

It's Easy To Be Kind Day at Nashville Sounds baseball game on August 11, 2024



CKN's summary report, collaborated by Vic, Stephanie, and Trish

Overview: With Children's Kindness Network (and Kiwanis) designated as Charity of the Game, Moozie shared the spotlight, on August 11, with the Sounds and "Booster." CKN was highlighted in a scoreboard video (from "It's Easy to be Kind Day" partner Lil'Iguana Children's Safety Foundation who facilitated CKN's role at the game). Also, CKN had an exhibit table with Moozie as the main attraction. This family-friendly, wholesome outdoor event provided positive exposure for Moozie who was a strong draw, well received by our target audience. Moozie (Stephanie) was animated, accessible, and kind as she connected with many children and entertained families. CKN's table was assigned a prime location, close to the primary entrance and the children's play zone. The site offered high visibility, easy family interactions, and spacious exhibiting without any near-by competing tables. Team Moozie promoted "It's Easy to be Kind Day" (IETBK) and Moozie kindness through broad distribution of IETBK wristbands and selective gifting of Moozie puppets (funded by sponsor Stephanie Barca, Therapist, and Diana Cavender, Realtor). Parents were interested in and open to chatting about Moozie. We are excited about what was accomplished.

Sounds organization support: Support and guidance from Nashville Sounds staff was excellent, particularly on game day. Jay Evans (Business Development Manager) and Travis Williams (Fan Experience & Community Relations Manager), along with other staff contacts who stopped by, were welcoming and helpful while granting us flexibility and autonomy to set up and move about the stadium. Their provision for our use (for Moozie changes/breaks) of their comfortable vendor suite was most gracious. Sounds contacts were organized, knowledgeable, experienced with visiting sponsors and nonprofit organizations, interested in our mission and experiences, and very helpful from our arrival through exhibit set-up, game duration, and tear-down.

Table interactions: Moozie was the highlight of the event/evening for over a hundred young children who urged their parents (and vice versa) to visit the table to meet Moozie and pick up small CKN giveaways. Adults who stayed at the table for at least for a minute were impressed with CKN and Moozie and our mission, vision, programs, resources and/or potential possibilities for impacting children and the world's future. They were encouraged to visit moozie.org for fun, effective resources to reinforce kindness with their children and to consider future resource purchases. There were numerous pictures taken with Moozie; parents were thrilled to capture their families' experience. Parents were delighted to permit CKN's photo posting on Moozie website/social media, as we subsequently shared. There also were a couple of interesting interactions with adults in small business and education contexts where we will explore potential Moozie connections.

Other observations, opportunities:

- Unfortunately, and as we learned in advance, charities of the game are not permitted to sell merchandise, though there is a process to appeal for rare exceptions. Ideally, CKN would promote and sell merchandise (mostly puppets and possibly tee-shirts and new item/s) at the stadium event. This would be especially beneficial as we have found it challenging to attract sponsors for funding support. Approval for sales could be pursued with Sounds staff, though outcome is uncertain. Our limited sponsors for our August 11 event (to help cover giveaways and signage) were appreciated: Stephanie Barca, Therapist; and Diana Cavender, Realtor. We also acknowledged Excellence In Motion and Exelmo Printing as an in-kind sponsor for their printing support for the event and campaign. There may be better sponsorship success with many more months of leadtime and further targeting of organizations with ties to CKN, kindness, baseball, schools, and/or our communities.
- For the IETBK launch program (that took place both at Nashville Sounds and New Hampshire Fisher Cats games), ticket sales were part of the Charity's participation. CKN was responsible for buying 100 game tickets. Ticket sales was more of a challenge than anticipated, primarily due to lack of significant ticket purchases as had been expected from Kiwanis Clubs' members. The allocated seats were not favorable due to distance from home plate; our ticketholders readily moved to distributed seats/areas within the stadium for improved viewing and socializing. The 100 ticket sales threshold is not a good match for CKN without a different connection and selling dynamic. As game day approached, CKN resorted to creative approaches to share and sell tickets (purchased for \$15/each) at lower prices (than initial \$20/each): partner BOGOS, complimentary offers to police/firefighters, and resale market. See Finances section below.

- The Sunday, August 11 evening game timing was not ideal for attracting young families. This fell on the weekend after 'back to school' week. It also was closing night of the Olympics, possibly another factor effecting lower attendance. We lucked out with beautiful, comfortable weather that evening. A date earlier in the season is likely to draw more fans (closer to the 8,700 average than the 5,400 who attended on 8/11/24). Jay told us that he would very much like to have Moozie back next year and would be happy to work with us pre/early season to pick a preferred date, maybe on a 'kids sports' day in the spring (when sports teams attend). Though not discussed with Jay for next year, we think we should request approval of Moozie's making the first pitch, for even greater Moozie awareness.
- It seems that an affirmative view for pursuing Charity of the Game for CKN in 2025 depends primarily on: approval to sell Moozie merchandise, smaller required number of tickets to buy/sell, high probability of sponsor commitments, date/time that align with robust target market attendance, and even enhanced visibility of Moozie – on scoreboard plus mound for first pitch. In CKN's control are other key dependencies (e.g. ample volunteer recruiting, handling of merchandise sales and giveaways, signage, etc). Our goal would be to make the event profitable and even higher-impact.

Finances:

Income	
Ticket sales total (2 @ \$10, 22 @ \$10.80, 2 @ \$12.50, 48 @ \$20)	\$ 1,242.60
Sponsorships (2 at \$250)	500.00
Total Income	\$ 1,742.60
Expenses	
Cost of required 100 tickets @ \$15	\$ 1,500.00
Printing game ticket flyers and sponsorship flyers	50.00
Giveaway puppets promised to children by sponsors (20 @ \$9.18)	183.60
Giveaway MCW#3, stickers, decals, postcards, wristbands (about 100?)	150.00
Total Expenses	\$ 1,883.60
Net Income over Expense	(\$ 141.00)