

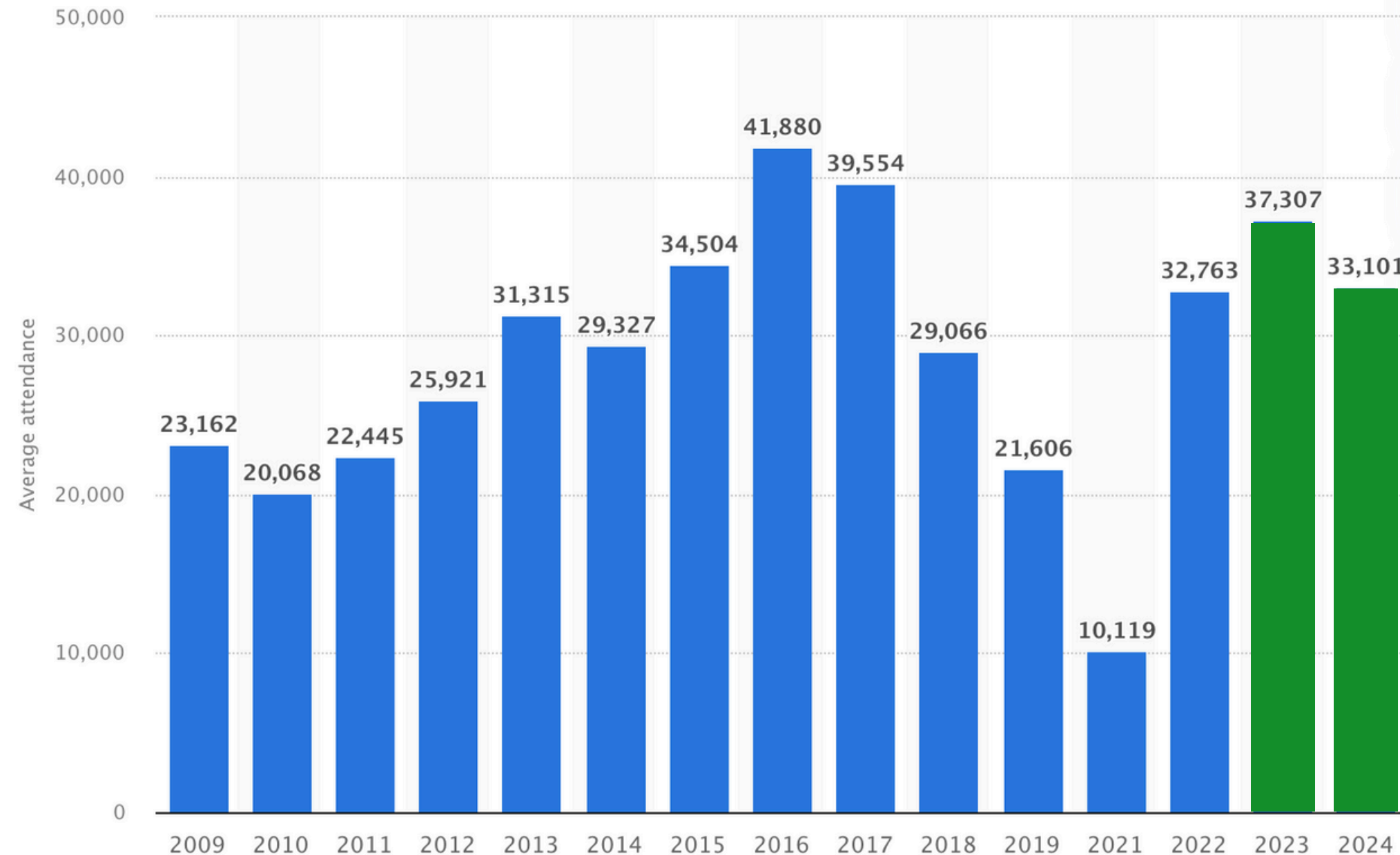
ISLC CASE COMPETITION: INSPIRING THE NEXT GENERATION OF BLUE JAYS FANS



CURRENT ENVIRONMENT

The Blue Jays have recently undergone two phases of renovations... (Completed in April 2023 and April 2024). Since then, according to Statista.com, the Rogers Centre has seen an increase in attendance over the last two years: (37,307, 33,101).

