

Module 1 Assignment - Sporting Event Purposes

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MSM 530

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29 October 2024

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On Memorial Day of 2024, the Baltimore Orioles, as part of one of their promotional giveaways, gave out hotdog themed shirts (Cohn, 2024). Being a holiday, this event would already need more planning than a regular game, as the park could expect more foot traffic than usual, but offering a T-shirt giveaway would mean extra planning for people right at the gates at the time of opening. They offered three different T-shirts, one each for ketchup, mustard, or relish, and it was random which ones fans received. The setup and distribution would have taken extra time to plan. They also announce their promotions well in advance, so people know which games they want to buy tickets for, so they were marketing this game for the months leading up to it. In a twist to fans, the shirts were just part of the fun. When a ballpark gives away T-shirts, a lot of the fans put them on. With a stadium full of yellow, green, and red, instead of the usual orange, the Orioles debuted their new live hot dog racing mascots. While fans thought they were just getting a free T-shirt for coming out to the game, they were also getting treated to the first live hot dog race at the park (Cohn, 2024).

References

Cohn, Sam. (2024). *O's unveil new hot dog race with human-sized Ketchup, Mustard, and Relish mascots*. The Baltimore Sun. <https://www.baltimoresun.com/2024/05/27/orioles-new-hot-dog-race/>