Game attendance in MiLB (Minor League Baseball) is influenced by a wide variety of variables, including: weather, demographics, location, time, prices, winning percentage, and promotions.

The purpose of this research was to determine which, if any, promotions offered by the Rochester Red Wings had a stronger impact on motivating fans to attend games.

The aim of this research was to get a better understanding of the value fans placed on the various promotional offerings that the Red Wings provided. This information had a great deal of importance, as it gave the organization a clearer idea of what the majority of fans were attracted to in regards to promotions; information which will be helpful when creating future promotional schedules.

### Literature Review

#### Fan Motivation Factors in MiLB
- Weather and other temporal variables have been shown to have less of an impact on attendance than other factors, although sunny days have been shown to have a positive and significant effect on attendance.
- Friday and Saturday night games, along with games held in July and August have been shown to have a significant impact on increasing attendance.
- Win percentage and social affiliation have also been shown to be factors which have a positive impact on attendance at games.

#### Effect of Promotions on MiLB Attendance
- Promotions held on weekday games have been shown to be significantly more effective in increasing attendance on those days than promotions held on weekends games are.
- Simply running a promotion has been shown to have a 19.6% increase on attendance at baseball games.
- In several studies done on promotions in MiLB, fireworks were found to have the most positive and significant effect on increasing attendance.
- Studies done on promotions in the International League and Carolina League showed that giveaways also had a significant and positive effect on game attendance.
- A study done on leagues in the American Southeast showed that across all three leagues, promotions including opening day festivities (a special event) and concerts had a positive and significant impact on game attendance.
- Athlete appearances and family nights were also shown to have a positive, but not as significant effect on attendance in the three southeastern leagues as well as the Eastern League.

### Introduction

### Research Question

What’s the relationship between promotional activities and attendance at Rochester Red Wings games?

### Results

#### Frequency of Attendance vs. Influence of Promotional Categories (Tukey Tests)

<table>
<thead>
<tr>
<th>Promotion</th>
<th>0-3 games</th>
<th>4-10 games</th>
<th>11-20 games</th>
<th>21+ games</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Game Entertainment</td>
<td>0.03</td>
<td>0.32</td>
<td>0.37</td>
<td>0.38</td>
<td>0.16</td>
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<tr>
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<td>0.31</td>
<td>0.35</td>
<td>0.32</td>
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<td>Theme Nights</td>
<td>0.25</td>
<td>0.43</td>
<td>0.46</td>
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<tr>
<td>Group Nights</td>
<td>2.96</td>
<td>3.07</td>
<td>3.12</td>
<td>2.84</td>
<td>3.02</td>
</tr>
<tr>
<td>Athlete Autographs</td>
<td>2.93</td>
<td>3.15</td>
<td>3.28</td>
<td>3.21</td>
<td>3.09</td>
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<tr>
<td>Coloring</td>
<td>2.69</td>
<td>2.81</td>
<td>2.90</td>
<td>2.87</td>
<td>2.78</td>
</tr>
<tr>
<td>Concessions Discounts</td>
<td>3.79</td>
<td>3.82</td>
<td>3.70</td>
<td>3.04</td>
<td>3.74</td>
</tr>
<tr>
<td>Wearable Giveaways</td>
<td>3.74</td>
<td>3.92</td>
<td>3.93</td>
<td>3.61</td>
<td>3.84</td>
</tr>
<tr>
<td>Collectible Giveaways</td>
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<td>3.67</td>
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<tr>
<td>Concessions Discounts</td>
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<td>4.00</td>
<td>3.92</td>
<td>3.45</td>
<td>3.89</td>
</tr>
</tbody>
</table>

**Promotional Categories and Their Overall Influence on Attendance**

**Most Influential Promotions**
- Concessions Discounts
- Fireworks
- Wearable Giveaways

### Methodology

#### Sample Population
- Individuals in Red Wings email database
- Facebook followers
- Twitter followers

#### Sampling Method
- Primary, quantitative and qualitative data
- Non-probability sampling: convenience sampling

#### Data Collection Procedure
- Internet survey (Qualtrics)
- Demographics: Gender, Age, and Frequency of Attendance
- Statements on influence of 10 promotional categories:
  - (1) Completely Agree, (2) Somewhat Agree, (3) Neutral, (4) Somewhat Disagree, and (5) Completely Disagree
- Interval scale
- MOST influential promotion out of the 10 categories
- Qualitative data question: “what promotion would you like to see in the future?”

#### Analysis
- Descriptive statistics
  - Mean
  - Percentage
- Inferential Statistics
  - ANOVA Tests
  - Tukey Tests

#### Most Influential Promotions
- Concessions Discounts
- Fireworks
- Wearable Giveaways

### Discussion

#### Attendance & Promotions
- Individuals who attended 4-10 or 11-20 games on average were MORE influenced by promotions than the other two groups.
- Individuals with the highest rate of attendance (21+ games) were found to be the group that was LEAST influenced to attend games due to promotions.

#### Age & Promotions
- Individuals ages 18-34 were generally MORE influenced to attend games because of promotions than those ages 35+, as the youngest individuals in the study had the highest mean response to six out of ten of the promotional categories.
- As the age ranges increased, the mean responses to the promotions generally decreased.

#### Gender & Promotions
- Women were MORE influenced by promotions than men.