

# **Bullpen Media**

FOX Sports University x MLB Green Final Report

Group 1: Christina Mangelsdorf, Kylie Parker, Hannah Cardwell, Navin Deol, Sarah Parker

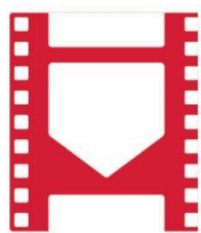
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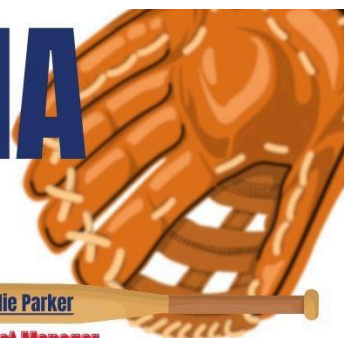
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# BULLPEN MEDIA

## MEET THE TEAM



**Christina Mangelsdorf**

### Project Manager

Christina Mangelsdorf is a senior from Cary, NC, majoring in Advertising and Public Relations at the University of North Carolina at Chapel Hill. This summer, Christina was a marketing intern for Fisher-Price, focusing on market research and brand strategy. She is working toward a career as a creative director for an advertising agency and hopes to make a positive impact on the world through her work, regardless of where she ends up. Christina's passions include emotionally over-investing in the San Francisco 49ers and utilizing sports to connect with and teach children with learning differences.



**Kylie Parker**

### Project Manager

Kylie Parker is a senior from Gaithersburg, MD, majoring in Advertising and Public Relations with a minor in Health and Society at the University of North Carolina at Chapel Hill. Outside of school, Kylie recently returned from a summer internship working at a market research and marketing strategy firm in Brooklyn, NY. After graduation, she hopes to work in a public relations firm or in-house for a sports organization. A long-time sports fan, Kylie attended her first baseball game at 20 days old and lost her first tooth at Yankee Stadium.



**Hannah Cardwell**

Hannah Cardwell is a senior from Mayodan, NC, majoring in Advertising and Public Relations and minoring in Business Administration and Economics at the University of North Carolina at Chapel Hill. She currently works at Orange County Literacy as an assistant, helping organize files, tutor adult learners, and manage their social media. In the past, she has worked at First Citizens Bank as a junior intern, at Marylins Agency as a sales representative, and at the UNC Institute for the Environment as a marketing and public relations intern. In the summer of 2023, she studied abroad in London at the London School of Economics, and this past summer, she went abroad with the UNC Economics department to study in Split, Croatia. In the future, she hopes to pursue a career in Marketing.



**Navin Deol**

Navin Deol is a sophomore from Raleigh, NC, pursuing a double major in Media and Journalism and Peace, War and Defense. This summer, Navin worked as an Administrative Intern for a local medical practice in the Triangle area, managing budgets and doing market research. After graduation, he hopes to work as a sports agent, eventually managing his own sports agency or leading a sports broadcast team and providing more opportunities to people underrepresented in the industry. Navin's passions include hoping the Chicago Bears are good every year and using sports to connect with all people, regardless of their differences.



**Sarah Parker Harris**

Sarah Parker is a junior from High Point, NC, majoring in Media and Journalism and Psychology. Through a summer internship with a local apparel and lifestyle brand, Surfly, she worked to launch the brand's engagement profile by assisting photoshoots, creating the social media schedule, and writing media content. As a dancer on the UNC Carolina Girls Dance Team, Sarah Parker is gaining in-action experience and partaking in service opportunities to make connections and help others through a shared love for sports. Whatever her future may hold, Sarah Parker plans to utilize her passion of creating to uniquely solve problems and connect with her community, just like her parents, who met on the UNC Cheer Team.



**Alex Johnson**

Alex Johnson is a senior from Wilmington, NC, majoring in Advertising and Public Relations and minoring in Musical Theatre Performance. This summer, Alex was an intern for a restaurant public relations company, Savor PR, in Washington D.C., where she assisted in managing relationships with restaurant clients while also seeing the behind-the-scenes of public relations in the dining industry. She also has a food Instagram, @foodalexateats, and hopes to continue to pursue her side hobby, food and restaurants. Post-graduation, she aspires to work for a company that works to preserve the environment or a public relations sports agency. Throughout her senior year, her goal is to attend every UNC home basketball game.



