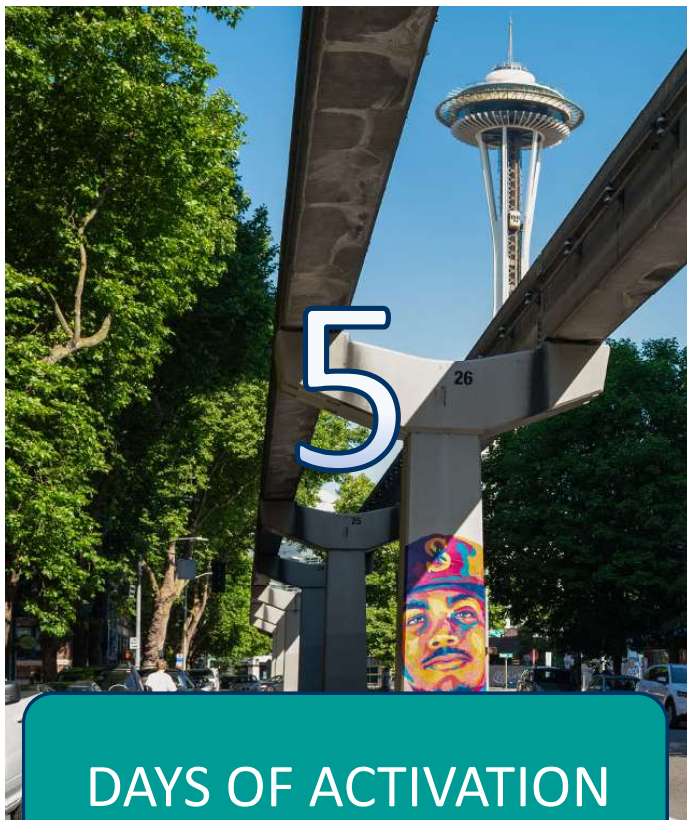


BALLPARK EVENT DAYS



DAYS OF ACTIVATION



THOUSAND FANS

1 MEMORABLE WEEK



By the Numbers

A record-setting All-Star Week

- **First-Ever**
 - HBCU Swingman Classic
 - Logo Drop
 - 41 home runs in a Home Run Derby round!
- **#1 in ASW history**
 - Draft – attendance & TV viewership
 - Red Carpet – attendance & TV viewership
 - Free community events
- **#2 in ASW history**
 - Ballpark attendance
 - Play Ball Park attendance
 - Merchandise sales





15+

FREE EVENTS



19k

DONATED TICKETS



FREE

PUBLIC TRANSPORTATION

PROVIDING ACCESS TO ALL-STAR



ALL-STAR RECAP REPORT

Serving Our Communities

Before, During & After All-Star Week

- **Community All-Stars**
 - Partnered w/ local corporate leaders
 - 20 Play Ball clinics
 - 10 school playground & field projects
- **Legacy Projects**
 - Field renovation at Rainier Playfield
 - Access Innovation Fund
 - H9 League
 - Community College Degree Attainment Aid
- **ASW Programming**
 - All-Star Challenger Game
 - Volunteer Beach Cleanup at Golden Gardens



ASW Leadership Team

ALISIA ANDERSON | Sr. Dir., Venue Strategy & Events (10 yrs)
HOSPITALITY, HOTELS & LEGENDS

HALEY DURMER | Dir., Strategic Marketing & Sales (3 yrs)
MARKETING, TICKET STRATEGY & LIFESTYLE

MANDY LINCOLN | Sr. Dir., Experiential Marketing (15 yrs)
HOST CITY LEAD COORDINATOR

TARA LINDSAY | Dir., Employee Benefits (12 yrs)
STAFF, VOLUNTEERS, DEI & SUSTAINABILITY

MADISON MACPHEE | Coord., Marketing & Communications (2 yrs)
BROADCAST & MLB SITE VISITS

MONICA MARMOLEJO | Sr. Dir., Finance & Controller (8 yrs)
BUDGET, DIVERSE BUSINESS PARTNERS & LEGAL

LIZ McCLOSKEY | Dir., Sales Development & Group Events (19 yrs)
TICKET SALES, TICKET OPERATIONS & FAN ENGAGEMENT

NOVA NEWCOMER | Dir., Community Relations (2 yrs)
LEGACY PROJECTS & YOUTH BASEBALL/SOFTBALL

JUAN RODRIGUEZ | Sr. Dir., Ballpark Operations (6 yrs)
BALLPARK OPERATIONS & TRANSPORTATION

OLIVER ROY | Sr. Dir., Network & Service (28 yrs)
IT & BROADCASTING

CHRIS SAVIO | Sr. Dir., Corporate Partnerships (3 yrs)
SPONSORSHIP & FUNDRAISING

KELSEY SMITH | Sr. Mgr., Ballpark Operations (4 yrs)
BALLPARK OPERATIONS & GREEN PATH

TIM STANTON | Dir., Baseball Operations (10 yrs)
DRAFT, BASEBALL OPERATIONS & CLUBHOUSE

RENÉE STEYH | Dir., Retail Merchandising (17 yrs)
RETAIL, GUEST SERVICES & RED CARPET

TIM WALSH | Dir., Digital Marketing & Social Media (3 yrs)
COMMUNICATIONS, SOCIAL & GAME PRESENTATION

