

2023 All-Star Week Ballpark Schedule

Sunday – July 2nd

- Mariners Day Game
- Load-In Begins

Monday- July 3rd

- Load-In (Broadcast Compound and Music Production Compound)

Tuesday- July 4th

- Load-In
- Rehearsals begin

Wednesday- July 5th

- Rehearsals

Thursday- July 6th

- Rehearsals

2023 All-Star Week Ballpark Schedule

Friday – July 7th

- Jr. Home Run Derby
- High School All-American Game
- Swingman Classic
- Rehearsals

Saturday- July 8th

- High School Home Run Derby
- SiriusXM Futures Game
- Celebrity Softball Game
- *Musical Performance
- Rehearsals

Sunday- July 9th

- Rehearsals
- *Hospitality Event

Monday- July 10th

- Client BP (Invite Only)
- Rehearsals
- All-Star Media Day @ T-Mobile Park
- T-Mobile Home Run Derby

Tuesday- July 11th

- Client BP (Invite Only)
- Rehearsals
- MLB All-Star Game presented by Mastercard on FOX

* To Be Confirmed



**MLB All-Star Fan Village Concept
SEATTLE 2023**

Unified Stadium District



What is All-Star Village?

- One campus for baseball fans, no matter if they have a ticket to the game or just want to be part of the event
- Positioning the MLB brand full scale in the downtown area at a centralized location
- Centralizing the offering, fan event, baseball games, retail, youth, Draft, all brought together at All-Star Village
- Streamlined operations for broadcasting as part of Draft coverage
- Varied offerings in the sports hub of Seattle
- Efficiency on costs and messaging

MLB Seattle 2023 Concept

Uniquely designed and curated to reflect MLB All-Star and the Seattle vibe, with a free outdoor festival and paid indoor MLB access, optionally featuring MLB Draft on the “Fan Field”.

Fans connect with MLB game culture, music, fashion and food in a free open air festival setting, filled with live programming plus legends, Seattle musicians, fashion designers, chefs and influencers. A focused alignment with MLB Brand objectives and fan base growth.

Indoor experiences present the fabric of MLB game and player culture as a simplified exploration experience.

The MLB.com Shop offers fans one-time-only drops and all of the official 2023 MLB All-Star game gear and souvenirs.

Load-In – Tuesday, June 27 7:00 am – Friday, July 7 EOD

Event Days – Saturday, July 8 – Tuesday, July 11

Load-Out – Wednesday, July 12 to EOD Friday, July 14

Concept



A free outdoor and paid indoor cultural destination that attracts a new audience and existing MLB fans. “Fan Field” is activated with baseball and softball interactives and the MLB Draft.

- | | | | |
|--|--|---|--|
|  OUTDOOR EVENT
FREE |  BLOCK PARTY
FREE |  INDOOR EVENT
PAID |  MLB DRAFT
PAID |
|--|--|---|--|

Event & Playing Field Experience

“MLB Fan Field” is a full on field transformation for a unique and memorable All-Star fan experience

All-Star Block Party

South Entrance

Music and Live Programming, Food and Fashion

Entrance to Paid Indoor Event

Branded Pageantry, Photo Ops, Player and Team Imagery lead and connect the Outdoor and Indoor Experiences

North Entrance

Immersive “I’m at All-Star photo experience with shareable moments

Full venue activation with Outdoor, Indoor and Field MLB experiences with MLB Draft as an anchor attraction

