

# 2024 NHL Winter Classic



# Winter Classic Summary

## Event showcases best of T-Mobile Park & Seattle

- Grow Fanbase
  - 47,313 fans - 1.1M TV viewers
  - Additional “unforgettable experiences”
    - 20K fans NHL Fan Village @ Lumen
    - 10K fans at NHL Breakaway @ Boxyard
    - 5K NHL/Kraken guests attend ancillary events
- Strengthen Relationships
  - Strengthened relationship with Kraken
  - Positive reviews from NHL, City of Seattle and SSC
  - Continued close collaboration with Lumen Field

*\*Visit Seattle data*



# Upcoming Events

## 2024 historic year for events

- Largest concert lineup in ballpark history
  - 6 shows
- Strategic shoulder month programming
  - Winter Classic resod provided opportunity to host The Trade Desk
  - Enchant to bring ~250K fans to SODO & Boxyard

### 2024 Major Field Events

<b>Jan 1</b>	<b>Winter Classic</b>
Jan 30-Feb 2	The Trade Desk
Mar 5-6, 9-10	High School Baseball
<b>May 24</b>	<b>Billy Joel Concert</b>
Jun 8-23	Graduations (6)
July 17	Machinist Union
<b>July 27</b>	<b>Chris Stapleton Concert</b>
<b>Aug 16</b>	<b>Kane Brown Concert</b>
<b>Aug 18</b>	<b>Foo Fighters Concert</b>
<b>Sep 4</b>	<b>Def Leppard/Journey Concert</b>
<b>Sep 23</b>	<b>Green Day Concert</b>
<b>Nov/Dec</b>	<b>Enchant Christmas</b>

**Bold = Publicly Ticketed Events**



# March to Opening Day

- Sponsor Activations
  - SBUX - Store Rallies & Front Porch Rally
  - Trivia Nights with Mariners Bar League members
- Celebrating Youth Baseball & Softball
  - Mariners Kids Club launch Mariners Training Center Grand Openings – Spokane, Boise & Port Orchard
  - Rainier Playfield Grand Opening –
- "Field Day"-
- Spring Training game on Mariners Vision
  - Engagement opportunities with Mariners alumni & future stars
  - Field Level access – Run the Bases, Dugout Photos, Clubhouse Tours
  - Day-of-game staff training opportunity



# Renovation Highlights

## Cap-Ex plan for 2024

- 52 projects throughout the ballpark
  - 2 upgrades (JWO 5th store and GM Box)
  - Majority of work to be completed by Opening Day
- Installation of new field at T-Mobile Park
  - Sod to be installed during week of Feb 6
  - Desert Green Turf (Moses Lake) has been growing the grass for the past 18 months.