**Lillie Sherman**

Lillie Sherman is a senior from Raleigh, NC, majoring in Advertising and Public Relations with a minor in Entrepreneurship and History. This past summer, Lillie worked on the product operations team at On Location, a sports hospitality and entertainment agency for the 2024 Paris Olympics and Paralympic Games. At On Location, she worked behind the scenes in producing and managing ticketing for both off and on-site private hospitality lounges for the Olympic Games. After graduation, Lillie hopes to work as an account executive in either creative or sports advertising. Lillie enjoys watching NCAA basketball, and of course, her favorite to watch is UNC basketball.



**Eliza Wolfe**

Eliza Wolfe is a senior from Raleigh, NC, double majoring in Political Science and Advertising and Public Relations with a minor in Conflict Management at the University of North Carolina at Chapel Hill. As the Chief Executive Officer of Heelprint Communications, a student-led communications agency on campus, she has gained experience building client relations and presenting them with improved media relations. This summer, Eliza completed an internship with the Wake County District Attorney's Office in Raleigh, working specifically in the Special Victims Unit and assisting attorneys on trial by meeting with victims and preparing court documents. With passions in community service and sports marketing, Eliza hopes to attend law school and pursue a career in entertainment law for a sports public relations firm.

## **Overview:**

FOX Sports and MLB Green tasked our agency, Bullpen Media, with proposing a campaign to promote sustainability at the “Speedway Classic,” a baseball game between the Atlanta Braves and the Cincinnati Reds. However, this isn’t just a regular baseball game; this game will spring into action at the Bristol Motor Speedway, one of NASCAR’s most iconic tracks. As Bullpen Media, we aim to promote MLB Green and FOX Sports’ existing partnership while honoring sustainability. With this information in mind, we created the “**Beyond Baseball**” campaign to change a large audience’s everyday sustainability habits. We believe saving the environment goes “beyond” the game. We have some actionable ideas to engage fans in sustainability initiatives. Our mission was to include as many age group audiences as possible, so we centered our campaign around *The Lorax*, a beloved children’s book by Dr. Seuss turned major motion picture.

“Beyond Baseball’s” tactics fall under three familiar pillars: **reduce**, **reuse**, and **recycle**. The **reduce** pillar showcases our ideas for utilizing Uber Green, an Uber option that allows people to be transported by electric cars, and Uber Pool, Uber’s version of a carpool service. Fans using these options will receive a 30% discount on their Uber ride. We are using cleaner transportation methods because transportation is one of the significant contributors to a professional sporting event’s carbon emissions. The **reuse** pillar focuses on clothing waste because 34 billion pounds of textiles are thrown out yearly (Lundberg). With this being said, we propose the #SpeedwayClothingClassic, a social media challenge headed by Kristen Juszczak, wife of NFL player Kyle Juszczak, who has also taken on a passion for clothing repurposing, for social media users to show off their own repurposed clothing items. Our final pillar is **recycle**, which centralizes raising awareness of what should be recycled while also keeping everyone accountable. Thus, we created the “Green Police,” a team of fan-favorite Tennessee mascots like T-Rac, Smokey, and Gnash, who will patrol the stadium and promote responsible recycling behaviors. Additionally, we propose having themed recycling bins labeled with each of the competing teams’ logos, allowing the fans to predict which team, the Braves or the Reds, they think will win the game by placing their waste into the recycling bin of their choice, creating a more sustainable, family-friendly, risk-free method of sports-betting for all ages.

The **reduce**, **reuse**, and **recycle** pillars structure our “Beyond Baseball” campaign. Our video explaining the campaign can be found [here](#).

## **Creative Messaging:**

### **Reduce:**

We propose a partnership with Uber to incentivize attendees to use eco-friendly transportation options. With transportation accounting for 70–90% of an event’s carbon emissions, this initiative focuses on a key opportunity to make a significant environmental impact (Climate Trade). Our primary recommendation is to offer fans a 30% discount on Uber Green (electric or hybrid vehicles) or Uber Pool rides for trips to and from the stadium during the event. Uber plans to operate as a zero-emission mobility platform in the US, Canada, and European cities by 2030 and to have 100% of its rides and deliveries globally in zero-emission vehicles or through public transit by 2040 (Uber). This sustainability plan suggests they would be interested in helping other corporations further their sustainability goals. Uber has offered discounts on rides to particular locations in the past. In the most recent election, Uber offered 50% off a ride to the polls on election day for up to \$10 off your ride (Uber, *Go Vote!*).