Concept Site Plan



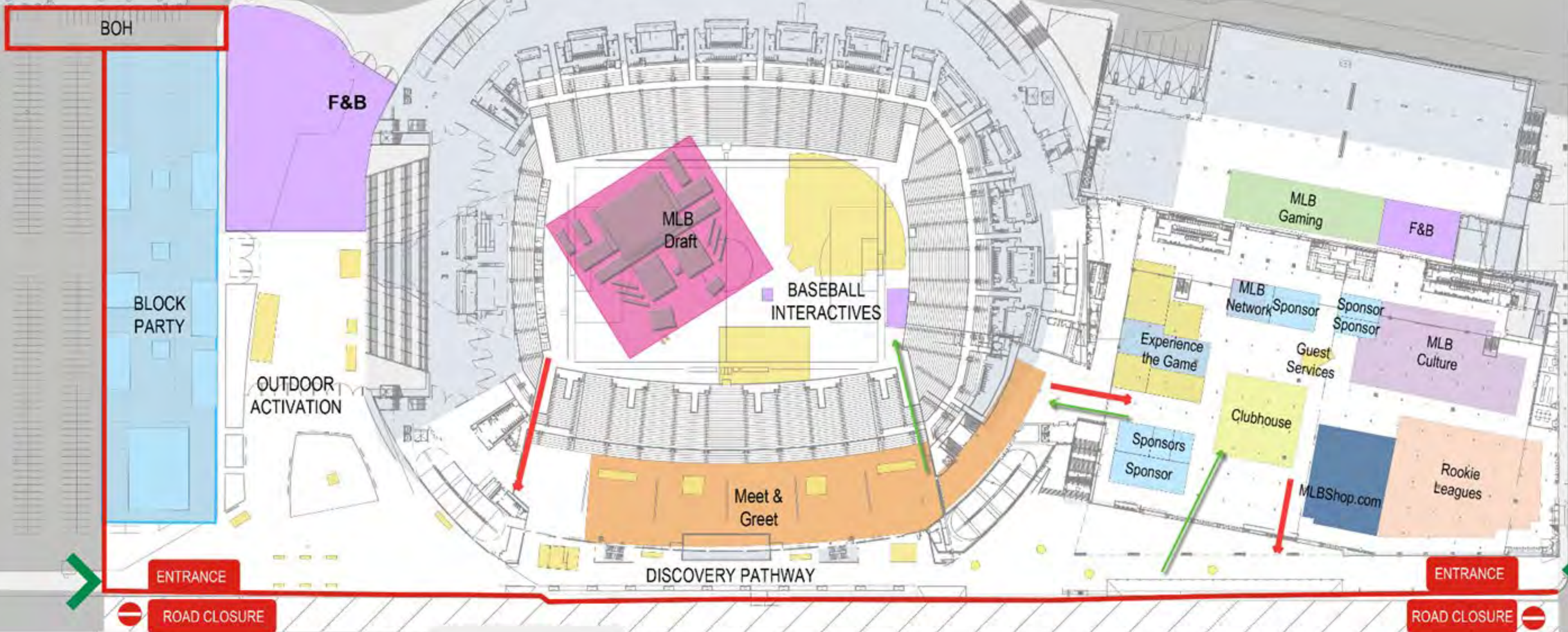
**OUTDOOR EVENT
FREE**

**BLOCK PARTY
FREE**

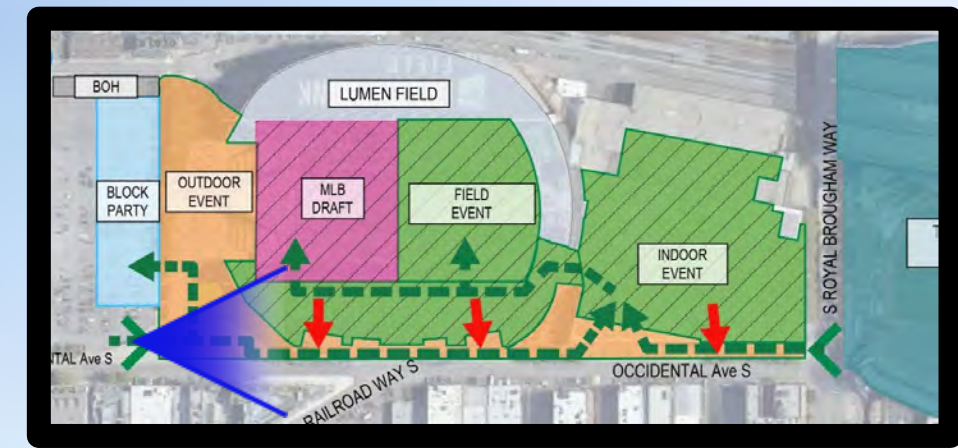
**INDOOR EVENT
PAID**

**MLB DRAFT
PAID**

Event Plan



North Entrance

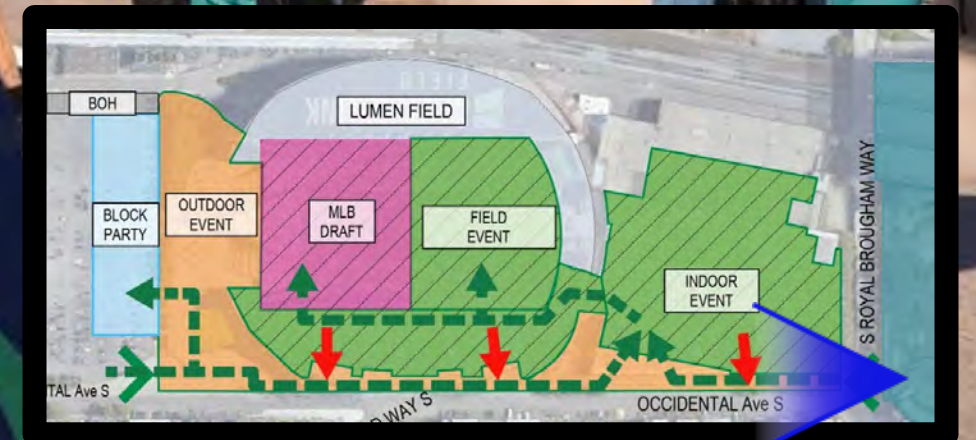


MLB All-Star Fan village is an immersion in MLB Culture with live programming, Seattle vibe, branded player and team photo ops and Block Party.

