



JULY-SEPTEMBER 2023

RECAP

ARLINGTON • NEW YORK •
BOSTON • DETROIT •
ATLANTA • MINNEAPOLIS •
PITTSBURGH



Introduction

'The Puerto Rico's Day at the Ballpark' series, produced by 21 Events Inc, recognized Puerto Rico's 125-year baseball legacy since 1898 and its remarkable ballplayers, and featured activations at each game, including live music, videos, first pitch by a Puerto Rican representative, pre-game presentations, kiosks with giveaways, and TV/radio promotions with regional sports networks (RSNs). The series debuted with successful events in Arlington, New York, Boston, Detroit, and Atlanta from July 18 to 30, 2023, with additional stops in Minneapolis and Pittsburgh on September 9 to 16, 2023 being added afterward. Participating teams are the Texas Rangers, New York Mets, Boston Red Sox, Detroit Tigers, Atlanta Braves, Minnesota Twins and Pittsburgh Pirates. Honored players include Iván "Pudge" Rodríguez, Edwin Díaz, Joey Cora, Francisco Lindor, Ramón Vázquez, Alex Cora, Javier Báez, Joe Jiménez, Eddie Rosario, Enrique Hernández, Willi Castro, Carlos Correa, Emilio Pagán, Christian Vázquez, Jose Miranda, Juan Nieves, Alex Lange, Riley Greene, and Joshua Palacios. The series also involved us creating bespoke artwork representing each Puerto Rican player's heritage, presented to them before every game.



Schedule

Arlington, TX	July 18, 2023
New York, NY	July 20, 2023
Boston, MA	July 25, 2023
Detroit, MI	July 27, 2023
Atlanta, GA	July 30, 2023
Minneapolis, MN	September 9, 2023
Pittsburgh, PA	September 16, 2023





#PRDayTX

July 18, 2023



TEXAS

The game was held Tuesday, July 18th in Globe Life Field. Activations in Texas included curated music, signage and videos, Secretary of Sports and Recreation of Puerto Rico Ray J. Quiñones throwing out the first pitch, a pre-game on field presentation by both Secretary Quiñones and the PRCDA's Deputy Executive Director Norberto Perez O'Neill to Iván "Pudge" Rodríguez (*including a commissioned artwork & :60 video featuring him*), a table with giveaways, as well as broadcast promotions via television with Bally Sports Southwest. The video recap also features a short interview with "Pudge."



Rangers/ Globe Life Field

Stadium Sponsorship



PRCDA sponsored Globe Life Field on July 18 during the Tampa Bay Rays vs Texas Rangers game. Attendance: 34,677.

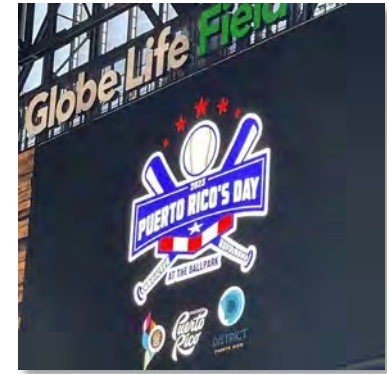
Deliverables:

- Fixed Home Plate
- IPTV
- :60 Scoreboard Video
- On-Field Presentation
- First Pitch
- Kiosk
- Suite & Tickets for 20 Guests
- Food & Beverage Credit
- (20) Hats
- Bonus: Player Interview Opportunity



Puerto Rico's Day at The Ballpark in Texas

July 18, 2023





#PRDayNY
July 20, 2023



NEW YORK

The game was held Thursday, July 20th in Citi Field. Activations in NYC included live music, signage and videos, Puerto Rico Convention District Authority Executive Director Mariela Vallines throwing out the first pitch to Secretary of Sports and Recreation of Puerto Rico Ray J. Quiñones, a pre-game on field presentation by both to Edwin Díaz, Joey Cora and Francisco Lindor (including a commissioned artwork & :60 video featuring them), a table with giveaways, as well as broadcast promotions via television with SNY.



