

[ANCHOR ON-CAM]
SUZANNE SUPREMUS
RR:14.5

[TAKE PKG]

TRT= 1:30
OUTCUE: STANDARD

(NATS UP FULL FOR 1 SECOND -Family
picture with Santa)

People entering ballpark sequence

Team Store line sequence

{SOT}
Joe Segneri
Gateway Grizzlies Marketing Coordinator
TC: 7:05 – 7:15

WS of kids petting the animals.

{ANCHOR INTRO}

SANTA CLAUS MADE A LIST,
CHECKED IT TWICE, AND AT SANTA
LAND, FOUND OUT WHO WAS NAUGHTY
OR NICE. MAKING GRIZZLIES BALLPARK
THE ULTIMATE CHRISTMAS
DESTINATION FOR ALL THOSE
AROUND.

WSIE'S MARK POEPEL HAS THE
STORY.

[TAKE PKG]

(NATS UP FULL – Family picture with
Santa)

AN ESTIMATED CROWD OF 5
HUNDRED PEOPLE TURNED OUT FOR
THE GATEWAY GRIZZLIES SECOND
ANNUAL SANTA LAND EVENT
YESTERDAY.

FANS SAID IT WAS A "JOLLY" TIME.

{SOT: JOE SEGNERI}

"This year's Santa Land was definitely
my favorite Santa Land I've been a part of.
From a marketing perspective, using last
year's experiences and adding a petting
zoo, we marketed it as an addition to the
experience which added value to the ticket
and our organization as a whole. I could see
that the families were having a great time."

THE GRIZZLIES' SANTA LAND EVENT
INCLUDED PICTURES WITH SANTA, A
STORY TIME WITH MRS. CLAUS, A

Sequence of kids running through the Grizzlies concourse with the Balloon Artist in the background.

{SOT}
Becky Wuest
Gateway Grizzlies Marketing Director
TC: 10:11 – 10:25

Turf construction sequence

{NATSOUND .5 SECONDS OF
CHRISTMAS BELLS}

[SOT]
Kurt Ringkamp
Gateway Grizzlies General Manager
TC: 8:05 – 8:32

Izzy the Grizzlie hugging fans.

BALLOON ARTIST, A PETTING ZOO, AND MUCH MUCH MORE.

AND THE CHILDREN EVEN GOT THE CHANCE TO COMPLETE THE GRIZZLIES PASSPORT ACTIVITY WHICH RESULTED IN THE PRIZE OF A GIFT BAG FILLED WITH GOODIES.

{SOT: Becky Wuest}
“Santa Land went fantastic! We increased attendance and increased our revenue. I was able to capture so many pictures of families enjoying what our wonderful team was able to provide for them.”

ALTHOUGH THE BALLPARK HAS BEEN IN THE PROCESS OF GETTING NEW TURF FOR THE FIELD, THE STAFF WAS ABLE TO HAVE THE PLACE READY FOR A DAY FULL OF FESTIVE FUN.

{NATSOUND .5 SECONDS OF
CHRISTMAS BELLS}

[SOT: Kurt Ringkamp]
“The biggest obstacle was how to put this on with the turf being replaced. So last year we had all these games on the outfield from soccer, to baseball games, and just kids running the bases. This year we were able to start replacing the turf, but we weren’t sure if it would be done in time and if we were going to be able to use the field for our traditional pictures with Santa. The turf project has been going a little bit faster than expected so we were still able to take pictures with Santa on the field.”

EVERYONE HAD A GREAT TIME AND STARTED THEIR HOLIDAY RIGHT.
IN EDWARDSVILLE, I’M MARK POEPSSEL, WSIE NEWS.

[ANCHOR TAG]
TED BAXTER
RR: 14.5

{ANCHOR TAG}
THE GATEWAY GRIZZLIES HAVE
MORE EXCITING EVENTS PLANNED
THROUGHOUT THE YEAR WHICH CAN
BE FOUND ON GATEWAY
GRIZZLIES-DOT-COM.