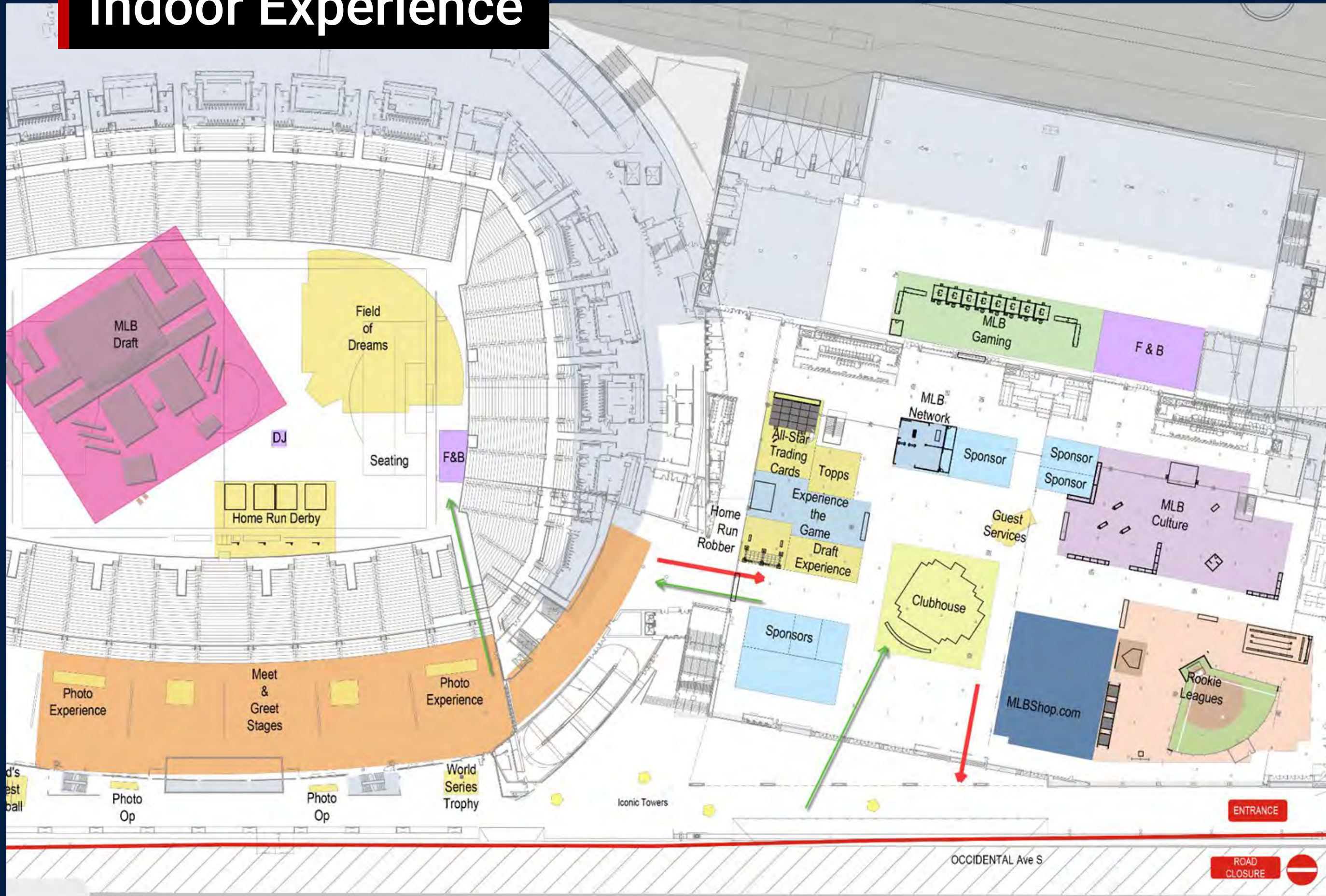
South Entrance



The entire Fan Village site is connected and accessible as a destination or discovery connecting the city and All-Star events.



Indoor Experience



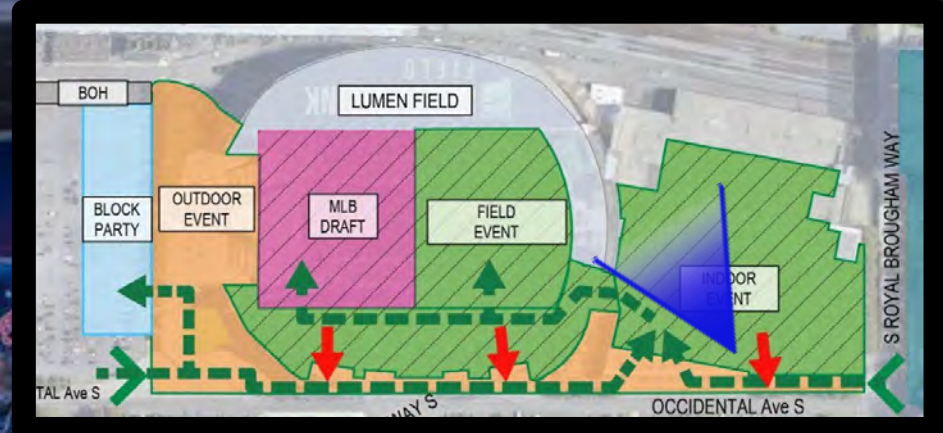
- The Indoor Experience:**
- The MLB Gaming Zone
 - The Legends of the game meet and greet, autographs, photographs
 - MLB Culture
 - MLB Clubhouse
 - Retail experience offering personalized product, DJs
 - Sponsor Footprints

