

## INDUSTRY

Sports and Music

## REGION

Nashville, TN

## CHALLENGE

Activate patrons of a minor league baseball game to come early and listen to a 30 minute pre-show performance by various PickleJar artists as well as provide a national sponsor to the Nashville Sounds.

## SOLUTION

Radio Promotion, App Presence and Promotion, and Social Media



# NASHVILLE SOUNDS PRE-GAME CONCERT

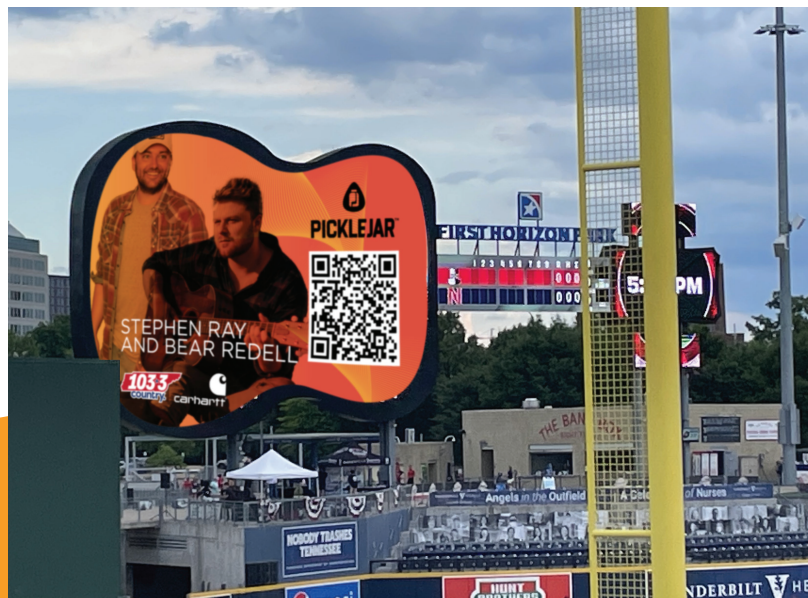


**PICKLEJAR™**

**CASE STUDY**

# WHAT WE CREATED

- ▶ PickleJar teamed up with the Nashville Sounds minor league baseball team to hold a pre-game concert over the Fourth of July weekend at First Horizon Park prior to the sold out baseball game. The 30 minute set, featuring key PickleJar artists, began when the venue gates opened and was broadcast on the guitar-shaped jumbotron in center field.
- ▶ As part of the pre-event promotion, PickleJar conducted radio give-a-ways, at least 25 on-air mentions, email blasts, and social media posts.



## RESULTS

- ▶ The July 2nd event, was a sold out evening at the ballpark, with patrons lining up well before the opening of the gates in order to catch the performance.
- ▶ The weekly cumulative audience of radio stations that promoted the event totaled 375,700 listeners.



**PICKLEJAR™**



**PICKLEJAR.COM**