



THE MARKET

Baseball has been celebrated as the national pastime for more than a century, holding a unique place in the cultural fabric of American society and in the lives of fans. Major League Baseball is the protector and promoter of this great game, ensuring that the sport continues to develop, prosper, and evoke powerful memories and emotions for years to come. Over the past decade, Major League Baseball has enjoyed tremendous growth and some of the most successful and memorable seasons in its long and storied history.

ACHIEVEMENTS

In 2010 the sport recorded all-time high revenues, thanks in part to the more than 73 million fans who visited the ballparks, new sponsorship agreements, and record merchandise sales.

The corporate citizenship of MLB and the leadership and philanthropy of Commissioner Bud Selig received substantial national recognition. Stand Up to Cancer, the Jackie Robinson Foundation, the Taylor Hooton Foundation, and the American Legion all saluted the efforts of Major League Baseball and Commissioner Selig, who was also honored by the Milwaukee Brewers with a statue in his likeness outside of Milwaukee's Miller Park. Stand Up to Cancer made its first Named Innovation Research Grant in honor of Allan H. (Bud) Selig and his wife, Suzanne L. Selig, for leading MLB's efforts to raise more than \$30 million for groundbreaking cancer research.



MLB and the Australian Baseball Federation partnered in 2010 to create the Australian Baseball League (ABL). The ABL season lasted 10 weeks and featured teams from six cities: Adelaide, Brisbane, Canberra, Melbourne, Perth, and Sydney. In the inaugural season, more than 135,000 fans attended games. Players represented nine countries and included 24 players from the highest levels of MLB, Nippon Professional Baseball, and the Korean Baseball Organization.

HISTORY

Baseball has the most celebrated history of any major professional sports league, with the game's roots tracing back to the middle of the 19th



century. Since that time, Major League Baseball has played an important role during some of the most critical points in the nation's history.

Baseball is a common bond that brings people together during difficult times. During WWII, President Franklin D. Roosevelt ordered that Major League Baseball continue play, for the morale of the country. In 1947 Jackie Robinson became the first African American to play in any of the major sports leagues, breaking the color barrier seven years prior to the Brown v. Board of Education decision. Baseball once again served as a rallying point for the country in the aftermath of September 11, 2001, with President George W. Bush throwing out the ceremonial first pitch during the World Series at Yankee Stadium shortly after the 9/11 tragedy.

THE PRODUCT

Major League Baseball is a family-friendly sport that continues to draw millions of fans to ballparks around the country each season. In 2010, more than 73 million fans visited MLB ballparks. When combined with Minor League Baseball, more than 114 million fans attended a Major League or Minor League game in more than 200 cities.

The game's stars and history are on display at the sport's annual Jewel Events. The All-Star Game features the best of the American League taking on the top players of the National League. The Postseason features the eight best teams vying for a chance to win the World Series, one of the most celebrated and anticipated sporting events of the year.





GREEN FOCUS

MLB began an alliance with the Natural Resources Defense Council (NRDC) in 2006 to identify and promote sustainable practices across the League. Since 2008 MLB has incorporated environmentally aware practices into annual events like the MLB All-Star Game and World Series. This relationship also led to the creation of the Team Greening Program, featuring Team Greening Advisors and web-based software tools that tailor advice for every aspect of individual Clubs' operations. MLB also developed software to collect and analyze stadium operations data — the first time a professional sports league implemented a software program throughout the league to collect data for the purpose of documenting environmental practices and for sharing information about environmental best practices at stadiums. Visit MLB.com/Green for more information.



RECENT DEVELOPMENTS

Major League Baseball launched a new marketing campaign in 2011 titled “MLB Always Epic”. The campaign, created by MLB’s new agency of record Hill Holliday, showcases the compelling personalities of baseball’s players, as well as other “epic” characteristics of the game, via a heavily web-based and creatively unconventional campaign.

The creative is geared for consumption online with the features housed on MLBAlwaysEpic.com and can be distributed and shared through social media.

The campaign has featured MLB players including San Francisco Giants closer Brian Wilson and 2010 American League Cy Young Award winner Felix Hernandez.

As the eccentric star closer of the World Champion Giants, Brian Wilson has become as famous for his wild jet-black beard as for his Major League-leading save totals. Playing off of his iconic facial hair and offbeat personality, one element of the campaign goes “Inside the Beard.” The content takes fans on a fanciful journey through the world that exists inside the closer’s forbidding black beard, leading to a variety of unusual scenarios that coincide with Wilson’s fondness for ninjas and the obscure.

One of baseball’s young superstars, Cy Young Award winner Felix Hernandez stars in a spot

that takes place at a county fair. “King Felix” takes on the game where he has to knock down milk jugs with baseballs. As Hernandez starts racking up prizes, he puts the booth out of business.

They watched all 2,430 regular-season games plus the Postseason while chronicling their experiences and sharing their viewpoints on baseball and pop culture through social media.

The concept was created by MLB, Hill Holliday, and production company Endemol



USA. Endemol USA produces a web series distributed on MLBFanCave.com and shareable through social media. The series chronicles the activities and events at the MLB Fan Cave and its visitors, including players, Hall of Famers, celebrities, musicians, and more.

The 15,000-square-foot MLB Fan Cave was designed and created in consultation with one of the leading designers on ABC’s *Extreme Makeover: Home Edition*, Paul DiMeo. The centerpieces of the MLB Fan Cave are 15 Sony BRAVIA LCD HDTV televisions that broadcast every MLB game.

In addition to the televisions, the MLB Fan Cave has numerous baseball-inspired elements, including a Pepsi Porch modeled after the Pepsi Porches featured in MLB ballparks; a manual scoreboard atop the entrance that is updated daily to

reflect how many games have been watched along with how many there are still to go; a DJ booth; an 18-foot statue depicting Willie Mays’ famous 1954 World Series catch; a closet featuring the latest New Era caps; authentic MLB jerseys by Majestic Athletic and fashionable MLB apparel; a barber chair and tattoo chair where fans have the opportunity to receive haircuts and get inked; a game room that includes a billiards table, Budweiser shuffle board, and other bar games; and an artistic display of home plates for celebrity MLB Fan Cave guests to autograph.



BRAND VALUES

About 60 percent of Americans consider themselves fans of Major League Baseball, a true source of family-friendly entertainment. Due to that appeal, some of the most recognizable brands in the world — including Nike, Bank of America, Pepsi, Anheuser-Busch, MasterCard, Chevrolet, and Gatorade — are MLB sponsors.

MLB is a social institution, with important responsibilities to fans and communities. Led by the vision of Commissioner Bud Selig, Major League Baseball has taken extraordinary steps to give back to the communities that support the league. In recent years, MLB has partnered with Stand Up to Cancer, Welcome Back Veterans, Susan G. Komen for the Cure, the Prostate Cancer Foundation, ALS charities, and Boys & Girls Clubs of America, among others, to support important causes.



THINGS YOU DIDN'T KNOW ABOUT MAJOR LEAGUE BASEBALL

- In 2010 Philadelphia Phillies pitcher Roy Halladay joined Don Larsen as the only pitchers to throw a no-hitter in the Postseason. It was Halladay’s second no-hitter of the season and only the fifth time in MLB history a pitcher has thrown two no-hitters in the same season.
- With the opening of the Minnesota Twins’ Target Field, MLB has seen 21 new ballparks open over the last 20 years.
- In 2010 MLB transmitted more than 2,400 MLB games worldwide to 220 countries and territories in 20 languages.