Interior Fan Experience

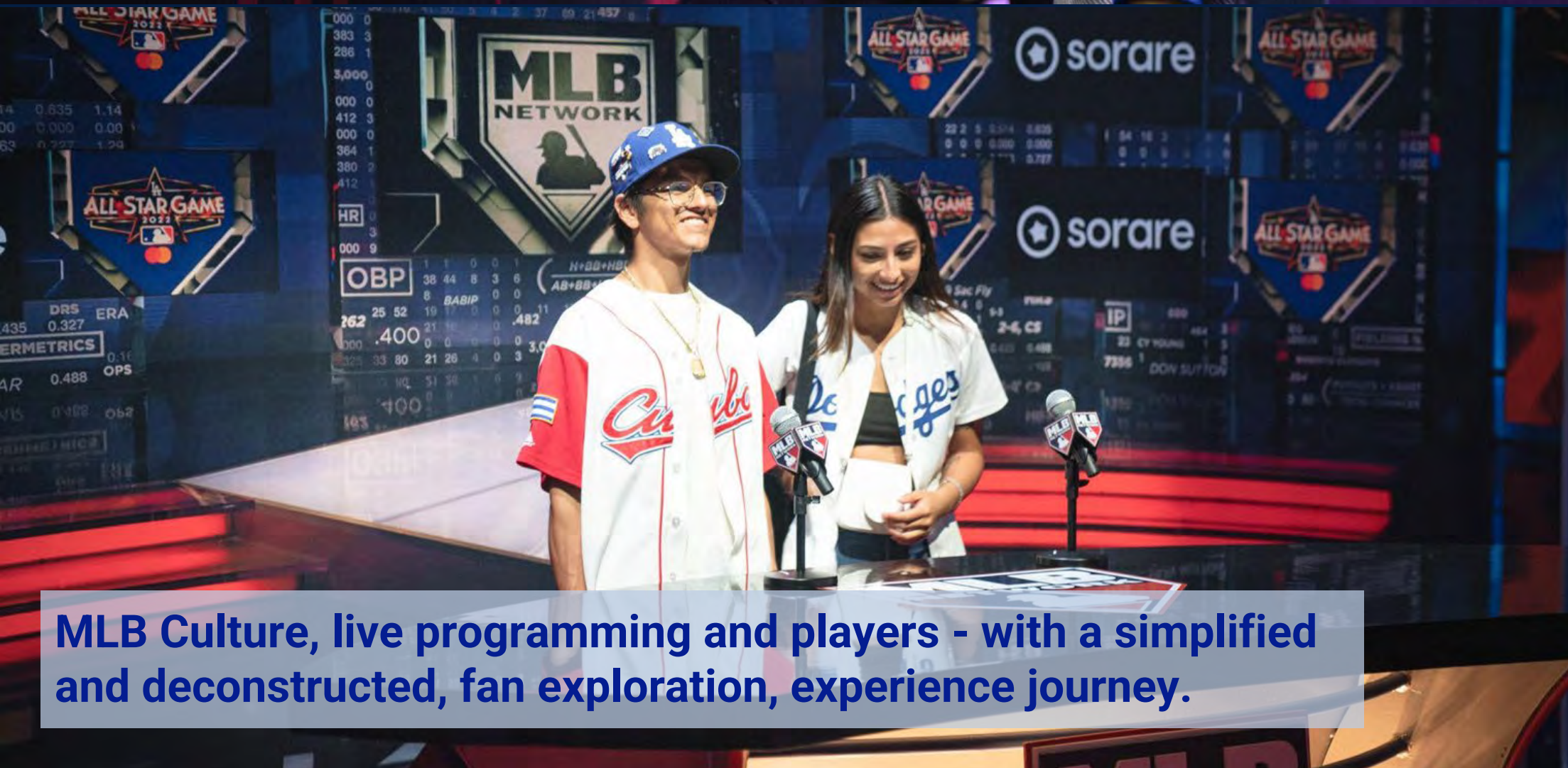
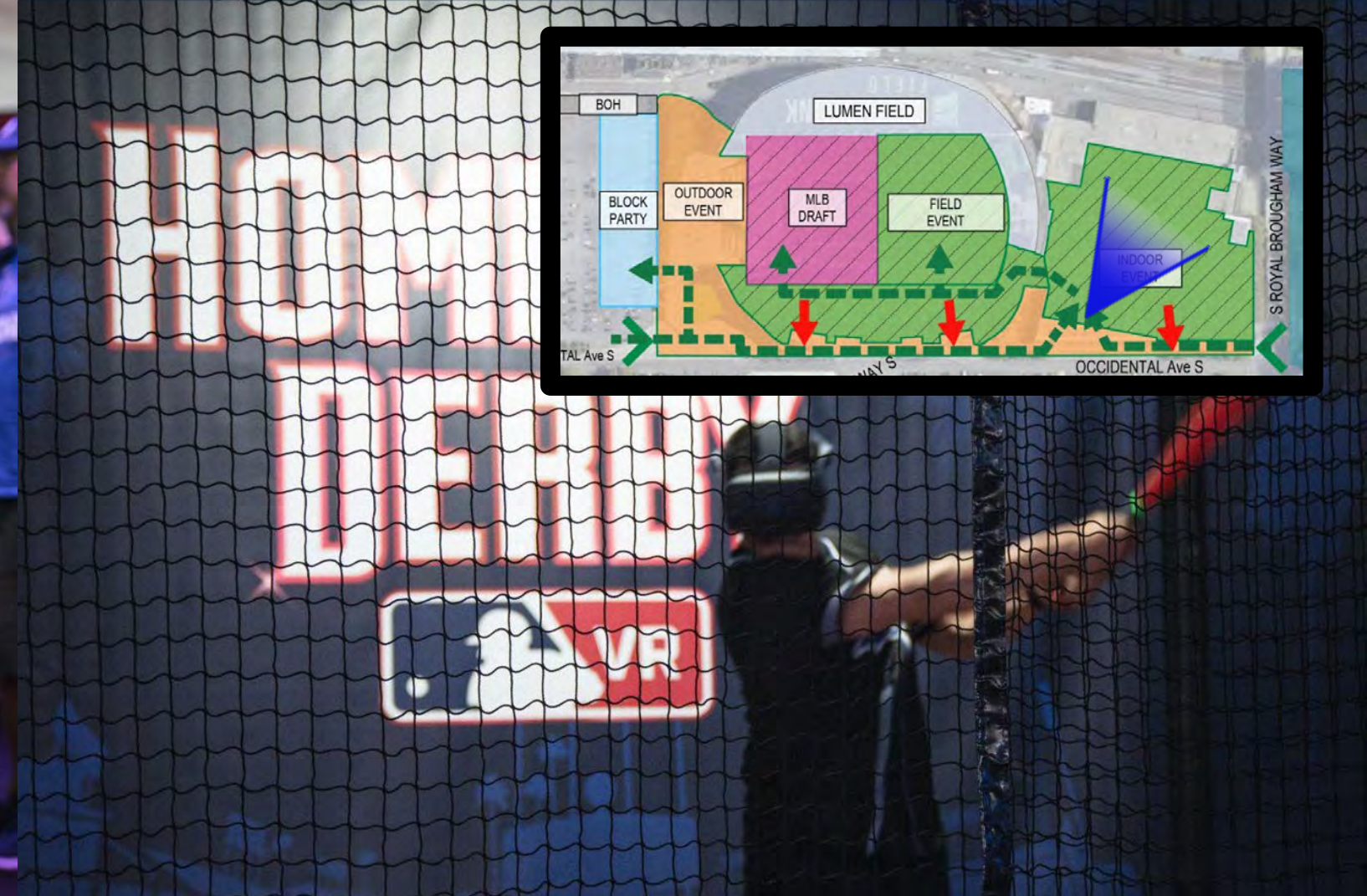
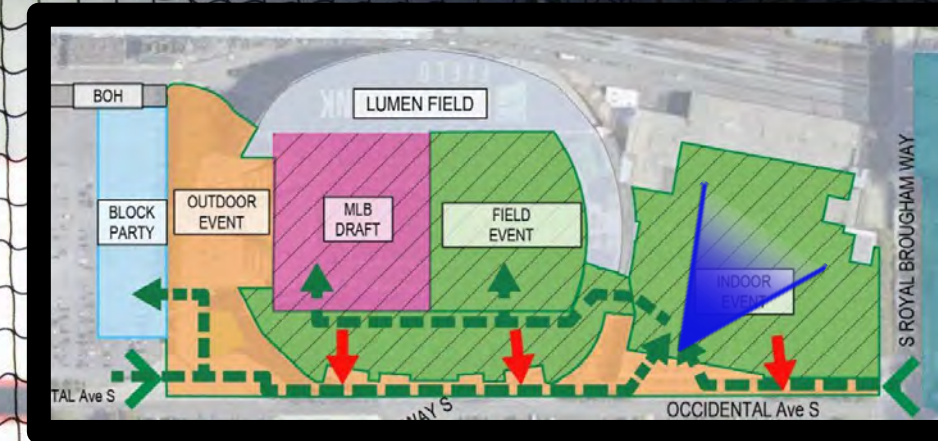
MLB CULTURE



Fans are engaged to explore and discover the stories, the players and the current MLB culture.



