

team marketing research

Team	Avg. Ticket	Pct. Change	Avg. Premium Ticket	Beer ²	Soft Drink ²	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Boston Red Sox ¹	\$48.80	10.1%	\$163.86	\$7.25 ¹²	\$4.00 ²⁰	\$4.50	\$27.00	\$5.00	\$20.00	\$320.71	6.8%
New York Yankees ²	41.40	18.1%	203.72	7.00 ¹⁶	5.00 ²⁰	3.25	17.00	7.75	15.00	275.10	11.5%
Chicago Cubs	42.49	23.9%	88.54	5.00 ¹⁶	2.50 ¹⁵	2.75	17.00	5.00	12.00	251.96	14.9%
New York Mets	34.05	20.5%	103.58	8.00 ¹⁶	4.75 ³²	4.75	15.00	5.00	18.00	251.19	14.7%
Toronto Blue Jays ³	28.37	6.7%	72.22	6.50 ¹⁴	3.75 ²⁴	4.50	25.00	5.00	17.99	230.46	16.2%
Los Angeles Dodgers	29.66	12.9%	222.38	8.00 ²⁰	5.00 ¹²	5.00	15.00	5.00	16.00	229.14	8.8%
St. Louis Cardinals	29.32	3.1%	64.20	8.50 ²⁴	5.00 ²⁴	4.00	10.00	2.50	16.00	217.28	3.8%
Houston Astros	28.73	6.8%	48.41	7.25 ¹⁶	4.25 ²¹	4.50	15.00	4.00	14.00	215.43	10.1%
Chicago White Sox	30.28	5.2%	64.98	6.25 ¹⁶	3.00 ¹⁴	3.25	22.00	4.00	13.00	214.61	4.4%
Oakland Athletics	29.20	22.3%	51.78	5.50 ¹⁴	2.50 ¹²	3.50	15.00	5.00	15.00	206.80	11.5%
San Diego Padres ¹	27.43	5.5%	54.28	6.50 ¹⁶	4.25 ²²	4.00	4.00	5.00	16.00	201.72	5.3%
Philadelphia Phillies	28.14	3.3%	54.76	5.00 ²¹	3.25 ²⁰	3.50	10.00	5.00	15.00	199.56	1.8%
Washington Nationals ⁴	25.00	18.4%	125.00	6.00 ¹⁶	2.50 ¹²	4.50	15.00	5.00	15.00	195.50	32.1%
Cleveland Indians	25.72	20.6%	61.05	6.75 ¹⁶	4.00 ²⁰	4.00	12.00	1.00	15.00	192.38	22.7%
MLB LEAGUE AVERAGE	25.43	10.1%	76.26	6.11¹⁷	3.48¹⁹	3.70	12.50	4.01	14.47	191.92	7.9%
Seattle Mariners	25.29	5.3%	55.83	5.00 ¹²	2.75 ¹⁶	4.00	17.00	4.00	14.00	191.16	2.8%
Detroit Tigers ¹	25.28	5.5%	63.76	5.00 ¹⁶	3.00 ²⁰	3.00	15.00	5.00	15.00	190.13	2.9%
San Francisco Giants ¹	22.06	0.3%	54.99	8.25 ¹⁶	3.25 ¹⁶	5.50	20.00	5.00	7.00	183.74	-0.7%
Cincinnati Reds	19.41	9.6%	56.25	6.75 ²⁰	2.50 ¹⁶	4.00	12.00	4.00	15.00	167.14	5.6%
Minnesota Twins	20.68	7.3%	113.61	6.50 ²⁴	4.00 ²⁰	3.50	6.00	2.00	15.00	165.71	4.8%
Baltimore Orioles	23.85	6.2%	46.07	5.00 ¹⁸	2.00 ¹⁶	2.50	8.00	5.00	12.00	165.40	3.5%
Florida Marlins	18.69	12.8%	70.36	5.75 ²⁰	3.50 ¹²	4.00	8.00	5.00	15.00	164.26	6.6%
Arizona Diamondbacks	15.96	15.7%	50.35	6.00 ¹⁴	3.75 ²⁴	3.00	10.00	3.00	22.00	162.84	5.3%
Colorado Rockies	19.50	18.2%	36.50	5.50 ¹⁶	3.00 ¹⁶	3.25	8.00	5.00	14.00	160.00	8.1%
Atlanta Braves*	17.05	8.0%	44.98	6.50 ¹²	4.25 ²⁰	4.25	12.00	0.00	15.00	157.19	4.3%
Kansas City Royals	17.54	21.1%	64.75	4.00 ¹²	4.25 ²⁰	4.00	6.00	5.00	12.00	151.16	22.5%
Texas Rangers	18.01	9.4%	50.24	6.50 ²²	3.00 ¹⁶	2.75	8.00	5.00	11.00	148.04	4.3%
Pittsburgh Pirates	17.07	0.0%	42.67	4.50 ²¹	2.50 ²⁰	2.25	10.00	5.00	15.00	146.32	4.7%
Milwaukee Brewers	19.88	9.0%	38.65	5.00 ¹⁶	2.25 ¹²	2.75	8.00	0.00	12.00	141.52	5.0%
Los Angeles Angels ¹	20.78	8.9%	62.61	4.50 ¹⁴	3.00 ¹⁴	3.00	8.00	3.00	6.99	140.42	3.8%
Tampa Bay Rays	17.23	0.0%	57.28	5.00 ¹⁶	3.75 ¹⁶	3.25	0.00	0.00	15.00	136.91	0.0%