Building on this momentum, we aim to formulate a comprehensive strategy that will increase engagement with younger demographics going forward. The Blue Jays need to innovate to stay attractive to the next generation of fans, ensuring sustainability and consistent growth.



CURRENT INITIATIVES

The Toronto Blue Jays have made an conscious effort to encourage more youth participation in baseball through accessibilty-focused initiatives.

01

The Jr. Jays Club

Free and 'All-Star' offering for kids aged 14 and under to encourage youth participation in baseball.

02

Jays Care Foundation (JCF)

Official charity of the Toronto Blue Jays working to create a level playing field for all children.

03

Challenger Baseball

In partnership with Little League Canada and Baseball Canada, helping kids with physical and/or cognitive disabilities find a team.

04

Girls At Bat

An introductory level baseball program designed to reduce 'sense of belonging' barriers.

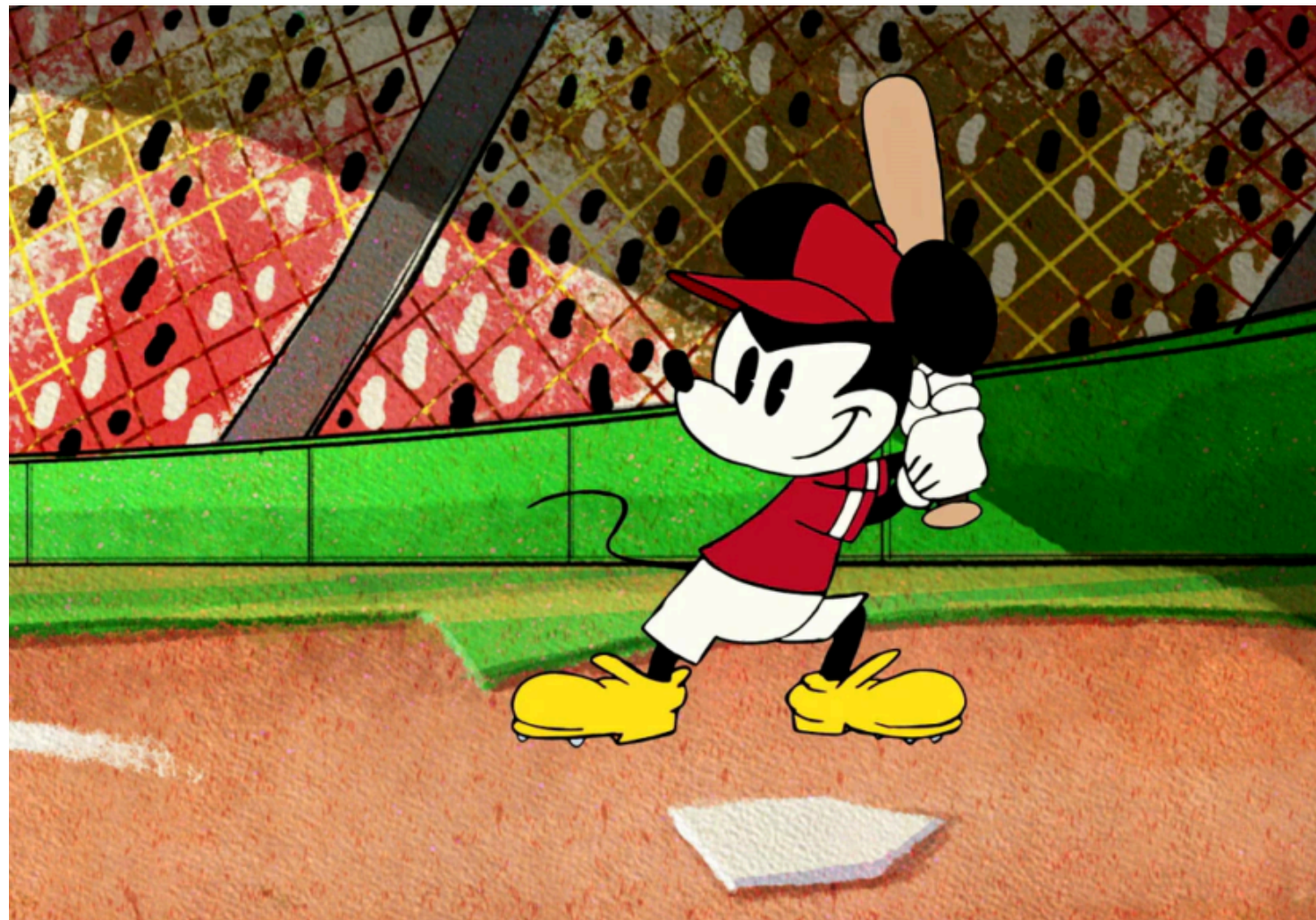
05

Field of Dreams

Provides funding to design, refurbish, and build local baseball fields across Canada.

INNOVATIVE STRATEGIC INITIATIVES

Toronto Blue Jays x Disney



Target Demographic: Age 3-12

Road to Rogers



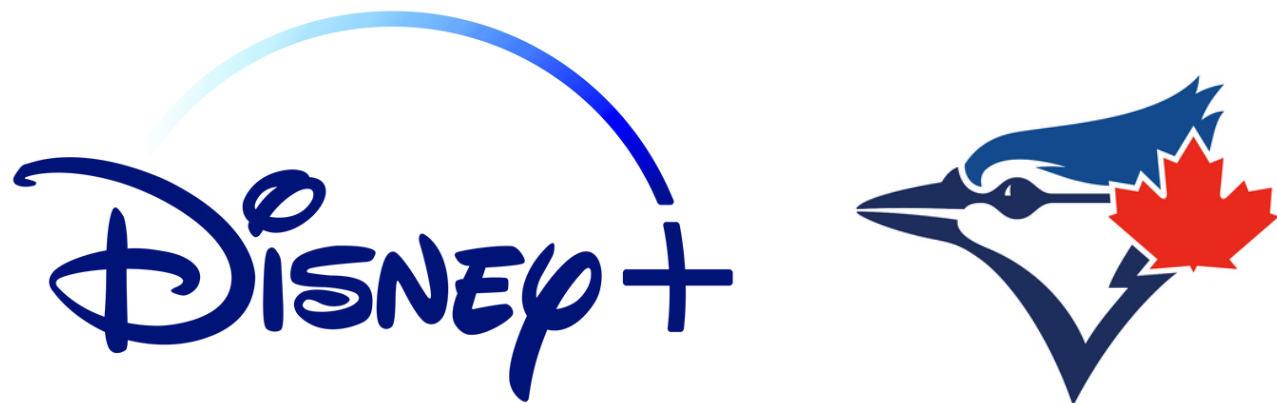
Target Demographic: Age 10-18

TORONTO BLUE JAYS

X DISNEY

The key focus of this partnership is to introduce young children to baseball through the familiar faces and voices of their favourite Disney characters.

By blending the Blue Jays and Disney worlds, familiar characters, voices, animations, and elements create an engaging experience that strengthens fan loyalty. Ultimately, it helps introduce youth to the world of baseball, and makes the game far more enjoyable for them.



PARTNERSHIP PILLARS

01

A Foundation For Growth

Long-term goal of nurturing a new generation of Blue Jays fans (Fan Loyalty).

02

Educate Young Viewers

Introduces the viewers to the basic baseball rules, teamwork, and Blue Jays players.

03

Bringing Baseball to Life

Accomplished through cartoon-themed animations, iconic characters, and commentary.

04

A Sense of Familiarity

Sense of comfort through relatable content and incorporating recognizable characters.

BRINGING BASEBALL TO LIFE WITH DISNEY

The Idea: Weekly highlight videos featuring Disney characters, replacing players in key baseball moments.

Disney Characters in Action

Beloved Disney characters like Mickey and Moana take over key Blue Jays moments—home runs, catches, and celebrations.