The Speedway Classic is uniquely positioned to lead this effort as Bristol Motor Speedway boasts a seating capacity of 146,000— potentially one of the largest MLB crowds in decades (Forbes). To put this in perspective, Uber is already the preferred ride of Dodgers fans at Dodger Stadium, which accommodates just 56,000 seats (MLB). This scale underscores the need for sustainable transportation solutions to manage the influx of fans efficiently and responsibly.

According to Medium, research shows that discounts motivate consumers, and they tend to be more willing to try something new when a financial incentive is involved. By offering this discount, we aim to reduce barriers to adopting sustainable travel habits, encouraging fans to prioritize Uber Green or Pool over traditional driving. This promotes environmentally friendly behavior and introduces attendees to cost-effective and convenient travel options they may continue using after the game.

Beyond immediate benefits, this initiative could have a more significant, long-term impact. Increased demand for Uber Green rides can incentivize drivers to switch to electric or hybrid vehicles to meet consumer preferences. This creates a positive chain reaction: more riders choosing Uber Green drives up the demand for eco-friendly cars, encouraging more drivers to adopt sustainable practices. Over time, this shift can contribute to broader environmental benefits and help normalize the use of EVs in everyday transportation.

We propose Build Submarines as a partner to amplify the campaign's impact and visibility. Build Submarines is a trusted MLB partner through their “Built to Last” recruitment campaign and sponsors the Speedway Classic. By collaborating on this sustainability effort, Build Submarines can further align its brand with environmental responsibility while increasing awareness of its ongoing initiatives. As part of their involvement, Build Submarines could provide additional incentives, such as redeemable points for Uber Green rides that fans can use toward MLB merchandise, Uber Eats credits, or even tickets to future games. This partnership strengthens the campaign by tying sustainability to tangible rewards, enhancing fan participation and brand engagement.

As supplementary ideas, the campaign could include a “Grand Slam Rideshare Promotion,” a package of four game tickets and four discounted Uber rideshare vouchers targeted at families or groups. This promotion builds on the success of similar campaigns, such as the Yankees’ partnership with Uber Eats, which bundled game tickets with Uber Eats vouchers and resonated strongly with fans (MLB). Another complementary concept could involve Uber Eats creating zero-waste food zones at the stadium. Local eco-friendly vendors would use compostable or recyclable packaging, and fans could access these zones through the Uber Eats app with exclusive discounts. While these ideas are secondary to the primary transportation focus, they add depth to the campaign’s overall sustainability message.

In summary, our core recommendations for the reduce pillar comprise the 30% discount for Uber Green and Uber Pool rides and a Build Submarines partnership. These elements create a high-impact campaign that diminishes the Speedway Classic’s environmental footprint while engaging fans with meaningful rewards and incentives. With a seating capacity of 146,000, the Speedway Classic presents an unparalleled opportunity to make a significant environmental impact while engaging what could easily be one of the largest MLB audiences in recent history. Supplementary ideas, such as rideshare promotion and zero-waste zones, serve as optional enhancements to underscore MLB’s commitment to eco-friendly practices and fan engagement further. By integrating these initiatives, this campaign can set a new standard for sustainable transportation practices at major sporting events, demonstrating how large-scale events can successfully balance environmental responsibility with fan engagement.



### Reuse:

To incorporate shared media into the Speedway Classic sustainability campaign, we propose a social media challenge headed by Kristin Juszczuk, a social media influencer married to Kyle Juszczuk, the best fullback currently in the National Football League, who plays for the San Francisco 49ers. The challenge will ask fans to show off their repurposing of an everyday clothing item with the hashtag #SpeedwayClothingClassic. Winners get featured on MLB platforms and two tickets to the 2026 All-Star Game.

