



# AKRON RUBBERDUCKS FAMILY NIGHT

Let Them Play Initiative





# MEET OUR TEAM



***VERONICA HEYMAN***

Equity & Access Program Coordinator



***LILA KOURY***

Community Partnerships Coordinator



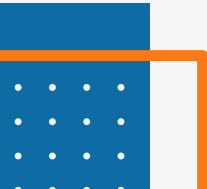
***BRENNAN HILL***

Director of Communications and PR



***ZACK SCHTEINGART***

Head of Special Activations





- 01 Problem Statement
- 02 Proposed Solution
- 03 Risks & Mitigation
- 04 Impacts







# CHALLENGES IN YOUTH SPORT PARTICIPATION

Financial Barriers



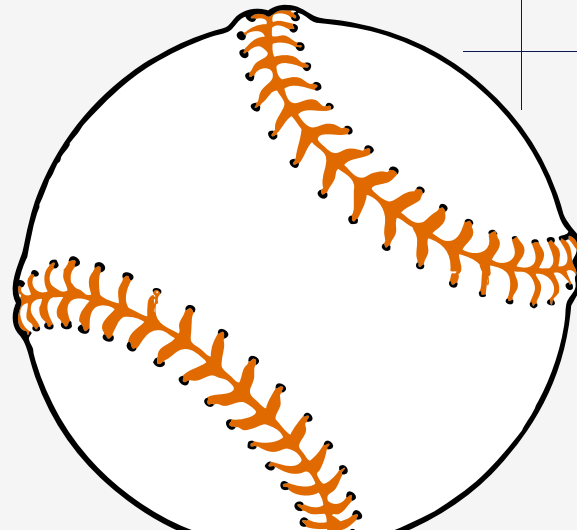
Time and  
Committment



Accessibility and  
Availability



Lack of  
Diversity/Opportunity







**Outfitting Your Little Slugger**

The cost of outfitting a youth player with high-end products can run into hundreds of dollars.



**\$249.00**

BAT

**\$39.99**

HELMET

**\$19.99**

BATTING GLOVE

**\$30.00**

PANTS

**\$9.99**

SOCKS

**\$51.99**

CLEATS



WEEKLY PLANNER



Monday <b>Practice</b>	Tuesday <b>Bring team snack</b>
Wednesday <b>Practice</b>	Thursday <b>Practice</b>
Friday <b>Gear pickup</b>	Saturday <b>9:00 AM Game</b>

