

pandemic AAA capacity: 16,600). TMR used Sahlen Field pricing to calculate the team’s 2021 FCI, before in late Jul 2021, Canadian officials permitted the team to return to Rogers Centre (non-pandemic capacity: 50,516) for their final 35 home games. (Total does not equal 81 due to rainouts.)

3. Toronto Blue Jays prices are converted from Canadian Dollars. AT\$ % and FCI % Changes compare the team’s original CAD prices to pre-pandemic CAD pricing for the 2020 MLB season, NOT the converted USD prices listed. TMR uses Bank of Canada average monthly exchange rates from the first quarter of each calendar year. For 2022, all FCIs use \$1.2706 USD to CAD, an increase of 0.3% from \$1.2666 USD to CAD for 2021, and a decrease of 3.6% from \$1.3178 for 2020. Oakland and Toronto did not sell any full season ticket packages for 2021.

Research Notes:

The Team Marketing Report Fan Cost Index® is comprised of the prices of four average-price tickets, parking for one car and the least expensive ballpark-available pricing for: two draft beers, four soft drinks, four hot dogs and two (adult-size) adjustable caps. Costs are determined through calls, emails and online research with teams, venues, concessionaires and season ticket holders. Identical questions are asked of all sources.

Average Ticket price (AT\$) represents a weighted average of season ticket prices for general seating categories. This is determined by factoring the full season ticket cost for each category as a percentage of the total number of seats in each venue. This takes into account variable pricing. Premium seating (tickets that come with at least one added amenity or classified by team as premium) are not included in the average ticket price. **Average Premium Ticket (AP\$)** prices are listed separately. Luxury suites are excluded. Season ticket pricing is used for any team that offers some or all tickets at lower prices for customers who buy season seats. When a seat category is not offered as a season ticket, we use the weighted average price sold by the team. Teams have a say in what seats are considered general or premium. **“Oz”** denotes size of the lowest-priced **Beer** or **Soft Drink (Soft)** in ounces and **“\$/Oz”** is the beverage’s price per ounce. **AT\$ %** and **FCI %** reflect year-over-year changes to AT\$ and FCI.

TMR reserves the right to update FCI numbers when additional information is presented and verified.

During research for the 2022 MLB FCI, multiple teams provided updates impacting 2021 and 2020 calculations. The adjusted 2021 MLB AT\$ becomes \$34.76 (-\$.15 from original) while the adjusted 2021 FCI is \$253.37 (+\$.27). Team updates include:

1. Chicago White Sox 2021 FCI now \$251.25/+13.5% from \$253.25/+14.4% (2021 Beer = 12oz not 16oz; Hot Dog = \$4.50 not \$5.00)
2. Cleveland 2021 FCI now \$229.52/+3.1% from \$244.50/+9.8% (2021 Beer = \$5.00 not \$5.50; Soft = \$3.75 not \$4.50; Dog = \$4.50 not \$4.75; Hat = \$20.00 not \$24.99)
3. Cleveland 2020 FCI now \$222.64/+1.4% from \$227.62/+3.6% (2020 Soft = \$3.75 not \$4.00; Hat = \$20.00 not \$21.99)
4. Kansas City 2021 AT\$ now \$33.82/+6.5% from \$31.57/+0.6%; 2021 FCI now \$234.27/+3.7% from \$225.26/+0.3%

key

- **AT\$** = Avg. weighted general ticket

- **AT\$ %** = General ticket change year-over-year
 - **AP\$** = Avg. weighted premium ticket
 - **Beer** = Least expensive, reg. priced beer (at multiple POS)
 - **Oz.** = Beer size in ounces
 - **B\$/Oz.** = Beer price per ounce
 - **Soft** = Least expensive, reg. priced soft drink (adult size, at multiple POS)
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- **Oz.** = Soft drink size in ounces
 - **S\$/Oz.** = Soft drink price per ounce
 - **Dog** = Least expensive hot dog (adult size, at multiple POS)
 - **Park** = Avg. of lowest priced car parking spots
 - **Hat** = Least expensive team hat (adjustable, adult size)
 - **FCI** = Fan Cost Index
 - **FCI %** = FCI change year-over-year

