

Module 2 Assignment – Selling Women’s Baseball Tickets

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Selling Women’s Baseball Tickets

It was announced that a professional Women’s baseball league (WPBL) would be started in America and would play games in 2026. The league will be based in the northeast, but will have six teams across the United States. The teams will compete in a regular season, playoffs, and a championship. This is the first time women’s professional baseball will be played in America since World War II (WPBL, 2024).

It is a commonly accepted fact that, on average, women’s sports are less popular than men’s sports. Comparing the revenue between the NBA – an average of \$10.58 billion – and the WNBA – and average of \$200 million – it is hard to understand why we are comparing them (Jope, 2024). They are not in the same league, no pun intended.

Based on the history of how women’s sports perform in America, the new WPBL may struggle to sell tickets, especially as it is working through its inaugural season. With it also being baseball, that may be a contributing factor that hinders putting fans in seats. MLB did not start seeing attendance increases until it started making rule changes to change the pace of play (Brown, 2024).

The first season or two, the WPBL may be ok (Though maybe not if they are competing with the World Baseball Classic their opening season – if a baseball fan can only travel to one baseball event that year, they may choose the WBC over the new WPBL). Much like Jeff Eiseman says in his chapter of *The GM’s Handbook*, people love a “shiny new toy” (Kirby et al., 2018).

Retention as the league continues will be the issue. Eiseman also suggested focusing on season ticket retention. It would be expensive for them to attract season ticket holders in their first season, but if they can retain them – Eiseman said a good goal was 80% – they would pay for themselves (Kirby et al, 2018).

In another chapter of the book, Brad Taylor suggested selling baseball games as events and not outings, especially when it comes to group sales (Kirby et al, 2018). This is where the WPBL could really lean into being an experience. There will only be six places (to start) in the United States one could go to see professional women’s baseball. They can also use promotions and giveaways like MLB. Being a women’s league, they could have promotional nights to raise awareness for women’s issues or they could just do the standard Star Wars nights and Teacher Appreciation nights.

References

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