



**Introduction**

The Arkansas Travelers, also known informally as The Travs, are a Minor League Baseball team based in North Little Rock, Arkansas. The team, which plays in the Texas League, is the Double-A affiliate of the Los Angeles Angels of Anaheim Major League club.

**Challenge**

Throughout the season, the Travelers host a variety of on-field promotions, which are underwritten by commercial sponsors. The promotions department has no viable way of tracking the effectiveness of these paid sponsorships. Additionally, the organization has not been able to effectively collect true demographic information about its patrons.

**Solution**

**GetNtheGame** is an on-line, interactive tool that allows you to capture information about participants in your events. The **GetNtheGame** concept was utilized at two consecutive home games during the regular seasons. Game cards were distributed to patrons as they exited Dickey-Stephens Park. Participants then logged on to a specific URL and entered the appropriate password associated with the game card. After completing a brief on-line survey, they were immediately notified what prize they had won. Prizes included a free concession item, free souvenir cap, free tickets or cash.



**Results**

Over 13% of game card recipients responded to the on-line inquiry. Demographic information obtained included the addresses and email addresses of the respondents. Information obtained about respondents' favorite on-field promotions will be used to show event sponsors the effectiveness of their promotions. **GetNtheGame** also helped the Travelers identify respondents who had not yet visited the restaurant located within Dickey-Stephens park. This will provide the opportunity for future targeted marketing efforts.