

The services The Wild Things Park has to offer come in different ways, like food and beverage, ticket sales, and deals or discounts. They offer discounts to kids on Sundays, where kids can come free and eat free too. On the back of every ticket there is a coupon for a McDonalds meal of buy one Big Mac get one free. They also have season ticket holders that get discounts and their specific seat.

The other material they hand out are the lineups and the deception of each player and the coach. It includes different sponsors as well and has the logo as well. It also includes the schedule of each game and whether they are home or away. The price for each single ticket is 15 Dollars and they are free for kids on Sundays. There is also a way to buy season tickets which is about 350 to 400 Dollars depending on seating selection.

The advertisements used at the park are either on the outfield fence or the fences about the stands. They are local places of business and chain restaurants or companies. The Wild Things also advertise online or at local stores and places of business around the area. Including south hills village and Washington shopping area. They hand out schedules and put-up posters for games and tickets.

The marketing strategy is to get people to buy tickets and advertise food and beverage during the game, so people buy more. We also make the videos all about the thing we want people to be interested in so they can be more intrigued to get it.

The people I closely worked with was David Sarnevitz, Kyle Dawson, and Tony Buccilli.

David is my site supervisor and is in charge of creative services and all video ads and graphics, as well as overseeing people running cameras and taking photos.

Kyle is the broadcaster for the stream and guides us to what he wants for the broadcast and how it should look and flow.

Tony is the president and the general manager, but he also runs the music and sound during the game. So walk-up songs, in between innings and during events.

David Sarnevitz started working for The Wild Things in April of 2021. He is from Lynnfield, Massachusetts and attended Ithaca College in the Roy H. Park School in Communications. Getting a bachelor's degree in Sports Media and minoring in Stil Photography, graduating Magna cum Laude. He was on the Mock Trial team while in college and worked in the Athletic Communications Department. David worked at MetLife Stadium in 2019 and also did still photography for the Boston Marathon and the New York City Marathon as well as other races.

Kyle Dawson is on his 6th full season with the Wild Things. He is the play-by-play announcer for the broadcast on the Frontier League. Kyle is from Plum, Pennsylvania and played high school baseball for the Mustangs. After graduation, he went to Waynesburg University and was producer and a broadcaster for the Sports Network. He started out for the Wild Things as a scorer and scoreboard operator, then transferring to being the emcee as an intern. Kyle was the Communication Relations and Social Media Manager in 2017. In 2018 he was the Media Relations Manager and Broadcaster and did the same in 2019. In 2019 he also won the Frontier League's Robert Ford Award for the league's broadcaster of the year.

Tony Buccilli is on his 9th year at the Wild Things and has been working in baseball for 10. He is from Murrsville, Pennsylvania and played baseball at Franklin Regional High School while he worked at his

family business of batting cages. He played a season at Wingate University and then transferred to Indiana University of Pennsylvania. He completed his undergraduate for Pharmacy and his masters in Sports Management. Tony started working for the Wild Things in 2012 and only left for a season to work for the Texas Rangers in 2014. He is also an active Board Member of Washington Youth Baseball.

The professional development at the Wild Things include reads over the PA system and many other graphics that are displayed throughout the park and on the big screen. The budget for the park is made up of all the required purchases each year and adding what needs to be updated or new purchases. The executive Director and the Owner is in charge of what videos and graphics need to be made for their sponsors and advertising. The time that the project needs to be done before the game it is made for, or soon enough that they promised the sponsors.