

## Team Marketing Report - MLB 2016

Team	Avg. Ticket	Pct. Change	Avg. Premium Ticket	Beer	Soft Drink	Hot Dog	Parking	Cap	FCI	Pct. Change
Boston Red Sox	\$54.79	4.7%	\$180.37	\$7.75 <sup>12</sup>	\$5.00 <sup>16</sup>	\$5.25	\$35.00	\$25.00	\$360.66	2.8%
New York Yankees	\$51.55	0.0%	\$305.39	\$6.00 <sup>12</sup>	\$3.00 <sup>12</sup>	\$3.00	\$35.00	\$25.00	\$337.20	0.0%
Chicago Cubs	\$51.33	14.6%	\$129.55	\$7.50 <sup>16</sup>	\$3.75 <sup>15</sup>	\$5.50	\$25.00	\$15.00	\$312.32	3.9%
Philadelphia Phillies	\$41.50	10.9%	\$96.97	\$7.75 <sup>21</sup>	\$4.00 <sup>20</sup>	\$3.75	\$16.00	\$15.00	\$258.50	2.5%
San Francisco Giants	\$35.76	5.9%	\$98.51	\$7.50 <sup>14</sup>	\$4.75 <sup>16</sup>	\$5.75	\$25.00	\$15.00	\$255.04	5.8%
St. Louis Cardinals	\$35.24	3.0%	\$85.96	\$5.00 <sup>12</sup>	\$5.50 <sup>21</sup>	\$4.75	\$20.00	\$16.00	\$243.96	3.0%
Houston Astros	\$37.25	17.1%	\$107.24	\$5.00 <sup>14</sup>	\$4.50 <sup>21</sup>	\$4.75	\$15.00	\$14.00	\$242.00	9.9%
Washington Nationals	\$36.59	1.6%	\$115.02	\$6.50 <sup>16</sup>	\$5.00 <sup>16</sup>	\$5.25	\$10.00	\$12.00	\$234.36	1.0%
Los Angeles Dodgers	\$31.90	11.5%	\$136.95	\$6.25 <sup>20</sup>	\$6.00 <sup>24</sup>	\$6.00	\$10.00	\$18.00	\$234.10	6.9%
Toronto Blue Jays	\$31.01	23.3%	\$68.37	\$6.79 <sup>14</sup>	\$4.75 <sup>24</sup>	\$4.98	\$22.64	\$16.29	\$231.76	11.3%
Chicago White Sox	\$29.55	13.4%	\$98.47	\$6.50 <sup>16</sup>	\$4.75 <sup>24</sup>	\$4.00	\$20.00	\$19.65	\$229.50	10.2%
New York Mets	\$26.02	2.8%	\$86.18	\$5.75 <sup>12</sup>	\$5.00 <sup>16</sup>	\$6.25	\$23.00	\$19.99	\$223.56	1.8%
<b>MLB LEAGUE AVERAGE</b>	<b>\$31.00</b>	<b>7.1%</b>	<b>\$95.42</b>	<b>\$5.90<sup>15</sup></b>	<b>\$4.19<sup>18</sup></b>	<b>\$4.52</b>	<b>\$16.32</b>	<b>\$16.48</b>	<b>\$219.53</b>	<b>3.7%</b>
Detroit Tigers	\$28.88	-0.4%	\$74.90	\$5.00 <sup>12</sup>	\$4.50 <sup>16</sup>	\$4.75	\$20.00	\$16.00	\$214.52	0.7%
Miami Marlins	\$28.31	-2.2%	\$174.93	\$6.00 <sup>12</sup>	\$4.75 <sup>24</sup>	\$6.25	\$15.00	\$14.99	\$214.22	-4.7%
Minnesota Twins	\$33.28	2.1%	\$75.43	\$7.50 <sup>20</sup>	\$4.50 <sup>20</sup>	\$4.00	\$6.00	\$12.00	\$212.12	-7.5%
Los Angeles Angels	\$32.70	18.7%	\$82.79	\$4.50 <sup>16</sup>	\$2.75 <sup>12</sup>	\$4.50	\$10.00	\$16.00	\$210.80	10.9%
Seattle Mariners	\$28.75	-7.3%	\$126.82	\$6.00 <sup>16</sup>	\$4.75 <sup>16</sup>	\$4.75	\$20.00	\$12.00	\$209.00	-1.4%
Texas Rangers	\$23.64	0.0%	\$62.77	\$6.00 <sup>16</sup>	\$5.25 <sup>20</sup>	\$6.00	\$17.00	\$18.00	\$204.56	7.4%
Kansas City Royals	\$26.88	-9.7%	\$114.73	\$6.50 <sup>16</sup>	\$5.00 <sup>22</sup>	\$5.00	\$12.00	\$15.00	\$202.52	-4.5%
Oakland Athletics	\$24.46	1.9%	\$59.69	\$5.00 <sup>12</sup>	\$4.75 <sup>16</sup>	\$5.50	\$20.00	\$15.00	\$198.84	2.0%
Pittsburgh Pirates	\$29.96	49.9%	\$61.84	\$5.50 <sup>16</sup>	\$3.25 <sup>16</sup>	\$3.25	\$15.00	\$22.00	\$195.84	11.3%
Colorado Rockies	\$23.99	1.4%	\$48.51	\$3.00 <sup>12</sup>	\$3.50 <sup>18</sup>	\$5.00	\$14.00	\$22.00	\$193.96	-1.3%
Milwaukee Brewers	\$26.32	0.0%	\$46.16	\$6.00 <sup>16</sup>	\$3.00 <sup>12</sup>	\$5.00	\$11.00	\$15.00	\$190.28	4.4%
Baltimore Orioles	\$29.96	20%	\$50.53	\$6.75 <sup>16</sup>	\$1.50 <sup>12</sup>	\$1.50	\$8.00	\$15.00	\$183.34	12.2%
San Diego Padres	\$23.71	44.8%	\$49.81	\$5.00 <sup>14</sup>	\$4.00 <sup>22</sup>	\$4.00	\$8.00	\$18.99	\$182.82	19.1%
Cleveland Indians	\$25.61	13.5%	\$63.25	\$4.00 <sup>12</sup>	\$3.00 <sup>12</sup>	\$3.00	\$12.00	\$16.50	\$179.44	0.0%
Atlanta Braves	\$19.38	1.3%	\$51.91	\$7.75 <sup>16</sup>	\$5.25 <sup>20</sup>	\$4.75	\$15.00	\$15.00	\$178.02	2.3%
Cincinnati Reds	\$22.01	-0.1%	\$62.50	\$5.25 <sup>14</sup>	\$1.00 <sup>12</sup>	\$1.00	\$20.00	\$20.00	\$166.54	0.0%
Tampa Bay Rays	\$21.04	-3.9%	\$92.45	\$5.00 <sup>12</sup>	\$5.00 <sup>22</sup>	\$5.00	\$0.00	\$10.00	\$154.16	-2.2%
Arizona Diamondbacks	\$18.53	3.1%	\$54.67	\$4.00 <sup>14</sup>	\$2.00 <sup>12</sup>	\$3.00	\$10.00	\$9.99	\$132.10	4.1%

**Average ticket price** represents a weighted average of season ticket prices for general seating categories, determined by factoring the tickets i c e n 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 a say in what seats are considered general or premium.

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

- Prices for the Blue Jays are converted to US dollars and comparison prices were converted using a recent exchange rate provided by the Blue Jays. Last season's prices were converted using the same exchange rate for a valid comparison.