

## BASEBALL AND FIREWORKS (CLIENT APPRECIATION)

Nothing says the 4<sup>th</sup> of July like baseball and fireworks. Invite your clients to pack up their families and head to the ballpark for a day of festivities. To get started, check local event calendars for games with fireworks. Next, purchase a block of tickets or reserve a suite for your guests. Now it's time to get the word out. Send a "Save the Date" card followed up a couple of weeks later with an invitation. With this being a holiday event, make sure you send the invitation early to get on people's calendars. On the day of the event, designate a location for your clients to pick up their tickets. This will guarantee you'll have the opportunity to say hello before they head into the stadium. We also recommend you give each family a goodie bag with classic ballgame snacks like Cracker Jacks and peanuts. If the stadium can redeem any drink tickets, consider including a couple in each bag. And, if you really want to leave a lasting impression, ask about a group mention on the jumbotron or ticker board.

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### WHO TO INVITE

This is the perfect family event. Invite clients and their children to attend.

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### TIMING

Check your local event calendars for games featuring fireworks in your area. Typically, these games are scheduled on the 4<sup>th</sup> of July or a few days before.

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### VENUE

Your local ballfield is where it's at! If you have a major or minor league team in your town, check their schedule.

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### AGENDA

Keep things running smoothly by following our proposed schedule on the day of your event.

1. Check-In/Ticket & Goodie Bag Distribution
2. Baseball Game
3. Fireworks

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### WHAT YOU NEED

#### Supplies

- ☐ Red, white and blue light sticks
- ☐ Drink tickets (if stadium can accept)
- ☐ 4<sup>th</sup> of July themed goodie bags
- ☐ Goodie bag fillers (pom poms, hat, t. shirt, ballgame snacks)
- ☐ Happy 4<sup>th</sup> of July banner (if you have a suite)
- ☐ Red, white and blue balloons (if you have a suite)
- ☐ Balloon weights
- ☐ Curling ribbon (for balloons)
- ☐ Camera or phone (to take pictures)

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## Food & Drink

When planning your event, you won't need to provide much in terms of food or drink (unless you've reserved a suite). However, if you'd like to offer some munchies, consider giving each family a bag of classic ballgame treats like:

- ☐ Cracker Jacks
- ☐ Peanuts
- ☐ Double Bubble (gum)
- ☐ Big League Chew (gum)
- ☐ Beef Jerky
- ☐ Pepsi
- ☐ Bottled water

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## GOOD VIBES ONLY

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### Icebreaker

Clients and their families will be checking in at a central location. Make sure you have plenty of help so you can focus on saying hello to your guests before they head into the stadium.

### Music

We won't have our own playlist for this event but get ready to sing "Take me out to the ballgame" during the 7<sup>th</sup> inning stretch!

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## HELPFUL TIPS

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### Get the Word Out

We recommend reaching out to your clients with the following:

- ☐ "Save the Date" card
- ☐ Invitation
- ☐ Personal phone calls
- ☐ Email
- ☐ Text messages

### Collateral

Further promote your personal brand with the following:

- ☐ Goodie bag tags
- ☐ Mention on stadium jumbotron or ticker
- ☐ Airplane stadium flyer with banner (if you really want to make a splash)
- ☐ Thank you cards
- ☐ Post event pictures on social media

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.