save of the Game' finalist scores the Grand Prize.



On 8/30/12, Chicago's reliever Donnie Veal struck out the side 1-2-3 for the 'Save of the Game', and finalist Gregory Smith won the \$10,000 Grand Prize!

Top Baseball Ideas – Contest Description

Know the Score – Box Score Prediction

Perfect for Banks and Credit Score Clients

- Demo Site: www.mdmgames.com/beattheboxscoredemo
- Give fans the chance to 'Know the Score' of your team's upcoming game to win big this season!
- MDM will provide a custom microsite with dropdown boxes so fans can enter their guess of the Runs, Hits and Errors of the designated game.
 - Prior to the game, one lucky fan will randomly be selected and their Box Score will be posted online
- If the finalist correctly predicts the exact Runs, Hits and Errors for both teams – they 'Know the Score' and win the Grand Prize.
 - Award bonus prizes for each correct guess your finalist makes

Rebate Programs – Contest Description

Here's a guaranteed way to spike sales for your sponsor's business. These programs are perfect for any big ticket sales item or sponsor – such as **Auto Dealers, Jewelry, Furniture, HVAC, Electronics, Boat Dealers, Motorcycle and Pool/Spa**. Promote that every customer's purchase could be free using any of our custom baseball 'Conditional Rebate Programs'.

No Hitter, No Payments

Perfect for Automotive, Motorcycle, Boat Dealers, Electronics and Furniture!

- Promote the Dealer is celebrating baseball season with a "No Hitter, No Payments" Sales Event.
- In addition to great sale prices on every new vehicle – fans who purchase a qualifying car or truck during the Sale, will have the chance to score their 1st year of car payments FREE.
- The dealer will designate their "No Hitter, No Payments" Sales Period such as June 1-30.
- Every customer who purchases or leases a new vehicle during the sale will automatically be qualified for the conditional rebate offer.
- If any pitcher on the team throws a "No Hitter" during the designated game dates for the 'No Hitter' contest period – every customer has 'No Payments' for 1-year & scores their 1st year of car payments free! *(Paid by MDM.)*
 - **1st Week of the Season:** Run the sale in March. If your local Professional Baseball team throws a "No Hitter" during the first week of the Season – then every customer has "No Payments" and "Scores" a free year or Car Payments or a Full Refund on their TV or Furniture purchase!



Perfect Game, Perfect Price

- Promote your Sponsor is hosting a special sales event to celebrate baseball season – giving fans the chance to score a 'Perfect Price' on their purchase!
- The sponsor will designate any dates for their sale such as June 1 – June 30.
- Any fan who makes a purchase during the sale will automatically qualify for the conditional rebate offer.
- **Rebate Certificate:** Issue each customer a custom Rebate Certificate with the terms of the sale.
- Promote that if a starting pitcher for your team tosses a Perfect Game anytime during the following month – then every single qualified customer instantly scores a 'Perfect Price' and receives their purchase absolutely free!

Beat the Heat Sales Event

Perfect for HVAC, Pool/Spa, Jewelers and more!

- Promote your Sponsor is hosting a 'Beat the Heat' sales event, giving fans the chance to score their purchase FREE!
- The sponsor will designate any sale period for their 'Beat the Heat' such as June 1 – June 25.
- Every customer who makes a purchase will automatically qualify for the conditional rebate offer.
- Promote that if the temperature hits 95 degrees or more on July 4th during your Baseball team's game – then every customer who made a purchase Scores a full refund of their purchase price or 1st year payments FREE
 - Any sales period or weather date can be used for this program (i.e. August 1, Labor Day, etc)



Play by Play; In-Game Ideas

- **Grand Slam Giveaway** – <https://www.mdmgames.com/grandslamdemo>
 - Select (9) lucky finalists who win tickets to any game date, or a VIP Invite to join the sponsor at a Sports Bar to watch the game.
 - During a VIP pre-game Party, each lucky finalist is assigned their own unique inning during the game.
 - Promote that if during their inning, your team hits a:
 - **Home Run** – that inning's finalist wins a bonus prize
 - **Grand Slam Home Run** – that inning's finalist wins the grand prize
 - **Additional Grand Slam Options** (162 games, 81 games, 1x per week, Rivalry Series, etc)
 - Grand Slam – 4th batter in 4th inning
 - Grand Slam – 5th batter in 5th inning
 - Grand Slam – Designated Player
- **Hit for the Cycle** – www.mdmgames.com/demo/RadioHitForCycle (Perfect for Motorcycle Dealers)
 - Prior to game, randomly select (1) lucky finalist and announce their name pre-game.
 - Promote if any player on your team "Hits for the Cycle" (single, double, triple & home run in the same game), then that game's lucky finalist instantly wins the featured grand prize such as a new Harley-Davidson!
 - Option: Rotate the prize during the season (i.e. feature 6 different vehicles, 1 for each different month).

Every program includes a custom banner and register to win sign



- **Triple Play Payday – Season Long Contest** www.mdmgames.com/tripleplaydemo
 - Prior to game, randomly select (1) lucky finalist and announce their name pre-game.
 - Promote if your team turns a Triple Play in any designated inning – that lucky finalist instantly wins the featured grand prize.

Play by Play; In-Game Ideas

- **7-Run 7th Inning Jackpot** – www.mdmgames.com/demo/Radio7Run7th (Perfect for Casino)

- Promote the Cash Jackpot starts at \$700, and grows by \$70 per Game all season long.
- Prior to game, randomly select (1) lucky finalist and announce their name pre-game.
- Promote if your team scores exactly 7-runs in the 7th Inning – then that game's lucky finalist instantly scores the current Cash Jackpot!