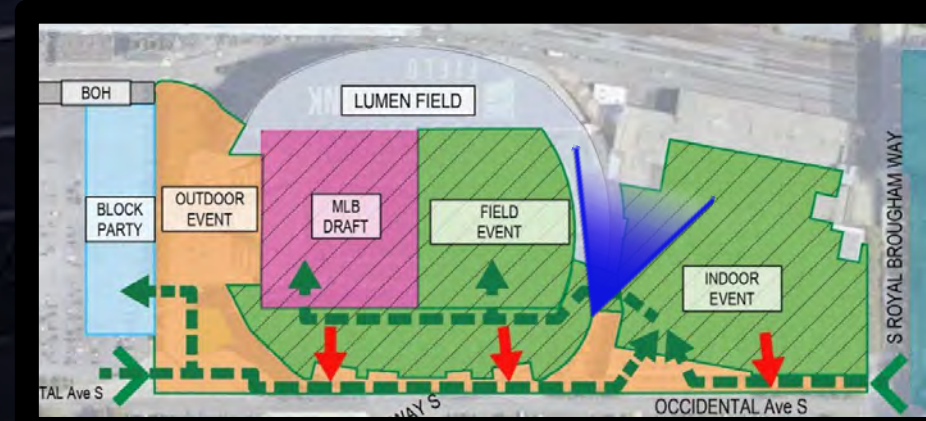
Interior Fan Experience



MLB Culture, live programming and players - with a simplified and deconstructed, fan exploration, experience journey.

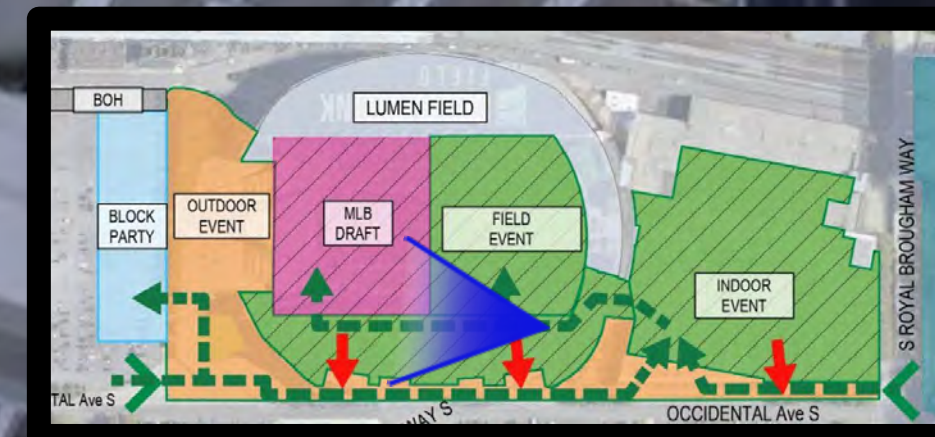


Concourse Experience



A large scale MLB All-Star player moment with video connects the event center with the concourse and field experience.

Concourse - Meet & Greets



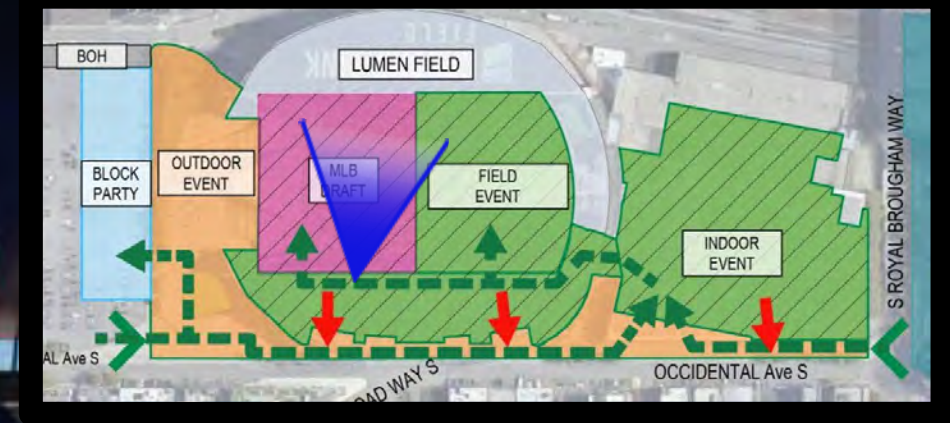
A transformed Lumen Concourse is a the destination for player and legend Meet&Greets.

Fan Village Field



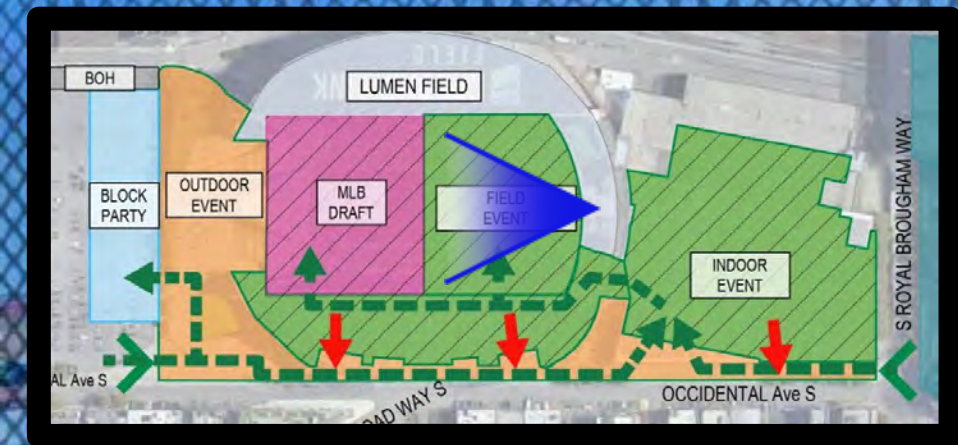
MLB ASG “Fan Field” - a transformed Lumen Field with event brand overlay, dynamic media, MLB Draft, Field of Dreams, Home Run Derby, photo ops and a unique center field, music and food chill zone.

Fan Village Field



The MLB Draft set and event integrates with fan favourite MLB activities - Field of Dreams/Youth Baseball & Softball Development, Home Run Derby, photo ops and a unique center field, music and food chill zone.