Team	AT\$	AT\$ %	AP\$	Beer	Oz.	B\$/Oz.	Soft	Oz.	S\$/Oz.	Dog	Park	Hat	FCI	FCI %
Boston Red Sox	61.71	0.0	199.09	9.50	12	.79	5.50	22	.25	6.00	23.53	25.00	385.37	2.4
Chicago Cubs	56.83	-1.7	250.69	10.49	16	.66	5.99	20	.30	6.49	26.61	20.00	364.83	0.1
Houston Astros	58.61	2.1	172.12	7.50	14	.54	5.50	21	.26	6.00	9.30	24.99	354.72	2.0
New York Yankees	61.59	4.7	391.53	6.00	12	.50	3.00	12	.25	3.00	26.50	19.99	348.84	2.6
Los Angeles Dodgers	50.19	7.1	187.85	6.75	16	.42	6.50	20	.33	6.75	11.67	23.99	326.91	6.2
Washington Nationals	48.95	3.1	257.35	9.95	16	.62	5.75	22	.26	6.95	24.30	15.00	320.80	-5.2
San Francisco Giants	39.04	1.2	118.17	9.00	12	.75	6.50	16	.41	7.50	28.20	25.00	308.36	3.6
Texas Rangers	37.94	-0.3	206.66	8.00	16	.50	6.50	22	.30	6.75	20.55	18.00	277.31	-3.2
Chicago White Sox	34.43	9.7	116.05	10.75	16	.67	6.00	20	.30	5.00	23.57	23.99	274.77	9.4
Philadelphia Phillies	36.06	0.0	92.88	9.99	16	.62	5.00	20	.25	3.00	20.94	26.00	269.16	0.3
St. Louis Cardinals	36.40	0.0	91.28	5.00	12	.42	6.50	21	.31	5.25	18.60	21.99	265.18	2.1
Oakland Athletics	32.56	15.4	66.44	7.00	12	.58	5.50	16	.34	6.00	25.00	21.99	259.22	7.7
New York Mets	28.73	4.1	99.03	12.00	20	.60	5.75	20	.29	6.70	20.25	24.99	258.95	1.4
Atlanta Braves	34.76	9.4	204.88	5.00	12	.42	5.95	22	.27	3.50	19.00	24.99	255.82	5.3
Milwaukee Brewers	31.29	4.0	56.92	9.00	16	.56	6.00	20	.30	6.75	13.74	21.99	251.88	5.1
Kansas City Royals	35.16	4.0	139.99	5.50	12	.46	3.00	16	.19	4.00	20.00	21.99	243.62	4.0
San Diego Padres	2744	23.9	114.54	5.00	12	.42	6.50	22	.30	7.50	14.00	23.99	237.74	12.8

Team	AT\$	AT\$ %	AP\$	Beer	Oz.	B\$/Oz.	Soft	Oz.	S\$/Oz.	Dog	Park	Hat	FCI	FCI %
Seattle Mariners	35.22	0.0	139.10	5.00	12	.42	3.00	16	.19	3.00	17.61	20.00	232.49	-9.8
Toronto Blue Jays	32.03	3.0	78.36	4.33	12	.36	5.50	24	.23	4.72	12.20	20.46	230.78	1.7
Minnesota Twins	32.65	-0.4	79.42	5.00	12	.42	2.00	16	.13	4.00	10.29	26.00	226.89	-1.0
Cleveland Guardians	30.53	-8.4	79.08	5.00	12	.42	3.75	12	.31	4.50	12.75	20.00	217.87	-5.1
Detroit Tigers	26.84	-5.0	80.98	5.00	12	.42	5.00	16	.31	5.50	9.40	23.99	216.74	0.8
Cincinnati Reds	24.25	-0.2	87.82	6.49	14	.46	6.49	24	.27	5.99	10.48	21.99	214.36	-1.8
Colorado Rockies	25.51	-0.3	55.05	3.00	12	.25	5.00	26	.19	6.00	12.88	21.99	208.90	-2.2
Los Angeles Angels	32.03	3.6	164.57	4.50	12	.38	5.75	24	.24	6.00	10.00	6.99	208.10	7.5
Baltimore Orioles	30.10	2.0	53.26	10.00	16	.63	2.50	12	.21	3.00	10.66	15.00	203.06	-17.4
Pittsburgh Pirates	25.46	8.9	71.98	6.50	16	.41	4.50	16	.28	4.00	10.41	19.99	199.23	8.4
Tampa Bay Rays	26.13	12.6	112.65	5.00	12	.42	5.00	22	.23	5.00	12.50	12.50	192.02	6.8
Miami Marlins	23.27	3.1	184.61	5.00	12	.42	3.00	24	.13	3.00	15.00	21.99	186.06	6.6
Arizona Diamondbacks	22.12	3.5	62.99	4.99	14	.36	2.99	12	.25	2.00	13.90	9.99	152.30	5.6
Average	35.93	3.6	133.85	6.87	13.7	.50	5.00	19.2	.26	5.13	16.79	20.83	256.41	1.9



Chris Hartweg

Chris brings deep sports business experience to his role as publisher of TMR. He first put his sales, experiential marketing, PR, sales and valuation skills to work in sporting goods retail in 1986. He has since worked for brands and agencies across all major league sports, plus golf, college athletics, marathons and motorsports. Chris is also the proud founder of Painless Networking.