Mets/ CitiField

Stadium Sponsorship



PRCDA sponsored CitiField on July 20 during the Chicago White Sox vs New York Mets game. Attendance: 34,751.

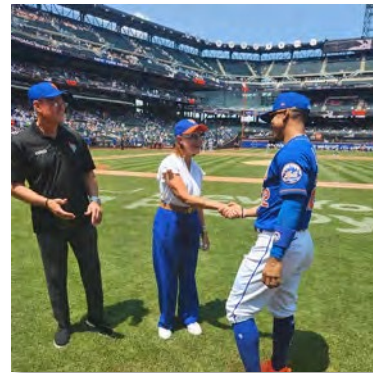
Deliverables:


- :60 Scoreboard Video
- On-Field Presentation
- First Pitch
- Table (21,776 Attendees entered through the Rotunda Gate)
- Music Performance Accommodations with Table & En Suite
- Suite & Tickets for 20
- Bonus: (8) Additional Tickets
- Bonus: (20) Hats
- Bonus: Use of Press Conference Area



Puerto Rico's Day at The Ballpark in New York

July 20, 2023





#PRDayBOS
July 25, 2023



BOSTON

The game was held Tuesday, July 25th in Fenway Park. Activations in Boston included signage, a pre-game on field presentation by Puerto Rico Convention District Authority Executive Director Mariela Vallines and PRCDA Director of Security Yamarie Rivera to Ramón Vázquez, Alex Cora, and off-field to Enrique "Kike" Hernández (including a commissioned artwork & a :60 video featuring the individual honorees), a table with giveaways, as well as broadcast promotions via television with New England Sports Network (NESN). It should be noted that these activations coincided with the Boston Red Sox's own Puerto Rican Celebration, which featured a special ticket package, Red Sox Puerto Rico jersey, live music and more!



Red Sox/ Fenway Park

Stadium Sponsorship



PRCDA sponsored Fenway Park on July 25 during the Atlanta Braves vs Boston Red Sox game. Attendance: 36,663.

Deliverables:

- Gate Signage at Five (5) Entrances
- :60 Scoreboard Video
- On-Field Presentation
- Tabling
- (20) State Street Pavilion Tickets
- (20) Meals at State Street Pavilion Club
- (40) Puerto Rican Day Jerseys
- Bonus: Player/ Manager Interview Opportunity



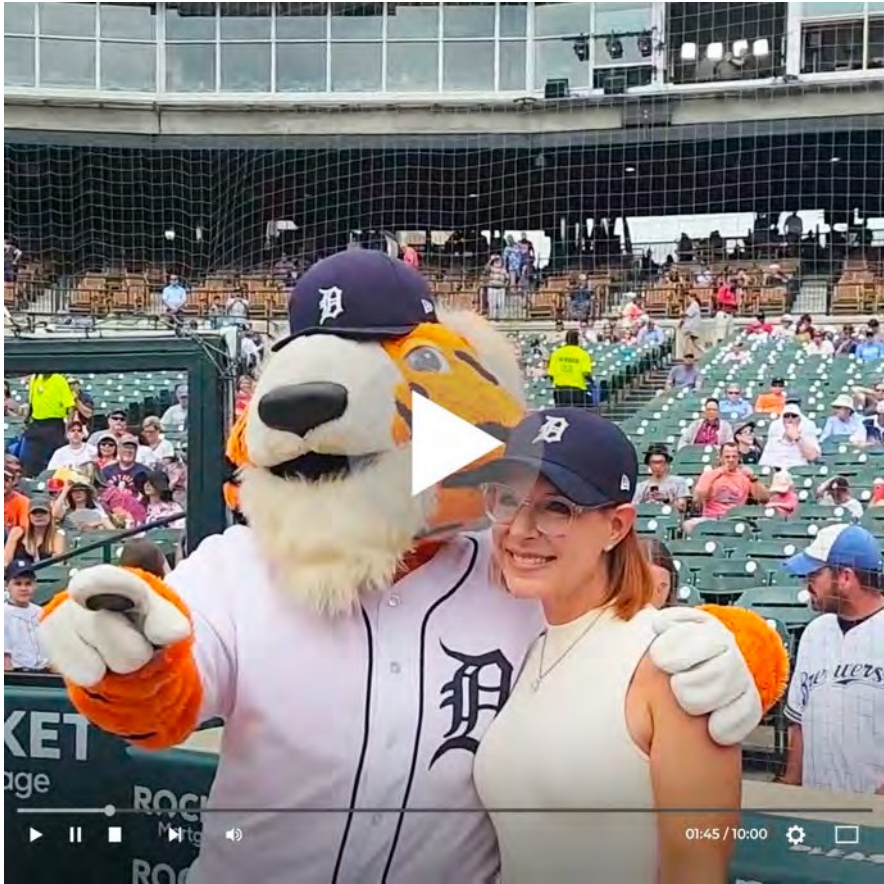
Puerto Rico's Day at The Ballpark in Boston