# COST TO PLAY

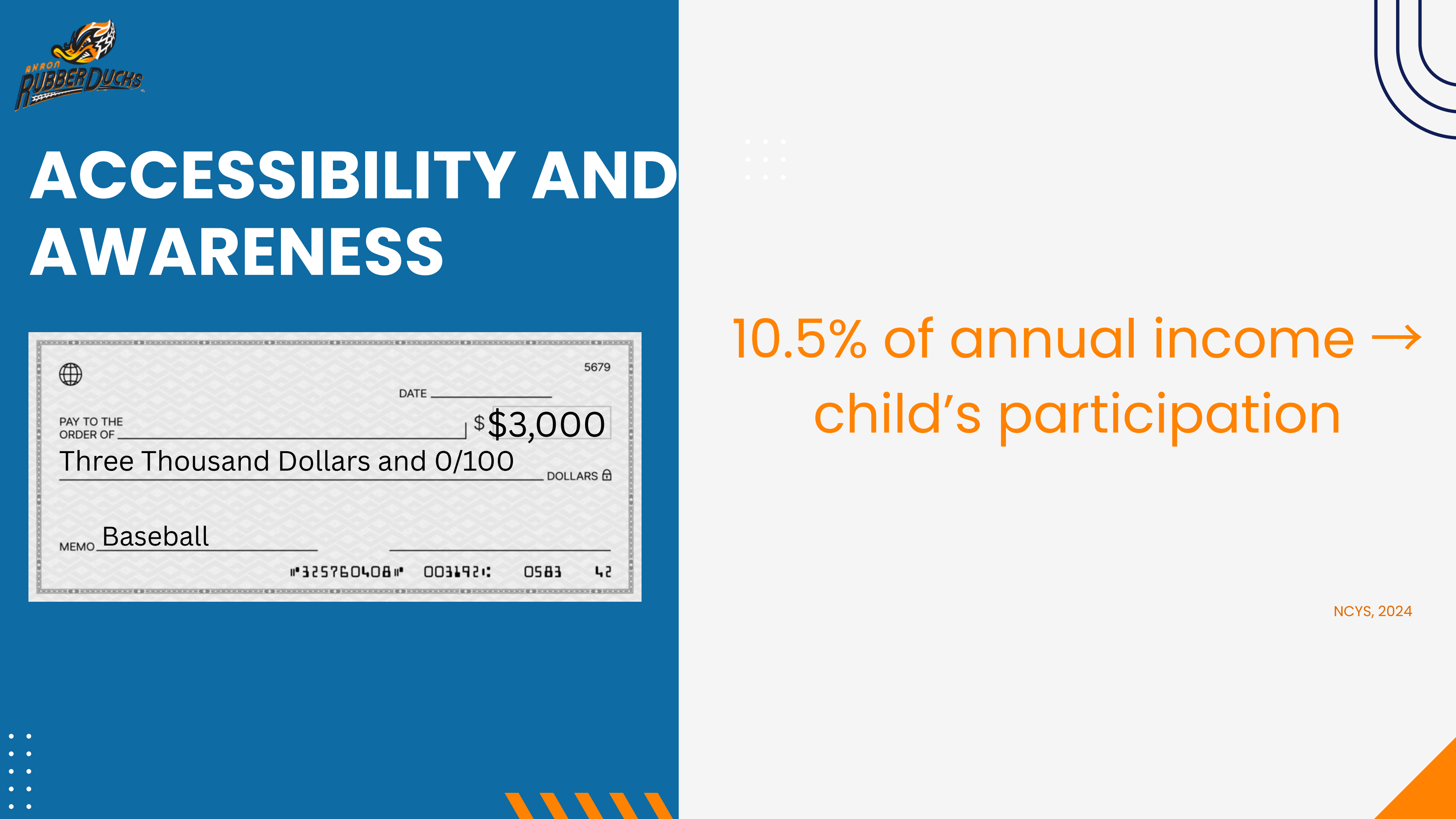
Gear

Travel

Time/ Committment







# ACCESSIBILITY AND AWARENESS



10.5% of annual income →  
child's participation





**“Only 31% of children living below the federal poverty level  
are participating in sports”**

CDC.GOV



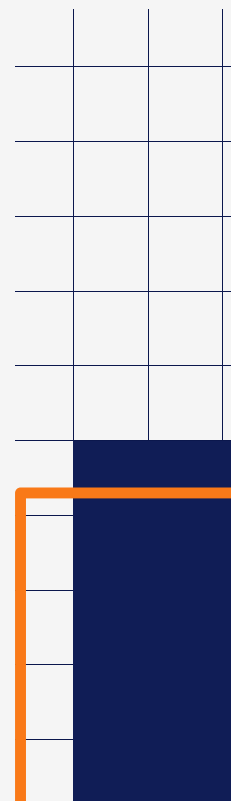


# PROPOSED SOLUTION



## LET THEM PLAY INITIATIVE

Giving every kid a chance to pursue their athletic dreams.







# PROPOSED SOLUTION

## FAMILY NIGHTS

- Family Friendly Activations
- Opportunities for Free Tickets
- Local Business Partnerships
- Invitations for Underfunded Teams