2 winners in 2013!

- **Back to Back to Back Jackpot** – www.mdmgames.com/demo/RadioBack2Back2Back

- Prior to game, randomly select (1) lucky finalist and announce their name pre-game.
- **Bonus Prize:** If your team hits Back to Back HR's during the lucky inning
- **Grand Prize:** If your team hits Back to Back to Back HR's during the lucky inning

- **Strike out the Side** – www.mdmgames.com/strikeoutthesidedemo

- Prior to game, randomly select (1) lucky finalist and announce their name pre-game.
- Promote if your team Strikes out the Side in the designated inning (1-2-3) – that lucky finalist instantly wins the featured grand prize!



- **Lucky '21' – 21 Strikeout Sweepstakes**

- **Perfect for Casinos and Lotteries**
- Prior to game, randomly select (1) lucky finalist and announce their name pre-game.
- Promote if your team Strikes out 21 or more batters in the game, that lucky finalist instantly wins the featured grand prize!

- **Facebook Integration**

- Million Dollar Media can incorporate any promotion onto a sponsor, station or teams Facebook page.



Microsite



Facebook Page

Skill Contests & On-Site Events – Contest Description

Strike it Rich – Target Pitch

Perfect for a Game Day Event, Tailgate Party or Remote

- Promote the sponsor is giving fans the chance to toss (3) perfect pitches through a target opening to score the Grand Prize!
- **Finalist Registration** – Register contestants using any or all of the following ideas:
 - **Website** – Encourage fans to register on the station or sponsor websites
 - **Text** – Instruct fans to text 'Strike' to the designated Short Code
 - **Register to Win** – Set up registration displays at Sponsor locations
 - **On Air** – Select a weekly finalist through on-air contests
 - **Tailgate Party at Stadium** – Select fans who join your pre-game tailgate party
 - **Tailgate Party at Sports Bar** – Select fans who join your game day party each week
- Select one or more finalists every week during your event.
- Set up a target 60 feet 6 inches away from the contestant.
- Each finalist will have 3-pitches. Award bonus prizes for each strike thrown by a contestant.
- If any finalist throws 3-strikes through the 12-inch target – they "Strike It Rich" and win the grand prize!



** Standard eligibility restrictions apply*

Skill Contests & On-Site Events – Contest Description

Home Run Derby

- Promote the sponsor is giving fans the chance to "Hit for the Fences" in the Home Run Derby Contest.
- Lucky finalists will be brought to home plate at the stadium prior to the game.
- Each finalist will have 5-pitches and 3 swings.
- If they hit a home run out of the stadium with any of their 3 swings – they win the grand prize!

** Standard eligibility restrictions apply*

Skill Contests & On-Site Events – Contest Description

'Hit it Here' – Home Run Target

- The team and sponsor will create a target structure beyond the outfield wall, a minimum of 350 feet from home plate.
- The target structure will have either an opening (i.e. 12 inch hole) or some type of image to hit (i.e. Bulleye).
- If a player on the home team hits a home run into the target – the finalist wins the Grand Prize!



**The most famous Home Run Target ever!
The Bull from 'Bull Durham'**

Skill Contests & On-Site Events – Contest Description

Throw a 'STRIKE'– Dice Roll Contest



- **Perfect for Sports Bars, Beers, Casinos, Soft Drinks, Tailgate Parties or any Remote during Baseball Season**
- Promote fans chance to throw a 'STRIKE' in the Dice Roll Challenge contest.
- Host a weekly tailgate party at a Sports Bar or Casino – or invite fans to join the sponsor for a remote appearance at designated Sponsor location(s).
- During each event, selected contestants get to participate in the Throw a 'STRIKE' Dice Roll Challenge.
- Each contestant will be provided a set of 6-custom dice.
 - One side of each die will be printed with a winning letter to spell: **S-T-R-I-K-E**
 - The other 5-sides of each die will be printed with the sponsor logos
- Each selected contestant will have one opportunity to throw a 'STRIKE'– if any finalist throws 'STRIKE' during their attempt, they instant win the Grand Prize!

Bonus Prize Idea – MVP Award:

- Track the number of winning letters rolled by each contestant on the MVP Awards Board.
- At the end of the event, if no one has thrown a 'STRIKE' then award a Bonus Prize to the finalist who threw the most winning letters.



Unlock Season Tickets – Tailgate Area

- Promote that the sponsor has locked the “Keys to a new Bike or Vehicle” in a Bank Vault and lost the combination.
- If any fan can “Crack the Vault”– they win the keys and get to ‘ride’ or ‘drive’ away!
- Every fan to visit the tailgate party will have the chance to win.
- Display a Bank Vault (provided by MDM)– with the keys locked inside.
- If any fan can “Crack the Vault” by guessing the winning combination – they win the Grand Prize!



Sweepstakes Administration



English Microsite



Spanish Microsite

- **Official Rules**
- **Winner Selection and Notification**
- **Language Translation**
- **Prize Fulfillment**
- **Winner Documents**
- **Registration/Bond Filing**
- **PO Box**
- **Text to Win**
- **Twitter, Instagram and Pinterest Sweepstakes**

Contest Execution & Support:

Million Dollar Media will supply turnkey contest execution materials & support including:

1. Prize Coverage Contract
2. Official Rules
3. Event Execution Checklist
4. Custom Contest Website (*where applicable*)
5. Graphic Design
6. Custom Signage
 - a. (1) 2' x 6' Banner
 - b. (1) 11" x 17" Registration Desk Sign
7. Merchandise & Contest Materials – Contest Execution materials as required

To customize a program for your client(s) please contact:

Million Dollar Media, LLC

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