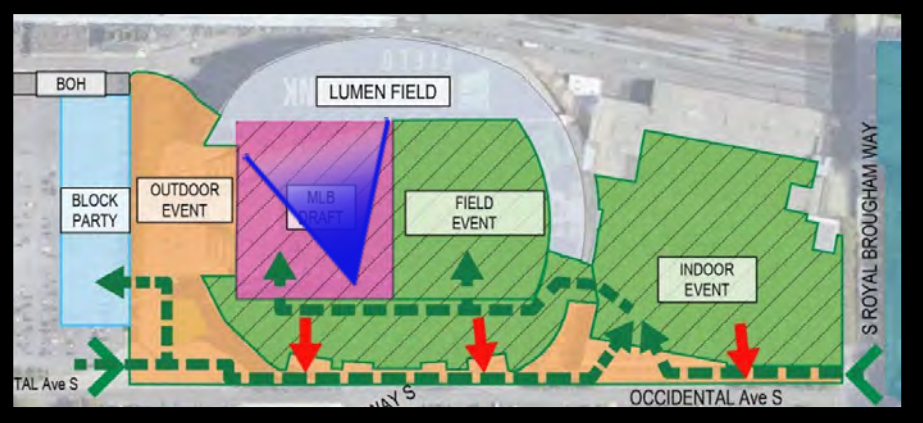
Fan Village Field



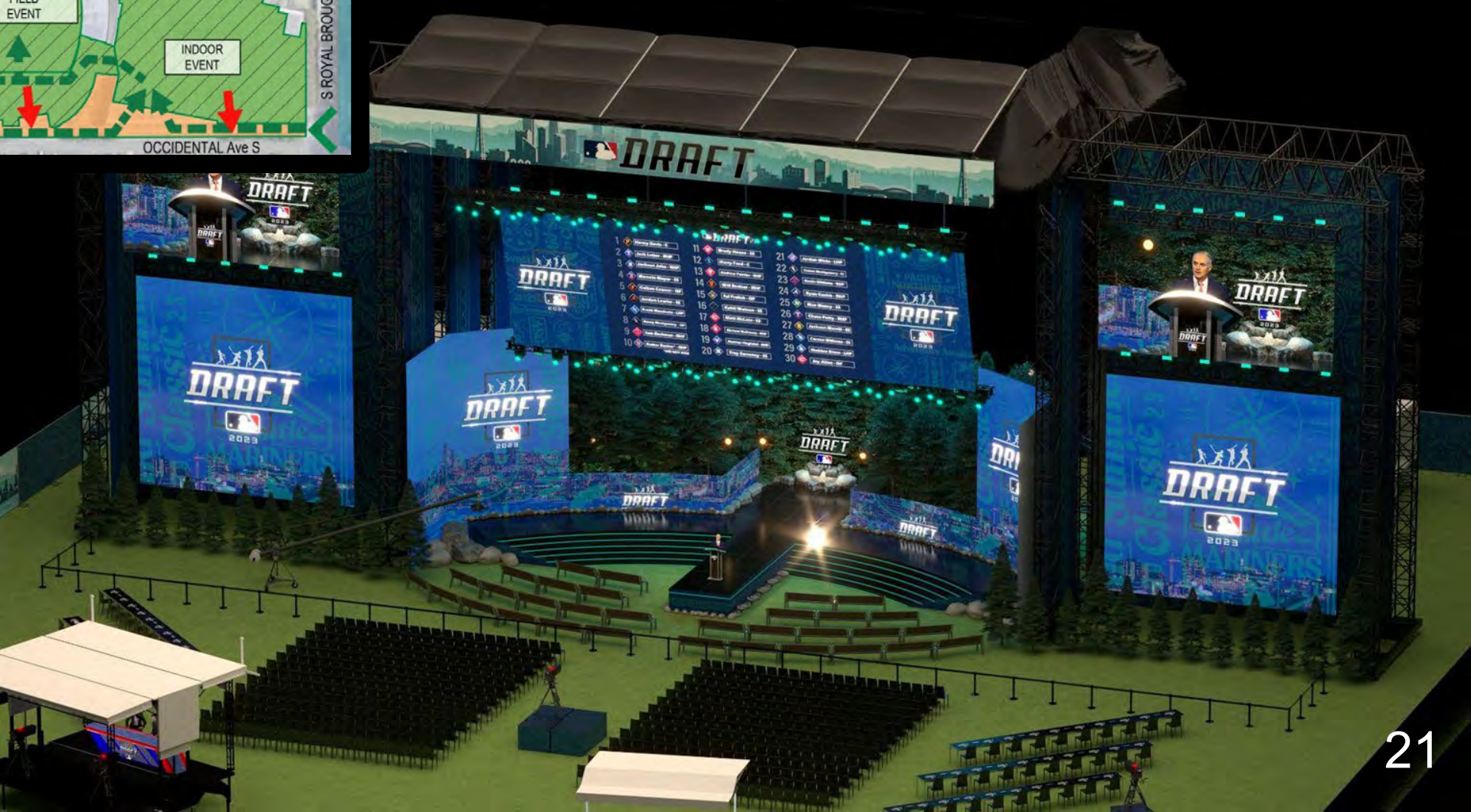
Lumen Field transforms to MLB ASG “Fan Field”, with event brand overlay, dynamic media, MLB Draft, Field of Dreams, Home Run Derby, photo ops and a unique center field, music and food chill zone.

MLB Draft

3	Jackson Jobe - RHP	13	Andrew Painter - RHP	23	Colton Montgomery - SS
4	Marcelo Mayer - SS	14	Will Bednar - RHP	24	Ryan Cusick - RHP
5	Colton Cowser - OF	15	Sal Frelick - OF	25	Max Muncy - SS
6	Jordan Lawlar - SS	16	Kahil Watson - SS	26	Chase Petty - RHP
		17	Matt McLain - SS	27	Jackson Merrill - SS
		18	Michael McGreevy - RHP	28	Carson Williams - SS
		19	Gunnar Hoglund - RHP	29	Maddux Bruns - LHP
		20	Trey Sweeney - SS	30	Jay Allen - OF



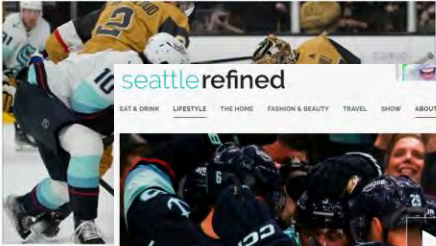
MLB Draft is an anchor destination and signature fan event on the MLB All-Star Fan Field.



WINTER CLASSIC ANNOUNCE

Seattle's T-Mobile Park to host 2024 NHL Winter Classic on New Year's Day

Seattle will be hosting the NHL's annual outdoor game on New Year's Day in 2024.