Arguably, Kristin may be more well-known than her partner Kyle. She took the world by storm with her unique take on gameday outfits, upcycling pieces of her husband's old jerseys and turning them into beautiful artwork to wear to the games. Consistently posting her outfits every Sunday led to her growing her fans. With 1.1 million followers on Instagram and 6.6 million likes on TikTok, Kristin Juszczuk is the ideal candidate to head this promotional challenge. She has an evident passion for upcycling and repurposing vintage clothing items, has a massive following to spread messaging and understands the most efficient ways to communicate with sports fans.

However, it would not be practical for Kristin to be the only influencer posting and promoting this social media challenge. Therefore, we recommend incorporating some NASCAR talent, such as Kyle Busch and Austin Dillon. They may be two of the most well-known NASCAR drivers today, but we cannot depend on them being two of the best social media users. Thankfully, their wives, Whitney Dillon and Samantha Busch, have a large social media following. Each of these women has over 200,000 followers on Instagram, which would provide a great opportunity to reach NASCAR fans who are familiar with Bristol Motor Speedway and are interested in the event.

### Recycle:

We propose a partnership with the mascots of Tennessee's sports teams at the professional and collegiate levels to promote proper recycling and waste management throughout the stadium. Across all sporting events within the United States, attendees generate about 39 million pounds of trash annually; at an average college football game, the EPA estimated that fans produce roughly 50 to 100 tons of waste (US EPA). Much of this generated waste is also improperly managed when a good portion of it can be recycled or composted. With this

initiative, we focus on a key opportunity to greatly reduce waste at the Speedway Classic to make a significant environmental impact and set an example for other sports venues in the future.

Our primary recommendation is to incorporate fan-favorite mascots from local Tennessee teams, Smokey from the University of Tennessee, Gnash of the Nashville Predators, and T-Rac from the Tennessee Titans, as the “Green Police,” who will patrol the stadium, promoting responsible recycling behaviors from fans and “politely” correcting those who choose not to exhibit responsible recycling behaviors. Fans who follow more sustainable behavior have a chance to be noticed and chosen to participate in on-field promotions and challenges between innings, creating a more interactive and family-friendly method of encouraging recycling while creating lasting memories for all fans.

The Speedway Classic is a prime event to lead this new method of an interactive recycling campaign with mascots. Tennessee is home to every major professional sport except Major League Baseball. By incorporating established professional team mascots from the NFL, NHL, and NCAA football teams and pairing them with the themed interactive recycling cans for the Reds and the Braves, the Speedway Classic can draw in a much larger audience than those following MLB. This will create an atmosphere for all sports fans to enjoy while simultaneously pushing fans to make more sustainable lifestyle choices.

Additionally, our research showed consumers are highly motivated by incentives and rewards for their actions, especially at sporting events. Therefore, the mascots can enhance the gameday experience for fans they notice are the most sustainable with prizes like free merchandise, meet-and-greets or the chance to participate in on-the-field challenges and activations. Using the social media hashtag #GreenPolice will allow fans to advertise and broadcast the Tennessee mascots’ efforts, sustainability habits, and practices so they can be seen by sports fanatics all over the nation. The hope is that these videos will influence others to start incorporating these practices into their lives – what better place to start than at their favorite sports team’s stadium?

#### Open House:

We propose an open house in the Speedway the day before the game. The unique design of a field inside a NASCAR venue is sure to draw people in. The open house will be themed after The Lorax. Themed items will include truffula trees made of recycled materials by local artists, bubble soccer games “sponsored by” O’Hare Air, and Lorax-themed craft stations.



Other notable aspects of the event include a thrift pop-up and sewing/upcycling station with a video mini-series on upcycling by Kristin Juszczuk to promote the reuse pillar of our campaign, a mascot meetup with beloved Tennessee team mascots, as well as the Braves and Reds mascots, a Build Submarines station with engaging crafts for children to promote STEM learning and a country concert for open house attendees and Speedway Classic ticket holders to close out the night.

### **Communications Strategy:**

The Speedway Classic has a broad audience. Therefore, as communicators, we have many specific groups to reach with our messaging. Besides Braves and Reds fans who will already be watching the game, whether in person or on TV, we must also reach local Tennesseans, NASCAR fans, frequent Bristol Speedway attendees and anyone without an MLB team preference. Using the PESO model, we can ensure our activations, and the Speedway Classic itself, receive prominent attention online and in the media. Throughout each pillar of our campaign and every step of the PESO model, our overall messaging goal is to evoke lasting and sustainable change in fans' lives.

