













## INTEGRATED TEAMWORK

Corporate **Partnerships** Ownership/Exec Integrated Leadership Marketing

**Pirates Foundation** 

Content & Creative Services





## INTEGRATED TEAMWORK

**Sponsorships** 

**Exec Leadership** 



Marketing & Brand

**Small Business Services** 











### 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)

















## 2022 - REBRIND & 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















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





## • 2020 & 2021 - nominations by Chamber of Commerce • 2022 - opened for self or **Applications received** peer nominations (175% of original target)





## SELECTION PROCESS







Pittsburgh Metropolitan Area Hispanic Chamber of Commerce



























## 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





## DIFFERENCEMAKER

- 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



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





















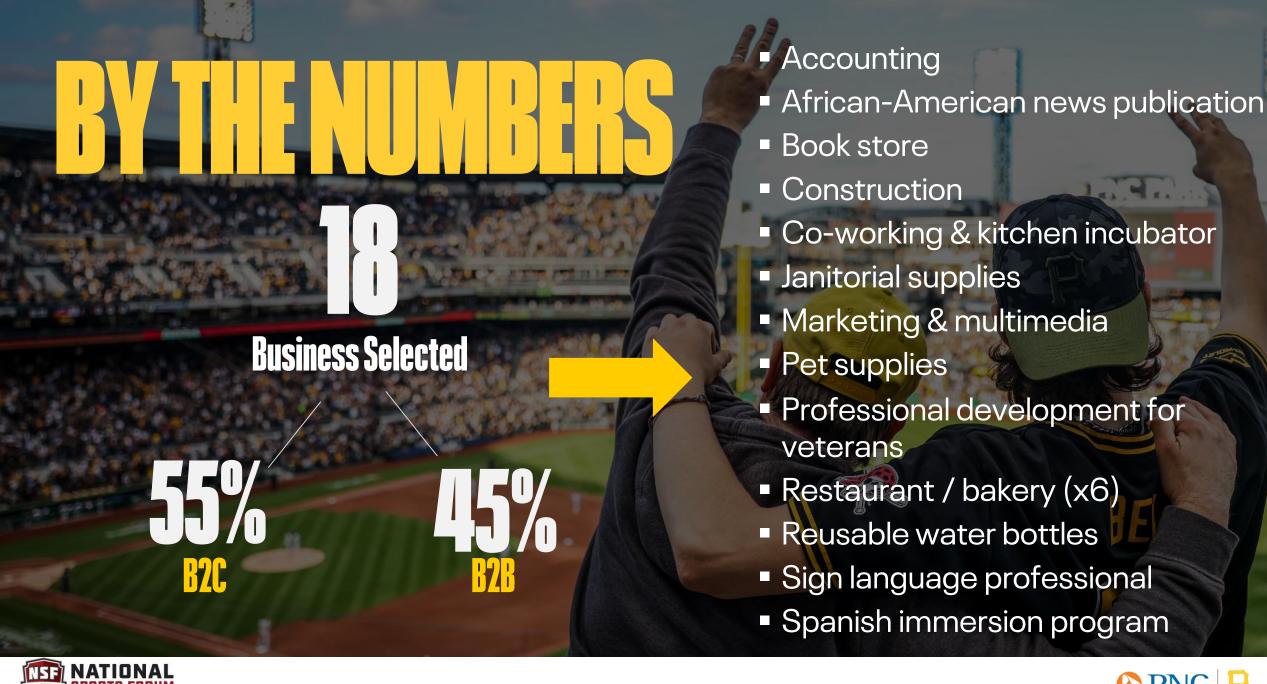






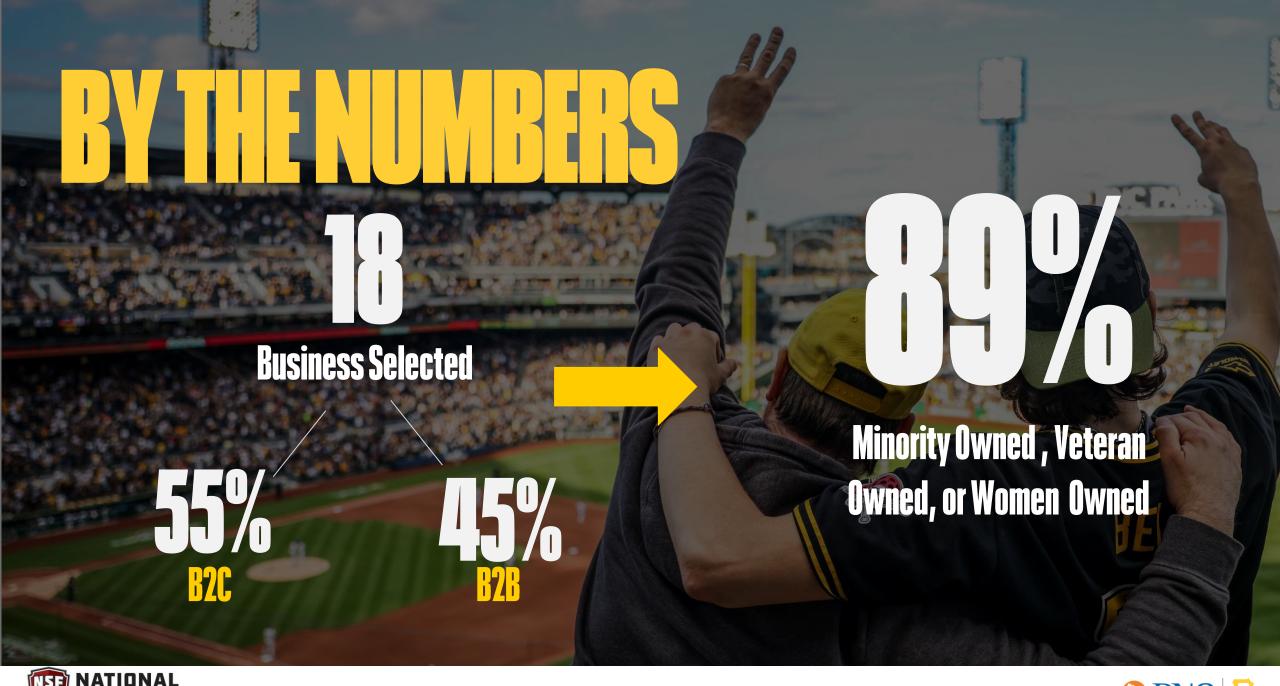
























### NORTH SHORE TAVERN

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

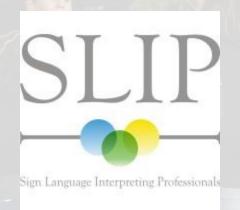






## DRIVING DIGITAL HITS





• 46% increase in website views

223% increase in search listing

the tiny bookstore

10x web traffic





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