July 25, 2023





#PRDayDT
July 27, 2023



DETROIT

The game was held Thursday, July 27th in Comerica Park (It was postponed from the 26th due to rain). Activations in Detroit included curated music, signage and videos, Puerto Rico Convention District Authority Executive Director Mariela Vallines throwing out the first pitch, a pre-game on field presentation by Vallines and PRCDA Director of Security Yamarie Rivera to Javier Báez and off-field to Juan Nieves, Alex Lange, and Riley Greene (including a commissioned artwork & :60 video featuring the individual honorees), a table with giveaways, as well as broadcast promotions via television with Bally Sports North. The video recap also contains a brief interview with Javier Báez.



Tigers/ Comerica Park

Stadium Sponsorship

PRCDA sponsored Comerica Park on July 27 during the Los Angeles Angels of Anaheim vs Detroit Tigers game. Attendance: 33,164.



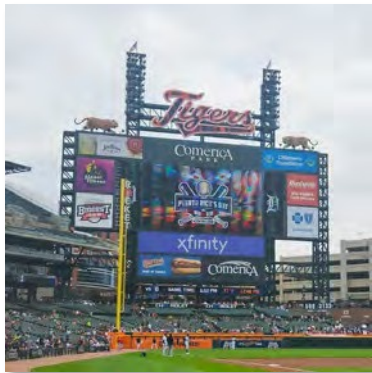
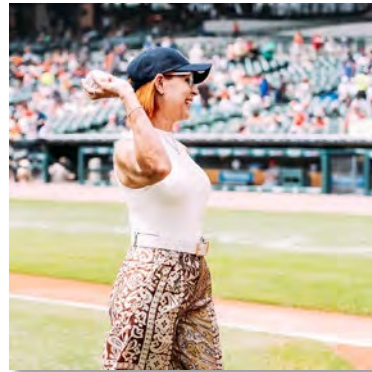
Deliverables:

- 4 1/2 -inning Behind the Plate Glass Creative
- IPTV - 5-minute Tiger Vision Rotation
- :60 Scoreboard Video
- On-Field Presentation
- First Pitch
- Two (2) :30 sec In-Game Videos
- One (1) In-Game Feature
- Kiosk
- Suite & Tickets for 20 Guests
- Food & Beverage Credit
- (20) Hats
- Bonus: Player Interview Opportunity
- Bonus: Tiger Radio in Spanish Pre-Game Commercial