Engaging Young Fans

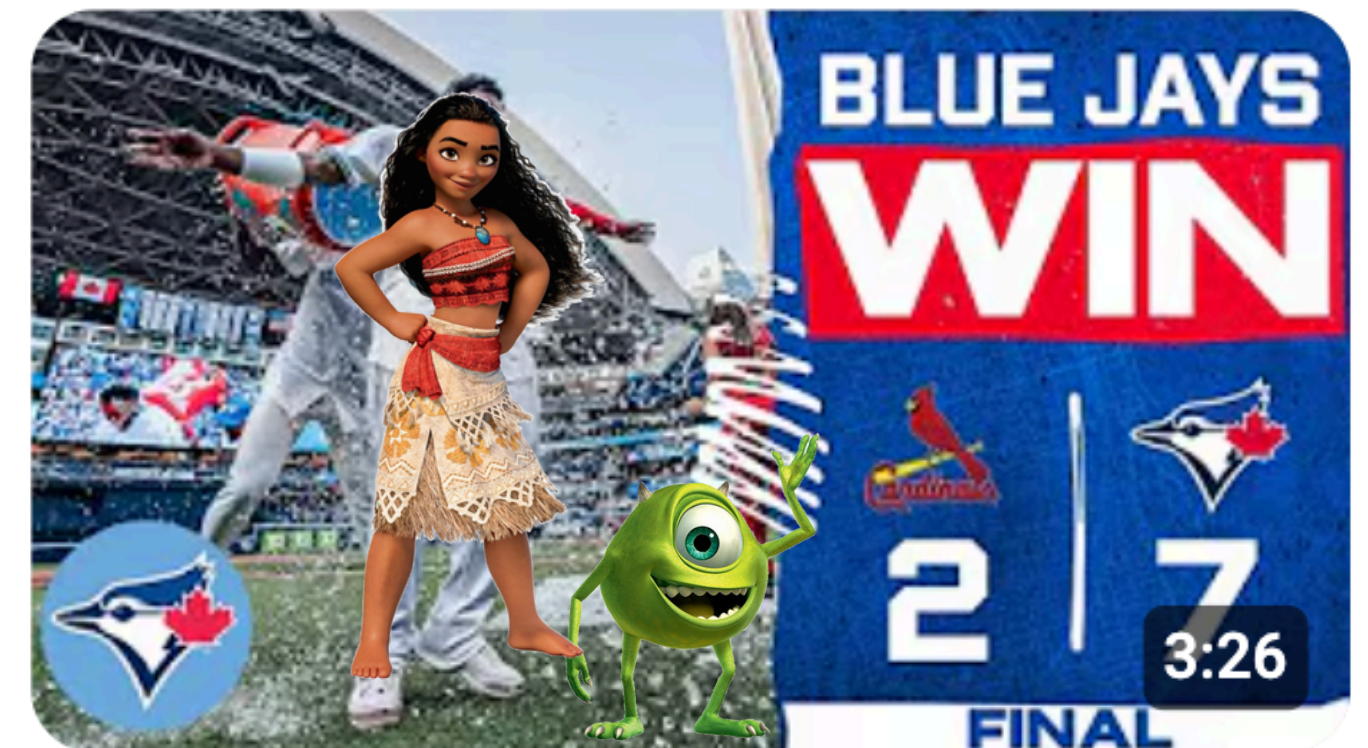
Aimed at kids age 3-12, combining baseball excitement with the magic of Disney.

YouTube Engagement

85% of kids watch YouTube, making it the best platform to share the weekly highlights.

Exclusive Ticket Link

Special discounted Blue Jays tickets will be available for the children viewers to drive real-life attendance.



IP Considerations

Proper licensing and permissions will be required to integrate Disney characters with Blue Jays content.

SUCCESSFUL EXAMPLES ACROSS SPORTS

Similar initiatives across the NFL and MLB have successfully engaged youth audiences in the past, demonstrating their value.



Nickelodeon X NFL

"49ers vs Cowboys in 2022 was the **most-watched NFL wild-card game** on any network in seven years. CBS Sports and Nickelodeon averaged 41.496 million viewers across both networks." - [The Athletic](#)



Toy Story Fun Day (NFL) Football

"**Most-viewed event ever** on ESPN+ and the alternate presentation delivered the biggest live event to-date on Disney+." - [ESPN Press Room](#)



Paw Patrol and Aaron Judge (MLB)

Displays a connection to baseball and children's entertainment with the **MLB**, showing how integrating athletes into popular kids' shows can be effective.

