



# MLB SPRING TRAINING





# HISTORY

---



- 🏟️ For more than 27 years, Las Vegas has been hosting Big League Weekend
- 🏟️ First MLB Exhibition Game: April 1, 1983
- 🏟️ 25 out of 30 MLB Teams have played in Big League Weekend



# OBJECTIVES

---



- 🏟️ Increase Regular Season Ticket Sales
- 🏟️ Drive Sponsorship Opportunities & Business



# DEVELOPMENT

---



- ⚾ Shifting Attitudes in the Sports World about the Las Vegas ‘Gaming Phobia’
- ⚾ Convincing MLB Teams that Las Vegas would be a great permanent Spring Training Site



# STRATEGY

---



- 🏟️ Generate leads for offseason ticket sales
- 🏟️ Develop Sponsorship Value



# OUTCOMES

---



- 🏟️ **MLB Relationship**
- 🏟️ **Big League Challenge, in conjunction with MLB Players Union**
- 🏟️ **ESPN Televised Events**
- 🏟️ **MLB Market Analysis on Las Vegas, as team relocation site**