

The Campaign

Cedar Point ran a campaign to promote its amusement park as a non-exclusive advertiser/sponsor in MLB Parks.

The campaign started in June 2009 in 2 Major League Baseball Parks and concluded at the end of the regular season.

During one (1) inning break at each 2009 Tigers home game from June through September, Cedar Point sponsored the “Roller Coaster Race” scoreboard feature

–This feature included a “text-to-win” component, and daily winners claimed their prize of two (2) Cedar Point tickets at the Comerica Park Guest Services office –Each daily feature was thirty seconds (:45) in length, and included logo and PA support for maximum exposure –In addition, the race was often mentioned in the Detroit Tigers daily game information document, “Tigers Today.”



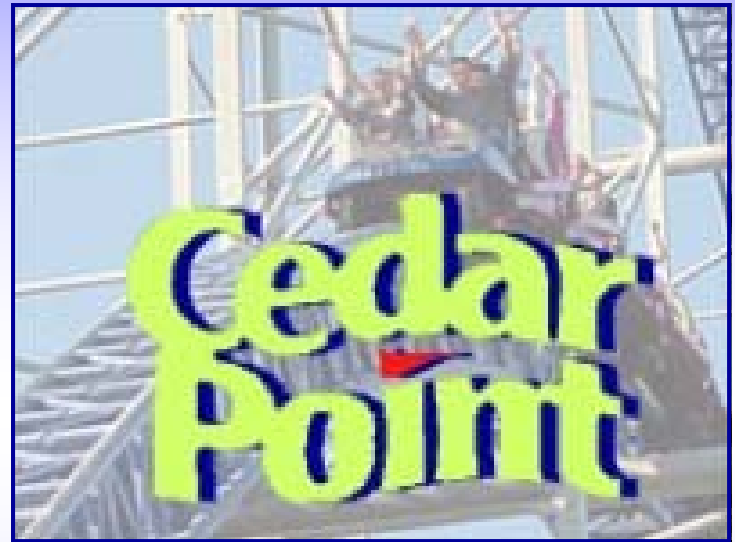
The program ran for approximately fifty (50) or more games in each park . Two pre-produced 30 second animated commercials were sent to each team along with print ads, PA scripts, and logos. The team ran these spots for the season, the commercials ran on the SPORTRONS (large formatted digital video scoreboards) at least once per game and were accompanied by PA announcements, LED Ribbon board branding, and scoreboard placements that included a mobile call to action.

Cedar Point was featured on one (1) full-page, four-color advertisement in the second, third, and fourth issues of the 2009 Tigers program, Tigers Magazine A total of 19,777 programs were sold between Edition #2 and Edition #4 in 2009.

Campaign Summary

**** In each case Cedar Point's logo, animated commercial or name was mentioned ****

- ▣ 100+ games played
- ▣ 200+ commercials ran
- ▣ 200+ PA announcements were read
- ▣ 200+ Logo presentations on LED boards
- ▣ Over 4 million fans attended these games
- ▣ 66,000 + Mobile devices texted in
- ▣ Over 1400 coupons printed by fans via the reply text message
- ▣ Over 5000 coupon web views
- ▣ 70 winners of Ticket giveaways



In Total:

Over 19,000,000 + impressions were delivered on behalf of Cedar Point to brand loyal Sport Fans.