# PRIMARY PARTNERS



Direct Promotion



Flyers sent home



Coaches drive participation



**BOYS & GIRLS CLUBS**  
OF NORTHEAST OHIO







# MASCOT SHOWDOWN



**Webster → Gloves**



**Rubberta → Cleats**



**Homer → Helmets**



**Orbit → Bats**







# MASCOT GEAR DRIVE STANDINGS







# THE LEBRON JAMES FAMILY FOUNDATION



House Three Thirty as storage hub



Volunteer teams



Efficient system







# IMPACT ON RUBBERDUCKS

1

**Increased** Ticket Sales

2

**Revenue Growth** from Partnerships

3

**Revitalized** Gameday Experience





# IMPACT ON AKRON'S YOUTH



Every Kid Deserves a Chance to Play

1

Access for Every Kid

2

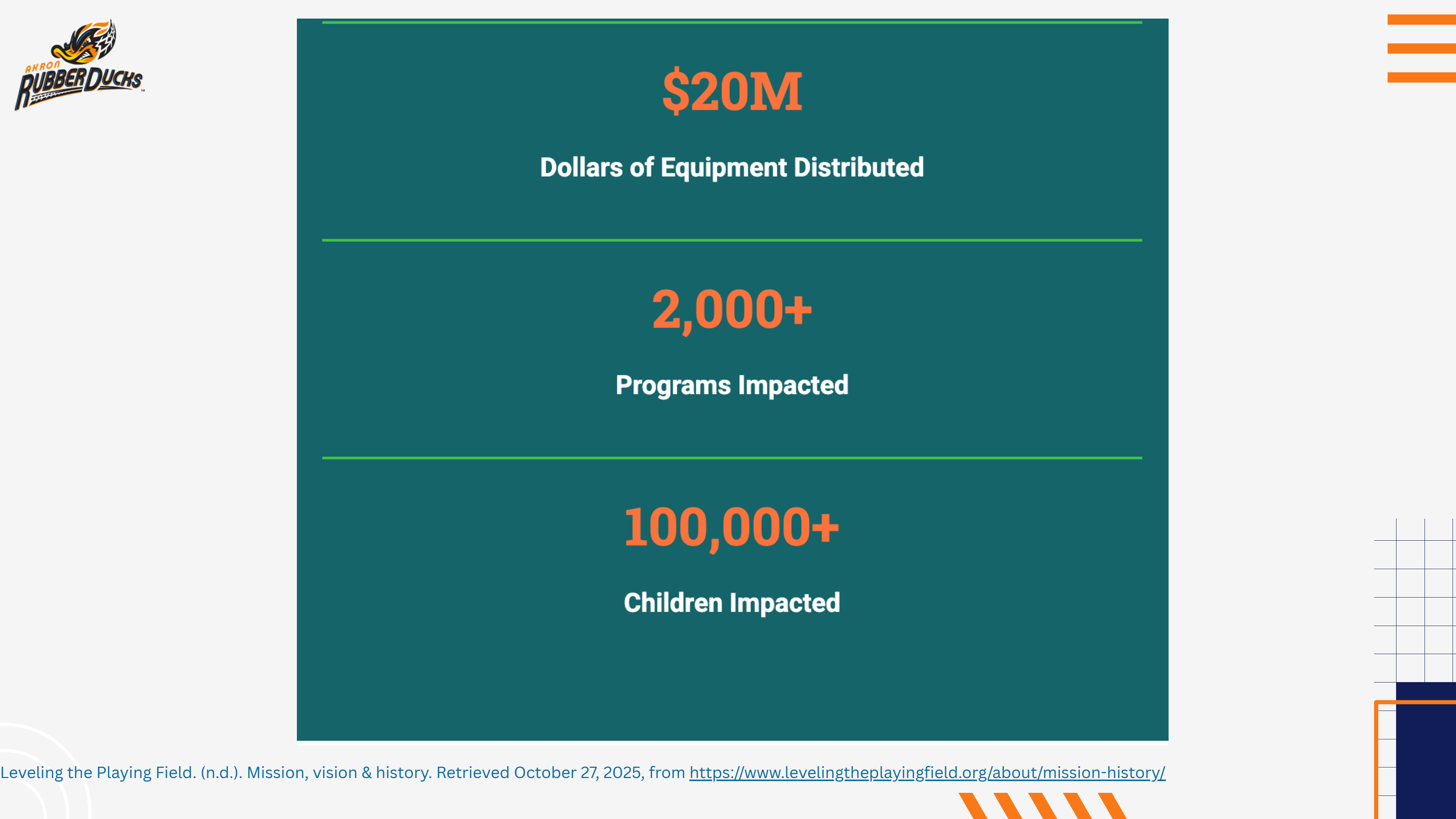
Belonging Through Baseball

3

Inspiring Future Fans & Athletes







**\$20M**

**Dollars of Equipment Distributed**

**2,000+**

**Programs Impacted**

**100,000+**

**Children Impacted**



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**THANK YOU!**

*ANY QUESTIONS?*

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TM





# References

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