### **Paid:**

The Lorax is a central theme in our messaging campaign. FOX Sports and MLB created an advertising spot with Universal Studios, the owners of The Lorax, in 2019. The existing partnership with the studio will hopefully lend itself to a contract between the entities for the use of the Lorax in on-screen educational graphics, teased partnership posts on social media and the Lorax-themed open house mentioned in the “shared” section.

To promote the reduce pillar of our campaign and our Uber partnership, we suggest Uber creates static ads for Snapchat, Instagram and Facebook promoting the deal on Uber Green and Uber Pool rides on gameday.

To promote the reuse pillar of our campaign, we’re proposing an upcycling social media challenge headed by Kristin Juszczuk. We recommend contracting Juszczuk to create an outfit for the Speedway Classic in her personal video style, with a call-to-action for fans to create their own looks using the #SpeedwayClothingClassic. We suggest using Juszczuk as a collaborator on an MLB post highlighting the thrift pop-up at the open house. Juszczuk will also be the star of a

mini-series of upcycling and sewing tips to be played at the open-house upcycling station. To reach NASCAR fans, we recommend contracting Whitney Dillon and Samantha Busch, wives of Austin Dillon and Kyle Busch, respectively, who are well-known NASCAR drivers, to respond to Juszczak's video with their custom upcycled outfit using the #SpeedwayClothingClassic.

To promote the recycling pillar of our campaign and to tease the "Green Police," we recommend contracting Tennessee mascots Smokey, Gnash, and T-Rac to create a TikTok all walking in slow motion toward the camera in their "Green Police" attire, with a green CGI explosion in the background to generate hype for the event.

#### Earned:

Select Braves and Reds players will read Dr. Seuss's "The Lorax" to Tennessee youth at local libraries and summer camps. This reading will be paired with an activity where kids will plant "truffula tree seeds" in biodegradable cups filled with soil and "plant them" outside. Within the next week, local artists will paint truffula tree murals and build truffula tree-inspired sculptures at the planting sights to transform the town. Tennessee's Environmental Council can help market this event by framing it as an extension of their Tennessee Tree Day on March 15th, getting Tennessee's youth excited about sustainability and future Tennessee Tree Days. We recommend informing local newspapers, news stations, and press from Cincinnati and Atlanta of the event so they can cover it.

#### Shared:

Shared media has the potential to be where the Beyond Baseball campaign generates the most attention. The #SpeedwayClothingClassic campaign will increase knowledge of the event and inspire people to participate for a chance to win tickets. A mockup of a post can be found [here](#).

Looking at past fan-driven MLB campaigns, the "Smile" campaign to promote the new horror film resulted in fans sitting behind home plate with a neon yellow shirt and creepy smiles plastered across their faces. The campaign went viral. We suggest taking that campaign and twisting it to fit our Lorax theme by having fans dress in full-body orange jumpsuits, complete with a Lorax mask, while sitting behind home plate.

The “Green Police” and their polite yet embarrassing reminders about recycling to gameday patrons are sure to have fans pulling out their phones to capture the moment and share it across their socials. Any “Green Police” posts made by MLB have the opportunity to be reposted by fans, increasing engagement post-game.

Owned:

To promote the recycling pillar of the campaign, we’re proposing a TikTok ad campaign with two video concepts. The first video concept will have two fans on either side of an empty water bottle in front of the Reds vs. Braves recycling bins, like two cowboys squaring off in the Wild West. They will both lunge for the bottle, scrambling and scrapping with one another until one emerges victorious and puts the bottle in his team’s bin. The video will end with a fade to the text reading, “No matter which red you choose, you can always choose GREEN,” which will then fade to an MLB Speedway Classic graphic. The second video concept involves the Reds mascot and the Braves mascot wandering the stadium, taking empty bottles out of peoples’ hands, as well as going through the stadium and snatching bottles away from people the second they finish their drink. The video then cuts to each mascot with arms filled with a mound of recyclables, both walking to the same set of Reds vs. Braves recycling bins and dumping their mound in their team’s respective bins. The two mascots stare at each other and then storm off. The video will end with a fade to the text “No matter which red you choose, you can always choose GREEN,” and then fade to an MLB Speedway Classic graphic.