Average ticket price represents a weighted average of season ticket prices for general seating categories, determined by factoring the tickets in each price range as a percentage of the total number of seats in each venue. Premium seating (tickets that come with at least one added amenity or is classified by team as premium) are not included in the survey to calculate average ticket price. Luxury suites are also excluded from the survey. Season ticket pricing is used for any team that offers some or all tickets at lower prices for customers who buy season seats. Teams have say in what seats are considered general or premium.

The Fan Cost Index™ comprises the prices of two (2) adult average-price tickets, two (2) child average-price tickets, two (2) small draft beers, four (4) small soft drinks, four (4) regular-size hot dogs, parking for one (1) car, two (2) game programs and two (2) least expensive, adult-size adjustable caps. Costs were determined by telephone calls with representatives of the teams, venues and concessionaires. Identical questions were asked in all interviews. Superscript numbers next to Beer and Soft Drink prices denote smallest available size in ounces.

¹ Team restructured seating categories or made retroactive changes to 2007 prices.

² Yankees' 2008 figures were updated after initial release. Prices were taken from team's Web site and seat scaling obtained from outside sources. Yankees' 2007 prices were also changed.

³ Prices for the Blue Jays are converted to US dollars and comparison prices were converted using the current exchange rate of \$1USD=\$1 CAD. The 2007 exchange rate was \$1 USD = \$1.17 CAD. 2007 figures were changed to reflect new exchange rate.

⁴ Washington Nationals information was obtained through the team's Web site.

* The Atlanta Braves included some of their all-you-can-eat seats in their general ticket category.

Going, going, gone: MLB prices flying out of ballparks

Average ticket price up 10.1 percent to \$25.43; Total FCI rises 7.9 percent to \$191.92

Baseball has never been more popular, or more expensive to watch. On the heels of another record-setting season, the average ticket price has gone up to \$25.43, a 10.1 percent increase from last season. **Team Marketing Report's** 2008 Major League Baseball Fan Cost Index jumped 7.9 percent to \$191.92 this season. Both increases are the highest for MLB since 2001, when tickets went up 12.9 percent (to \$18.99), and the FCI went up 9.8 percent to \$145.45.

Both figures were fairly stagnant from 2006 to 2007, but several teams instituted significant pricing increases this season. Twelve teams had increases of more than 10 percent, including five of more than 20 percent.

The World Champion Boston Red Sox continue to have baseball's priciest ticket. The Red Sox's average price of \$48.80 is a 10.1 percent jump from last year. The team's Fan Cost Index total of \$320.71 is more than \$60 higher than the No. 2 team, the New York Yankees.

