





“When I put  
on my  
**uniform,**  
I feel I  
am the  
**proudest**  
man on  
earth.”

-Roberto Clemente



The background of the slide is a photograph of a PNC Bank building. The building's facade is light-colored with large windows. The PNC logo, a yellow circle with a white stylized 'P', is mounted on the left. To its right, the words 'PNC BANK' are displayed in large, blue, three-dimensional block letters. Overlaid on this image is a quote in white italicized text.

*"At PNC, we are committed to **making a positive difference** by leveraging the power of our resources to help all move forward"*



# OBJECTIVE: POSITIVELY MAKE A DIFFERENCE IN THE COMMUNITY



**Small Business**



**Veterans &  
Military Services**



**Affinity  
Cardholders**



**The Arts &  
Culture**



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# INTEGRATED TEAMWORK





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# EVOLUTION OF THE PROGRAM

2020

THE BEGINNINGS

2021

THE BUILD

2022

REBRAND &  
ELEVATION

2023

CREATING  
COMMUNITY



# 2020 - THE BEGINNINGS

“We have said it before and we truly mean it, as Pittsburghers we take pride in building each other up and helping where we can in times of trouble, that is what makes this community unique” – Travis Williams, Pirates President



# 2020 - THE BEGINNINGS

- Originated out of responsibility to the community within the North Shore area during the pandemic
- The Pirates and PNC teamed up to support several small businesses surrounding the area to give recognition, resources, and drive business in an incredibly tough time
- Relied on the North Side Chamber of Commerce and the African America Chamber of Commerce of Western PA to help select the six (6) small business to highlight during the season





# 2021 - THE BUILD

*"Support of the Pittsburgh community and those who need us the most, has been a primary focus for us throughout the past year, and we are looking at ways to continue these efforts even as we emerge from the pandemic." – Travis Williams*



# 2021 - THE BUILD

- The program continued into it's second year as six (6) additional small businesses were selected through the help of the
- North Side, African American and Hispanic Chamber of Commerce
- The six (6) businesses were diverse in scope of work - B2C and B2B representation - and in ownership (minority owned, female owned, veteran owned)





WELCOME TO PNC PARK

via  
NY

**CLIP**  
Children's Language Immersion Program

**BISTRO to go**  
catering • café • community

# 2021 SMALL BUSINESS SUPPORT WINNERS



CASA  
BRASIL





# **GOING TO BAT** **FOR SMALL BUSINESS**

PRESENTED BY  **PNC**



# 2022 - REBRAND & ELEVATION

*"We've long known thriving small businesses are the cornerstone of a vibrant local economy. We are proud to once again team up with the Pirates to help create stronger Pittsburgh by supporting deserving business in our own backyard." – Lou Cestello, Pittsburgh regional president for PNC*





# 2022 - REBRAND & ELEVATION

- Challenged by PNC to take program to the next level
- Rebrand from "Small Business Support" to "Going to Bat for Small Business" – a creed to our determination to really stand up and recognize these small businesses.
- Six (6) more small businesses were selected with, again, a focus to recognize a diverse mix of businesses
- NEW: finding business that were making their own difference in their communities





# 2023 - CREATING COMMUNITY

- Driving stronger bonds and connections amongst winners
- Connecting previous recipients with each other
- Driving engagement







# APPLICATION & SELECTION PROCESS



# APPLICATIONS

- 2020 & 2021 – nominations by Chamber of Commerce
- 2022 – opened for self or peer nominations



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- 2020 & 2021 – nominations by Chamber of Commerce
- 2022 – opened for self or peer nominations



**140+**

**Applications received  
(175% of original target)**



# SELECTION PROCESS



Pittsburgh Metropolitan Area  
**Hispanic Chamber**  
of Commerce



PITTSBURGH  
BUSINESS TIMES



AFRICAN AMERICAN  CHAMBER OF COMMERCE  
OF WESTERN PENNSYLVANIA







# RECIPIENT ASSETS & RESOURCES



# ASSETS & RESOURCES

\$90,000+ VALUE



# ASSETS & RESOURCES

- Planned, recorded, and produced TV commercial with in-house creative team
- :30 TV commercials on RSN
- :30 commercials on the Pirates Radio Network
- :10 drop ins on TV and radio
- Featured on dedicated GTB landing page
- LED Takeover for one half inning during every game
- One luxury suite night
- In-game live recognition & support
- Production for all assets by Pirates creative team
- \$5,000 Grant



SCAN ME



# ASSETS & RESOURCES



## DIFFERENCE MAKER ASSET

- Drive deeper impact & make a difference
- Process starts with a needs-analysis meeting with each business owner to dive deeper into their current challenges.
- The team then takes back the learnings and develops a **unique asset/activation** that is built around specific objectives or impact



# DIFFERENCE MAKER

- Motormouth Media is a minority owned marketing agency
- Didn't have time to focus on business development
- Created and executed a unique event at the ballpark with current partners and local brands to help tell their story
- Positioned themselves as a thought leader and introduced their story to a wide range of businesses around the Pittsburgh community, thus helping their business development efforts

# HIT A MARKETING *Home Run!*

WITH MOTOR MOUTH MULTIMEDIA



## PNC'S GOING TO BAT FOR SMALL BUSINESS COMPETITION WINNER

**YOU'RE INVITED TO AN ALL-STAR MARKETING MIXER!**

Learn about winning strategies and marketing trends.  
Plus, connect to Pittsburgh professionals at a baseball game.

**SEPT. 27, 2022 @ 4PM**

**PNC PARK**  
Business Center  
& World Series Suite

**DRESS CODE**  
Business  
Casual

PRESENTED BY





# IMPACTFUL RESULTS



# BY THE NUMBERS





# BY THE NUMBERS

# 18

Business Selected



# BY THE NUMBERS

18

Business Selected

55%

B2C

45%

B2B



# BY THE NUMBERS

18

Business Selected

55%  
B2C

45%  
B2B



- Accounting
- African-American news publication
- Book store
- Construction
- Co-working & kitchen incubator
- Janitorial supplies
- Marketing & multimedia
- Pet supplies
- Professional development for veterans
- Restaurant / bakery (x6)
- Reusable water bottles
- Sign language professional
- Spanish immersion program



# BY THE NUMBERS

18

Business Selected

55%

B2C

45%

B2B



89%

Minority Owned , Veteran  
Owned, or Women Owned



# BY THE NUMBERS

# \$1.2M

In marketing assets, media coverage, tickets  
& hospitality, and financial grants



# SUCCESS STORIES



# NORTH SHORE TAVERN

- 2020 Recipient
- Singed on as a corporate partner for 2022 (low six figure deal)
- Currently working through the renewal





# DRIVING DIGITAL HITS



- 46% increase in website views
- 223% increase in search listing



- 10x web traffic



# MOTORMOUTH MULTIMEDIA

- Brought on to retool website and digital strategy for another recipient – KingFisher Services





# AQUALITY

- Connected with KingFisher Services
- Identified and working on a water project in Africa







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# THANK YOU