Author: Alex Dorian
 Publisher: 11:07 AM PST Jan 01
 Updated: 1:49 PM PST January


Seattle Kraken to host 2024 NHL Winter Classic at T-Mobile Park

JANUARY 01, 2023
 NICO TANIGUCHI, HOME SPORTS DIRECTOR

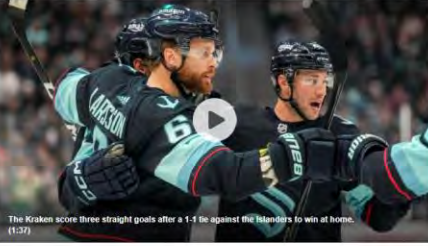
Kraken will host Golden Knights in 2024 Winter Classic at T-Mobile Park

The home of MLB's Seattle Mariners will be the site of the next Winter Classic.

By Chris Bengel Jan 2, 2023 at 2:03 pm ET · 1 min read



Kraken to host Golden Knights in 2024 NHL Winter Classic



The Kraken score three straight goals after a 1-1 tie against the Islanders to win at home. (1:37)

Ryan S. Clark
 NHL reporter Jan 2, 2023

The Seattle Kraken and Vegas Golden Knights, the NHL's two newest franchises, will play the 2024 Winter Classic at T-Mobile Park, the league announced on Monday.

It will be the first time hosting an outdoor game for the Kraken, who are in their second season as a franchise.

tmobilepark and mariners
 T-Mobile Park



Liked by ashleycox21 and 5,597 others

tmobilepark Let's hockey 🏒

The 2024 @nhl #WinterClassic is coming to T-Mobile Park, with the @seattlekraken hosting the @vegasgoldenknights on New Year's Day!

MARINERS MAIL #SEAUSRISE

January 01, 2023 View Online



Save the date!

We are excited to host the 2024 Discover NHL Winter Classic at T-Mobile Park next year! The contest will feature the Seattle Kraken hosting the Vegas Golden Knights on January 1, 2024. This will be the first regular-season outdoor contest in franchise history for the Kraken. This game continues the tradition established by the NHL in 2008 of hosting a regular-season outdoor game, where the Kraken will be the 29th team to participate.

Additional details including ticketing information and the game's start time will be announced when available. Text "MARINERS" to 24247 to sign up for Mariners texts and stay up to date with the latest news about the 2024 NHL Winter Classic.

Winter Classic Mariners Text

Social Media

Channel	Account	Likes	Comments	Shares	Engagements	Impressions
Twitter	@TMobilePark	1,414	23	345	1,782	190,668
Instagram	@TMobilePark	5,598	44	-	6,642	106,525
Facebook	Seattle Mariners	1,362	147	164	1,673	154,446
LinkedIn	Seattle Mariners	829	14	14	857	41,965
TOTALS	4	9,203	228	523	10,954	493,604