To promote the open house and tease the Lorax partnership, we are proposing a carousel of four images posted in sequence on TikTok, Instagram and X. The [images](#), found under additional materials, will be as follows.

- Slide 1: Blue background. MLB Logo.
- Slide 2: White background. NASCAR Logo.
- Slide 3: Orange background. Yellow Lorax mustache.
- Slide 4: Blue background. Text reading “08.01.25”

This post will generate buzz and excitement for the game and open house, leading viewers to wonder why the Lorax mustache is sitting in a carousel post with two professional sports leagues’ logos. This post will kick off the “Smile Campaign” Lorax takeover concept.

## News

To make residents of Tennessee, Georgia, and Ohio aware of the game, FOX Sports should utilize Tennessee's local news stations, as well as Atlanta and Cincinnati's FOX affiliate news channels to promote the game. Further information on these channels can be found in the provided Media List. FOX Sports and MLB should also send out an email blast to Tennessee residents containing this [flyer](#), which can be found in additional materials.

During the game, MLB can live tweet updates on X about the Green Police and who is winning the recycling war. Any particularly funny moments from the Green Police that make it to the jumbotron or FOX Sports broadcast can be clipped and promptly posted on TikTok, Instagram and X.

For post-game content, we recommend collaborating with Universal Studios animators to create an animated wrap-up video starring the Lorax to recap the successes of the campaign, a perspective of how much difference it made in the world and a call-to-action for sports teams and fans to model their future sustainability behaviors off events such as this one.

## Media List:

| NAME           | OUTLET                         | POSITION             | CONTACT  |
|----------------|--------------------------------|----------------------|--|
| Elbert Tucker  | Nashville's News 2 (WKRN - TV) | News Director        | <a href="mailto:etucker@wkrn.com">etucker@wkrn.com</a>               |
| Jay Quaintance | WJHL - TV                      | News Director        | <a href="mailto:jquaintance@wjhl.com">jquaintance@wjhl.com</a>       |
| Scott Stucky   | WAGA - TV or FOX 5 Atlanta     | VP and News Director | <a href="mailto:iteamatlanta@fox.com">iteamatlanta@fox.com</a>       |
| Chris Gegg     | WXIX - TV or FOX 19            | News Director        | <a href="mailto:Chris.Gegg@fox19now.com">Chris.Gegg@fox19now.com</a> |
| Joe Danneman   | FOX19 NOW                      | Sports Director      | <a href="mailto:jdanneman@fox19now.com">jdanneman@fox19now.com</a>   |

### Local News:

Nashville's News 2 is a major local television broadcast. Since Nashville is the biggest city in Tennessee, we thought including a significant television broadcast in its most populated city was incredibly valuable. Nashville's News 2 reaches over 1,179,100 households, equivalent to around 3 million people (WKRN). Their previous partnership with the Tennessee Titans proves their interest in covering sports in Tennessee, making it very likely they'd cover such a major Tennessee sports event like the Speedway Classic. Even though neither of the MLB teams participating in the Speedway Classic are from Tennessee, the game will be bringing in lots of revenue for the state, which may make the station even more inclined to partner with MLB.

WJHL-TV is a "Tri-Cities" news station. The "Tri-Cities" include Bristol, Johnson City, and Kingsport. So, this news station would appeal to the citizens of Bristol and the surrounding area.

### National News:

The national news is beneficial for getting coverage to the largest number of people. Using the FOX Sports platform allows all fans, not just those who follow baseball and NASCAR, to learn about the Speedway Classic and entice viewers to tune in to see what it is all about.

WAGA-TV (FOX 5) is a prominent local television station in Atlanta affiliated with FOX. It has around 5 million people in its viewing area. WXIX-TV (FOX19) is a central local television station affiliated with FOX, covering Cincinnati and the tri-state areas of Ohio, Kentucky, and Indiana. Adding these local stations to our media list was essential to bring coverage and awareness about the event to the home cities of the two teams playing in the Speedway Classic. Loyal MLB fans travel hundreds of miles to watch their favorite team play in several jewel events throughout the season, so why not add the Speedway Classic into the mix? Utilizing the FOX-affiliated stations allows for owned media promotions in both local areas, benefiting MLB and FOX Sports by preventing further marketing costs while inspiring fans to learn about the Speedway Classic and even consider attending.

