



MEDIA ADVISORY

FOR IMMEDIATE RELEASE: June 30, 2022

MEDIA CONTACT:

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Get your Tickets on July 14 for a PAWsome time at the 17th Annual Pooches in the Ballpark

St. Louis, Missouri — The St. Louis Cardinals are inviting fans to bring their pets along to the ballpark on Sunday, September 4 for the 1:15 p.m. game against rival Chicago Cubs, with [tickets](#) going on sale July 14 at 10:00 a.m. Sponsored by Nestlé Purina and Schnucks, Pooches in the Ballpark brings pets and people together for America's favorite pastime in a fun and safe environment. Guests who purchase the special Pooches in the Ballpark ticket will receive all-inclusive seats with food and drinks included, plus a Purina goodie bag.

WHO: The St. Louis Cardinals, Nestlé Purina and Schnucks

WHAT: Pooches in the Ballpark, a pet-friendly baseball game where fans can bring their dog to enjoy the game with all-inclusive seats

WHERE: Busch Stadium

WHEN: September 4, 2022 at 1:15 p.m.

Pitching Strategy

Outlets to Pitch to and Rationale:

- Fox 2
 - We have a relationship with them already from previous segments
 - Has high reach – 1.28 million unique monthly visitors
- KSDK
 - Has high reach – 1.18 million unique monthly visitors
 - High social media following – 246k followers
- St. Louis Post Dispatch
 - Schnucks is a sponsor of the event and has a weekly ad in the St. Louis Post Dispatch, so they have a prior relationship with them
 - Has a high reach – 1.55 million unique monthly visitors

Pitch:

SUBJECT LINE: Pitch: Pooches in the Ballpark

Dear [name],

Tickets go on sale on July 14 at 10:00 a.m. for the St. Louis Cardinals' 17th Annual Pooches in the Ballpark, an event where fans are invited to bring their pets along to Busch Stadium on Sunday, September 4 for the 1:15 p.m. game against rival Chicago Cubs. Because St. Louisans love their pets and their Cardinals, *we would like to request that you include a segment highlighting the event during Fox 2 News in the Morning*. The attached media advisory has more information, and I would be happy to provide any additional details you may be interested in. Thank you for your time and I look forward to hearing from you.

Best,

Cela Cashel

3 CTAs:

- Radio: Because St. Louisans love their pets and their Cardinals, we would like to request that you include a segment highlighting the event during The Rizzuto Show on 105.7 The Point.
- TV: Because St. Louisans love their pets and their Cardinals, we would like to request that you include a segment highlighting the event during Fox 2 News in the Morning.
- Print: Because St. Louisans love their pets and their Cardinals, we would like to request that you include a column highlighting the event in the entertainment section of the St. Louis Post Dispatch.

Key Messages

- Pets, people, and baseball are better together
- St. Louisans love the Cardinals and their pets
- Busch Stadium provides a fun and safe environment for pets and people to enjoy a game
- Purchase tickets at www.cardinals.com/pooches

Timeline

- June 29 – Social media post promoting ticket sales
- July 5 – Send pitch/media advisory to news outlets
- July 7 – Social media post promoting ticket sales – 1 week away
- July 14, 10:00 a.m. - Social media post promoting tickets going on sale
- July 14, 10:00 a.m. - Tickets go on sale
- Track ticket sale numbers to analyze performance of promotional tactics

Sample Social Media Post

Caption:

Bring your pup along for a game against rival Chicago Cubs on Sunday, September 4 for the 17th Annual Pooches in the Ballpark! Tickets go on sale in just one week and include food, drinks, and a Purina goodie bag. See you there!