The FCI is a representative look at the costs for a family of four to attend a Major League Baseball game. It is comprised of four average tickets, as calculated through a weighted formula, two beers, four soft drinks, four hot dogs, parking for one car, two programs and two adult-sized caps. Season ticket prices are used for the survey, but do not include "premium" sections.

The Yankees, who move into a new stadium next season, could overtake the Red Sox for the toughest ticket in baseball, and that ticket won't be cheap. According to **TMR** research, the average "regular" ticket at Yankee Stadium will cost \$41.40 and the cost to take a family of four to the Bronx stadium will be \$275.10. That price, however, is hardly representative to what tickets will cost via the secondary market this season as fans clamor to see the final season in the historic stadium.

The cross-town Mets reported a 20.5 percent jump to \$34.05 as they prepare to play their last season at Shea Stadium. The Mets, who have the fourth-highest FCI at \$251.19, will play at Citi Field next season.

Going into their 100th season since their last World Series title, the Chicago Cubs' prices are reaching new highs. The North Siders will charge an average of \$42.49 per season ticket this year, second in the league, while employing a three-tiered pricing structure. Fifty of the team's 81 home games are considered "prime" games, the highest pricing tier, while only six are value games.

The Red Sox, Yankees and Cubs still have good reasons for charging such exorbitant amounts, as each play in historic, cramped stadiums that double as living museums. Much like their football counterparts, going to a regular season game at each of these parks is becoming more of an "event," rather than a semi-regular occurrence.

Regardless of the increase, baseball is still the most affordable of the top four North American sports (see **TMR** Web site for FCI historical data for baseball, basketball, football and hockey), and 10 teams have average ticket prices under \$20.

Five teams have FCI totals under \$150. The newly-rechristened Tampa Bay Rays are the best bargain in baseball with an FCI of

\$136.91, thanks in part to free parking for cars of four or more people. The Arizona Diamondbacks, last year's surprise winner of the AL West, has the cheapest average ticket at \$15.96. The Rays and the Pittsburgh Pirates (\$17.07) were the only teams that reported no price increases. The San Francisco Giants (up 0.3 percent) didn't change prices, but re-distributed some seats and retroactively changed last year's survey figures, giving them a lower average price (\$22.06) than was reported last season.

The Washington Nationals moved into the eponymous Nationals Park this season, and with that move comes expected increases. An average Nats' ticket is expected to be \$25, up from \$21.11 during their last year at RFK Stadium.

A family of four going to the Anacostia River ballpark should expect to pay about \$195.50, and that's if they get the cheapest parking option of \$15. If the team improves in the NL East like they did in the FCI standings (from 24 to 15), plenty of fans will shell out that money to watch the District's baseball team.

Several teams near the bottom of the FCI had turnaround seasons in 2007, including NL pennant winners Colorado (\$160), and the Milwaukee Brewers (\$141.52). Perennial AL contenders, the Los Angeles Angels of Anaheim, continue to be the best bargain in baseball, with an FCI of \$140.42, the second-cheapest outing in baseball.

The Kansas City Royals, a regular at the bottom of the FCI, jumped up a few spots thanks to a 21.1 percent increase on tickets, going from \$14.48 to \$17.54. The Royals' FCI concurrently went up 22.5 percent to \$151.16.

Editor's Note: Prices for the Yankees were re-adjusted after the initial 2008 release. The adjustments changed percentage changes for the team and the league. Historical data for past FCIs of all sports is available on teammktg.com. Please e-mail Executive Editor Jon Greenberg at jgreenberg@teammktg.com with any questions.

About Team Marketing Report: Team Marketing Report, Inc. is the industry leader in reporting innovative, revenue-generating ideas for sports executives of all leagues and levels. The monthly Team Marketing Report™ newsletter is written for the busy executive who wants to stay ahead of the competition. Other publications under the TMR umbrella include the Sports Sponsor FactBook™ and Inside the Ownership of Pro Sports. For more information about Team Marketing Report, Inc., please visit the newly redesigned www.teammktg.com, or call 847-509-1010.