### Summary:

Our "Beyond Baseball" reduce, reuse, and recycle campaign proposes a simple yet effective way for MLB to foster sustainability for the 2025 Speedway Classic. Using ideas like

Uber Green for transportation to the game, organizing trendy sustainable clothing options, and implementing sustainability social media trends will make our event stand out among others. We worked together to make our sustainability efforts simple yet engaging and exciting. When researching, we found that keeping our simple approach will appeal to the widest variety of consumers. We are most proud of our creative and memorable approach to the campaign, mainly including the Lorax to promote our sustainability efforts. As a widely known sustainability icon, the Lorax will allow consumers to understand our messaging while keeping it fun and appealing to audiences of all ages. The nostalgia factor grabs peoples' heartstrings and simplifies the message that everyone can be a part of taking care of their home.

We think our campaign is "award-winning" because of the creative aspects of sustainability we came up with that MLB can incorporate into the Speedway Classic. As a league seeking to grow its sustainability practices, we were excited to brainstorm outside-of-the-box ideas to understand how they can effectively promote these practices and create lasting change. We believe that our campaign addresses what drives consumers to want to practice sustainability during sporting events, and with the help of the Lorax and the Green Police, we hope they have fun while doing so. Overall, our campaign reveals more than five ways MLB and FOX Sports can promote sustainability, not just for the Speedway Classic but also for the future of the league. Although we have learned so much together throughout this assignment, we have a few key takeaways from the project. These takeaways include:

- Understanding generally why sustainability is important specifically in professional sports and sporting events, with the waste and harm that these events generate.
- Researching what efforts MLB has currently related to practicing sustainability and what they plan to do in the future within the league.
- Accumulating surveys and data sets to help understand what moves people to practice sustainability in general and at professional sporting events.
- Learning how to produce an overall outline of a campaign for a major sporting event with guidelines, including different pillars of practice, to organize actionable steps.
- Adding a creative element (like The Lorax) to a campaign to engage people in a lighthearted manner while also making sustainability practices seem very accessible and desirable at the 2025 Speedway Classic.

- Collaborating exceptionally as a group and working together to produce the best overall product of our knowledge, research, and efforts.

As a group, we initially needed to be more confident, considering our varying levels of sports knowledge and diverse commitments outside of the classroom. The initial projects were completed with hard work but reflected that timidity. Once we met at the top of Tru to begin brainstorming, all sitting around Christina's beautiful ideas slideshow, our creativity was unleashed. No one could stop smiling because we collectively began to see the vision come to life. The flood of ideas was overwhelming yet exciting. Once we started sifting through, everything began to fall into place... or into pillars. Through the research process, we all learned about sports and the community that makes sports worth watching. Each organization we researched had an initiative to use its platform for something bigger than itself. We all appreciated the dreamers behind the scenes who research to create events and practices surrounding games that align with company values and improve the community hosting such events.

Additionally, we have learned and accomplished countless things together that have strengthened our bond as a group. Because of the freedom within this project, we are most proud of how we created something significant from nothing. Having little direction can evoke a sense of fear or encourage people to "play it safe," but in more ways than one, our group was willing to trust each other and take risks together. As Sarah Parker said, "This is the first group project I've been a part of where everyone is genuinely excited to participate. Much of that stems from our leaders, Kylie and Christina, who have kept us on task and organized, delegated fairly, and led with empathy and confidence. Everyone is encouraged to utilize their strengths, and people are willing to help in areas where they might not feel as strong." We have enjoyed working together and have used each other's strengths and passions to create a strong campaign. One memorable part of the process is our experience filming in the broadcast studio on campus. We were proud to see our hard work finally coming together during filming and editing. As we shared Jersey Mikes and giggled as our Lorax suited up, we shared many special memories beyond the actual project. We were a particular group that worked seamlessly together to make a project we were all proud of.