Email

Unique Opens	Unique Open Rate	Clicks	Click Rate
137,504	49.44%	4,246	1.26%





Coca-Cola

PENGUINS vs. PENGUINS

BOSTON BRUINS vs. BOSTON BRUINS

BANK OF AMERICA

DISCOVER Winter CLASSIC



PENGUINS

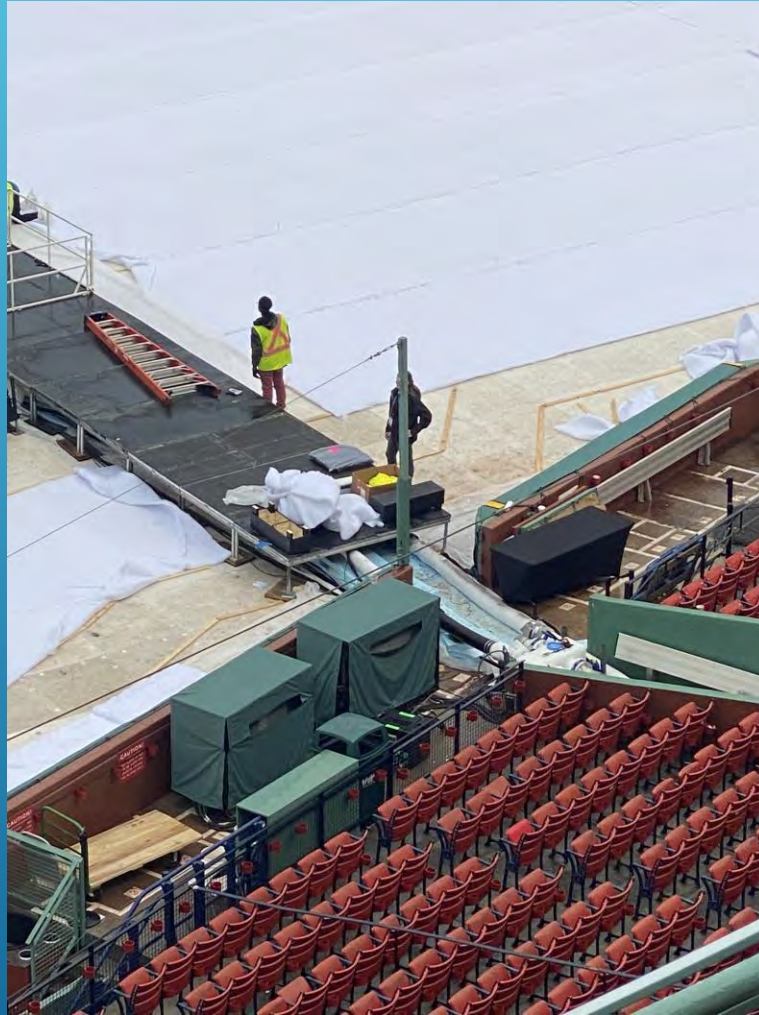
BRUINS

PENGUINS

BRUINS

Two people standing near the rink edge

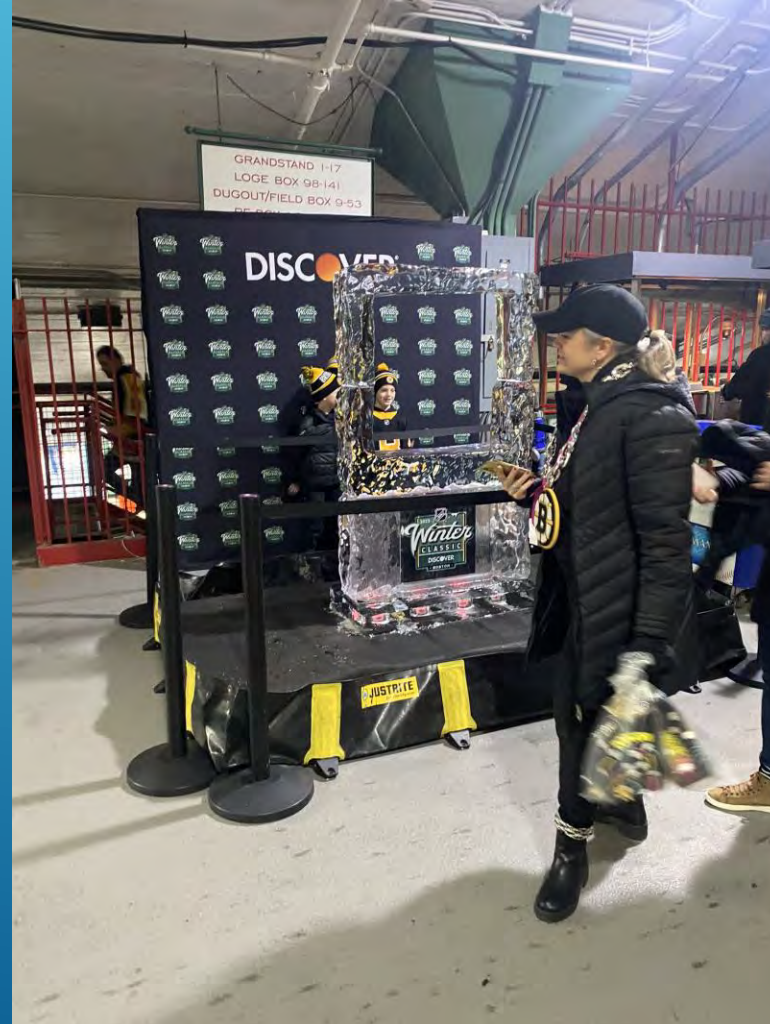
Field



- Stage deck under the rink
- Risers for Boston Pops
- Stage for Black Keys
- Little chiller for small rink but unlikely we will need that
- Use NHL flooring
- Snow is stapled to 2x4s and preference is no flooring under this to save costs

Concourse Activations

Car, Photo Ops, 50/50 Raffle

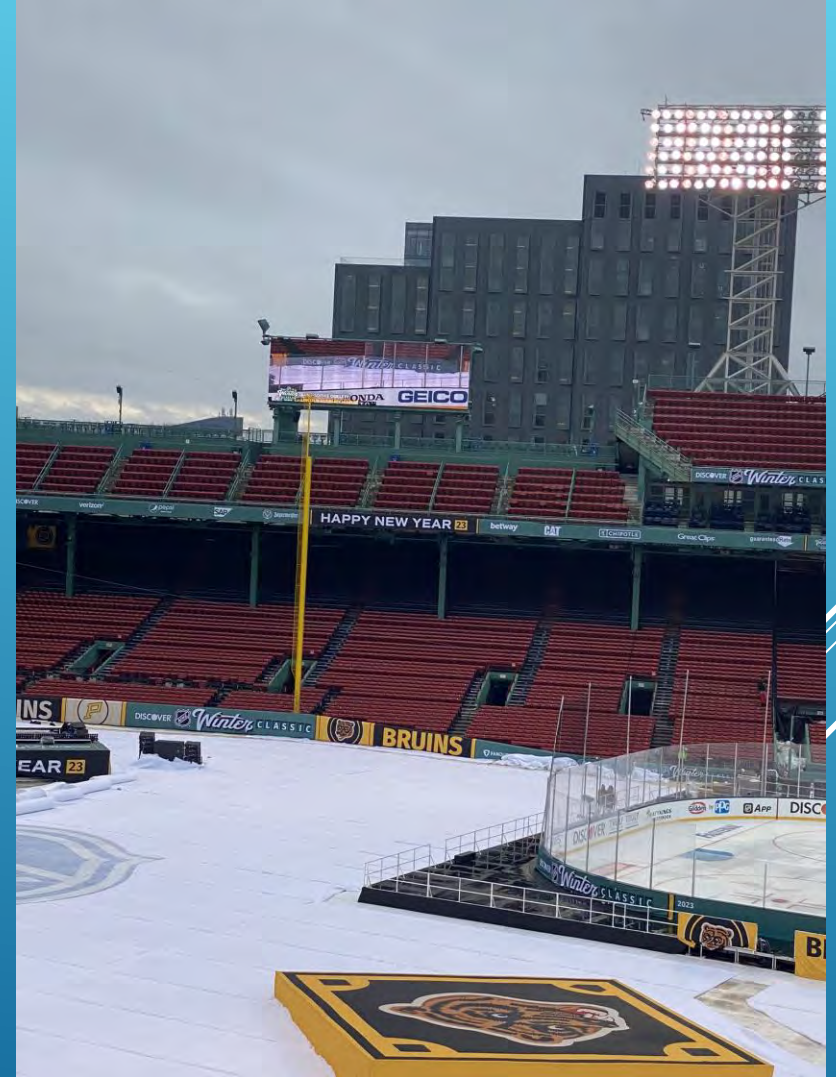


Food & Beverage

- 1.5M gross (attd = 39,243) = \$38.22 per cap
- Only grab & go (no soda/draft lines)
- Very busy at intermissions
- Had about 40 ppl hawking
- Souvenir mason jar, wine cup, and hot cup
- Specialty item for each team
 - Boston – Maple Bacon Burger
 - Pittsburgh – Pierogies
- Some specialty cocktails, incorporating sponsor alcohol
- Aramark did support offsite events as well (City Hall)
- Crew catering, 4 separate
 - NHL, Labor, Broadcast, Entertainment
 - Week before Xmas - lunch only
 - After Xmas - breakfast and lunch
 - Practice and gameday - all 3 meals



Sponsorship/Event Décor & Branding



Sponsorship



Broadcast

- Turner/NHL want to identify rink position and associated camera positions prior to onsale. Camera wells on Club level generally not suitable for hockey
- Possible net will need to come down for flycam
- Replay is done onsite, not a feed to Toronto.
- Turner requested 12 trucks, 5 office trailers



Broadcast, Turner stage on field



ENGR + MAINT – Ice Plant



- We will need booster pump in Right Field on WT
- Glycol is the liquid, colored to be visible. Not contaminate – ammonia is though.