ROAD TO ROGERS

Tournament for U16 baseball teams in Canada, Championship game held at Rogers Center

- Pre-game hitting clinic open to non-championship participants
- Professional Blue Jays broadcast on Sportsnet
- Free admission to the game for all fans

*Inspiration from the Minnesota State Tournament, Little League World Series and Quebec Peewee tournament



ROAD TO ROGERS



Advertisements

In-broadcast content highlighting the Road to Rogers tournament

Documentary/Short Form Content

Content from the tournament will be used to promote future events

Key Metrics

Attendance: 5,600

Concession Revenue: \$112,000

Cost: \$301,125

Comparables

Little League World Series: 30,000 (2023)

- 5.5 million peak viewers (2024)

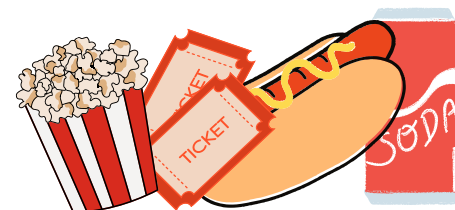
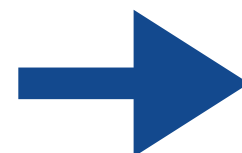
Minnesota State Championship: 20,000 (2024)

Lasting Impact

This annual event will inspire young players to participate in hopes of playing at the Rogers Centre. In turn, fostering a deep connection and lasting loyalty to the Blue Jays



1,120 New Loyal Fans



+\$200,000 ARR



ROAD TO ROGERS

PRESENTED BY



JUNE 7

9AM - 1PM | AGES 8 - 12

ROGERS CENTRE

[BLUEJAYS.COM/CLINICS](https://bluejays.com/clinics)





RISK & MITIGATION PLAN



Identified Risks

Mitigation Plan

1

Disney Partnership
Declined

Find other Canadian based cartoons
that would be incentivized to partner
with the Blue Jays

2

Low Engagement on
“Road to Rogers” Initiative

Targeted marketing and potential
content to engage people to
follow along with the journey

3

Rogers Declines Access to
Stadium for Tournament

Host tournament at local GTA
baseball fields with Blue Jays
venues and staff for facilitation

Our Vision: Inspire the next generation of Toronto Blue Jays fans.

Key Takeaway: Engaging younger audiences requires innovation, collaboration, and creative storytelling.

Call to Action: Together, let's create lasting memories and deepen connections to the Blue Jays!

LET'S GO BLUE JAYS!



Exhibits

Exhibit 1: Conversion Metrics

Blue Jays Advertisement Conversion	
Social Media followers	4,100,000
Assumption that 50% live near Toronto	2,050,000
Canadian Population % under 16 years old	18.30%
Percent of Jays follwers near toronto under 16	375,150
10% conversion rate on advertisement (high)	37,515
1.5% conversion rate on advertisement (Low)	5,627

Exhibit 3: Estimated Cost

Road to Rogers Cost	
Field cost per game	\$ 55.00
Time per game	2.5
Umpire cost per game	\$ 50.00
Total cost per game	\$ 187.50
Total games	6
6 game total cost	\$ 1,125.00
Average cost to run a mlb game	\$ 300,000.00
Marketing Cost	
In game advertisments	\$ -
Social media	\$ -
Road to Rogers Total Cost	\$ 301,125.00

Exhibit 2: TV Advertisement

TV Advertisement Cost	
World Series ad price (2024)	450,000
World Series views (2024)	15,800,000
Regular Season views (2024)(MLB on TBS)	375,000
World Series views/ regual season	42.13
world series ad price / 42.13	10680.38
Regular season in game ad price	10680.38

Exhibit 4: National Tournament

Cost to make Tournament National	
Teams	8
Players/Coaches	30
Total Airplane Tickets	240
Vancouver to Toronto Ticket Cost	\$ 300.00
Estimated Total Airline Ticket Cost	\$ 72,000.00

Exhibit 5: Free Blue Jays Tickets

Cost to Give Out Free Blue Jays Tickets	
Average Blue Jays Ticket Price 2024 (cad)	\$ 43
Low Estimate of Road to Rogers Attendance	1,800
High Estimate of Road to Rogers Attendance	9,000
Low Total Cost	\$ 77,400
High Total Cost	\$ 387,000