## **Appendix:**

### **Research Report Executive Summary:**

FOX Sports University and MLB Green are bringing baseball to Bristol Motor Speedway for the “Speedway Classic.” They tasked our agency, Bullpen Media, with creating an overarching messaging strategy that enhances FOX Sports’ and MLB’s existing partnership and raises awareness for sustainability efforts at the Speedway Classic. The research questions we used to address this ask were:

- To what degree does the sustainability of brands affect consumer behavior?
- What role do fans play in the environmental impact of sporting events?
- How can MLB communicate its sustainability efforts and encourage fans to take part in them?

To conduct our research, Bullpen Media sent out a survey across social media platforms over a two-week period that received 133 respondents, held two in-person focus groups, one containing five participants and the other containing nine participants, and held ten interviews over Zoom or in-person. The key findings of our research were:

- Participants claimed sustainability was important to them but often did not consider it when purchasing goods/services or attending sporting events.
- Social media campaigns would be most effective for raising awareness.
- Merchandise discounts were the top incentive cited to encourage respondents to participate more actively in sustainability initiatives.

This research will shape Bullpen Media’s campaign. We will use the social media habits of our respondents and their preferred incentives for engagement to produce a comprehensive messaging campaign digitally and at the event. We want to be the reason people remember the Speedway Classic and we are excited to share our findings and recommendations with you.

**Additional Materials:**

[Bullpen Media: Beyond Baseball Campaign Video](#)

[Final Presentation](#)

**Logo:**



**Flyer:**

# BEYOND BASEBALL

YOU WON'T WANT TO MISS IT.



## Reduce

Reducing carbon emissions by partnering with Uber to give discounts for using Uber Green or Uber Pool to/from the Speedway.



## Reuse

Reusing/repurposing clothes in an online challenge headed by Kristin Juszczak, aimed at lowering annual textile waste.



## Recycle

Recycling made fun with local TN mascots dressed up as the "Green Police" patrolling the stadium to encourage sustainable habits.

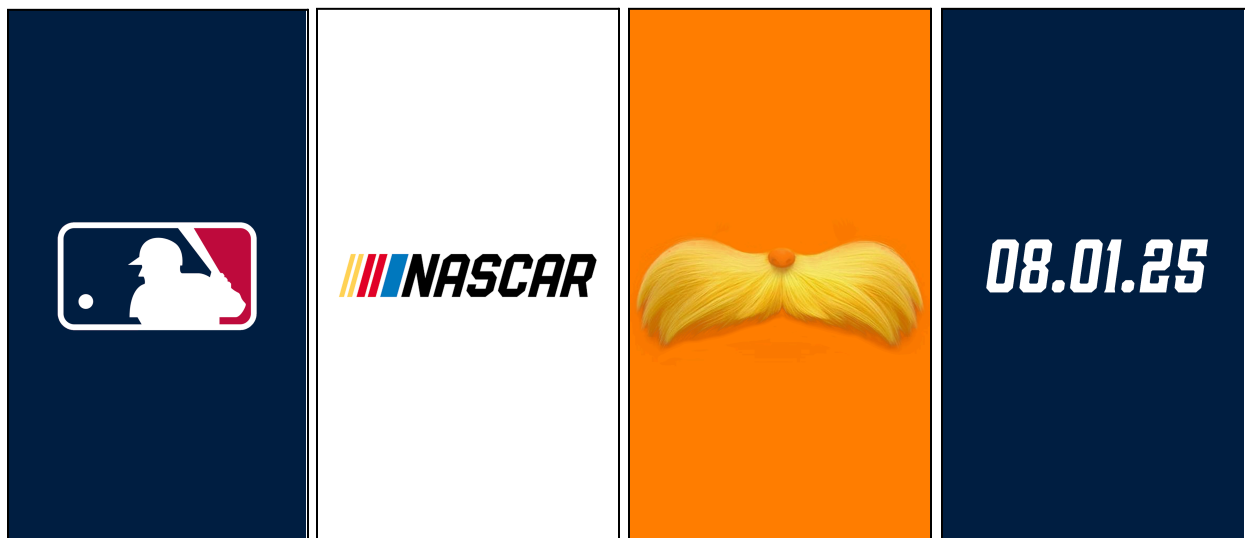
LORAX OPEN HOUSE: 08.01.25  
SPEEDWAY CLASSIC: 08.02.25



Reuse Pillar Media Challenge Mock-up:



Open House Promotional Social Carousel:



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