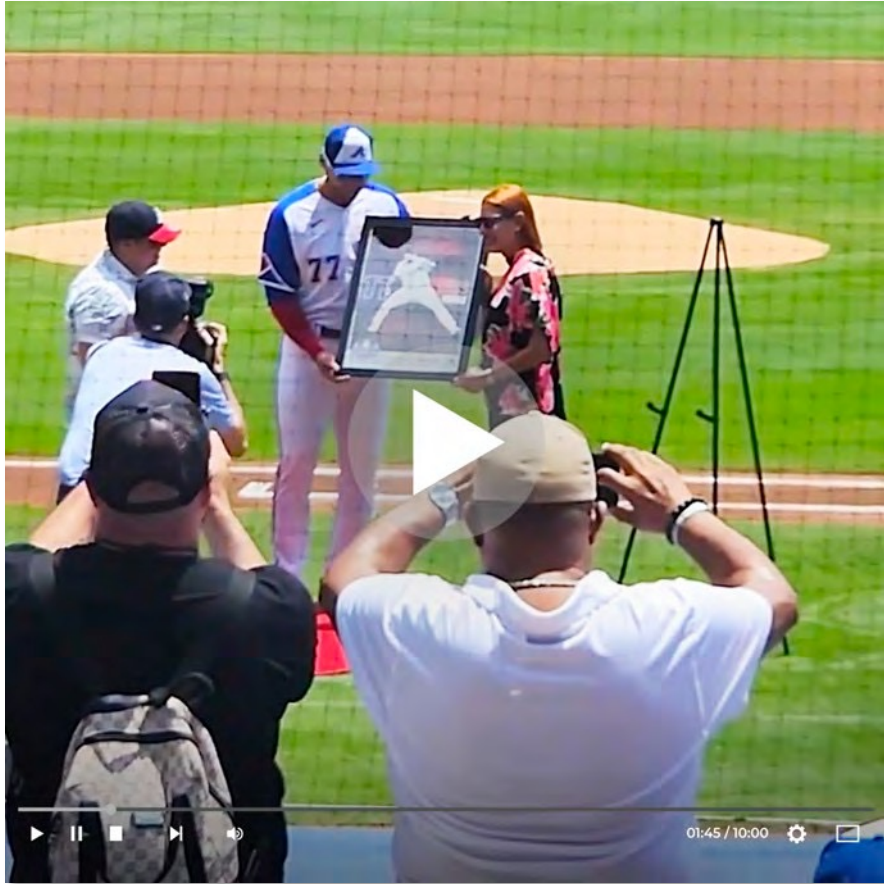
Puerto Rico's Day at The Ballpark in Detroit

July 27, 2023





#PRDayATL
July 30, 2023



ATLANTA

The game was held Sunday, July 30th in Truist Park. Activations in Atlanta included live music onstage, signage and videos, Puerto Rico Convention District Authority Executive Director Mariela Vallines throwing out the first pitch, a pre-game on field presentation by Vallines and PRCDA Director of Accounting Services Edwin Rivera to Joe Jimenez* (including a commissioned artwork & :60 video featuring the individual honorees), a table with giveaways, as well as broadcast promotions via television with Bally Sports Southwest. The video recap also contains a brief interview with Eddie Rosario & Joe Jimenez. (*Eddie Rosario was recognized off-field.)



Braves/ Truist Park

Stadium Sponsorship

PRCDA sponsored Truist Park on July 30 during the Milwaukee Brewers vs Atlanta Braves game. Attendance: 40,262.



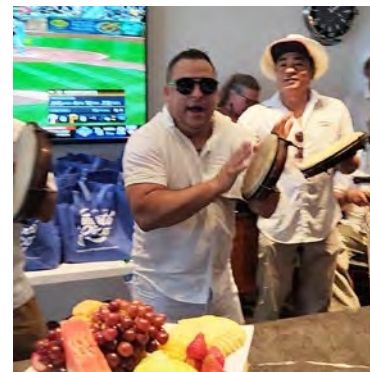
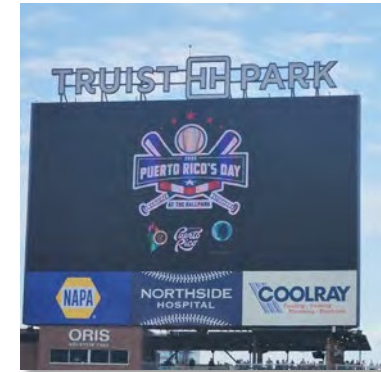
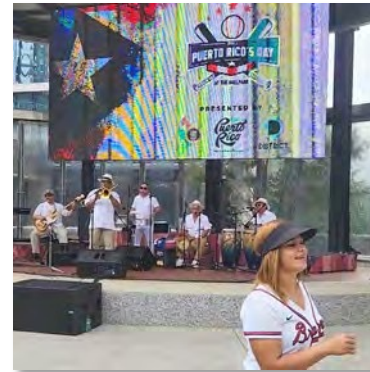
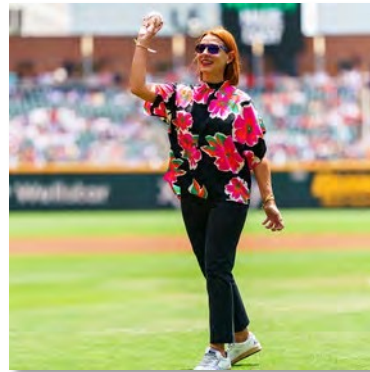
Deliverables:

- Home Plate C Signage (Exposures: 1,062, Duration: 1:54:45, 100% Media Value: \$657,697)
- IPTV
- :60 Scoreboard Video
- On-Field Presentation
- First Pitch
- Third Base Table
- GA Pavilion Stage for Live Music
- Suite & Tickets for 24 Guests
- Food & Beverage Credit
- (20) Hats
- Bonus: (40) Bobbleheads
- Bonus: Player Interview Opportunity in Press Conference Area
- Bonus: On-Deck Segment with Mariela that also aired on Braves Vision Scoreboard



Puerto Rico's Day at The Ballpark in Atlanta

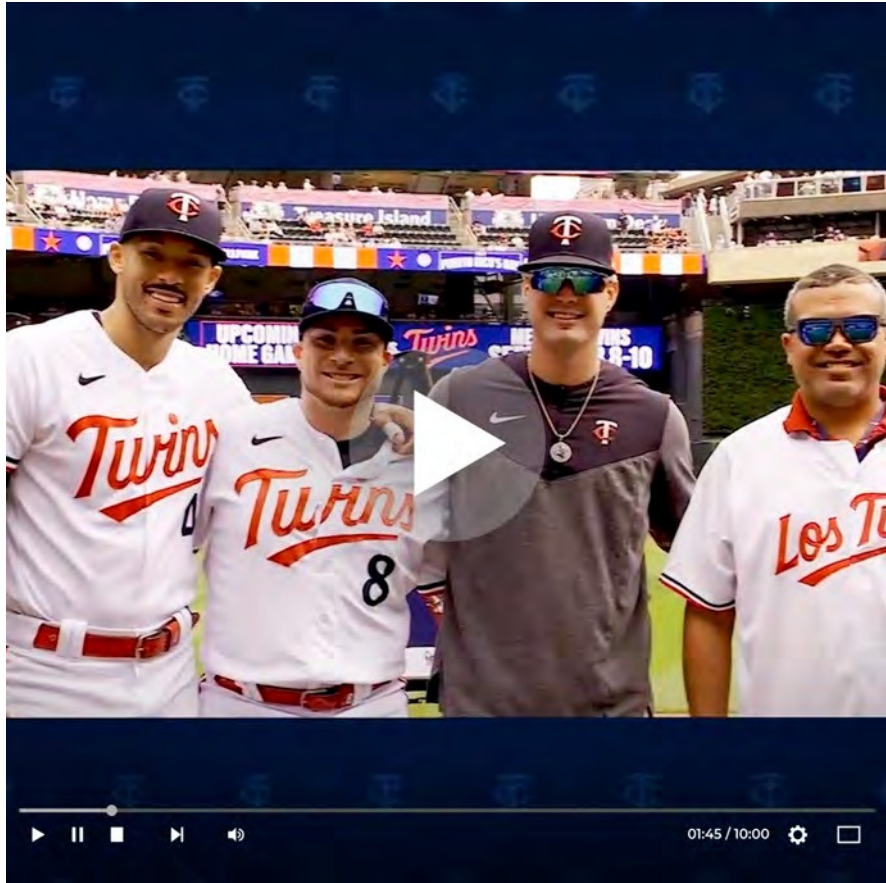
July 30, 2023





#PRDayMSP

September 9, 2023



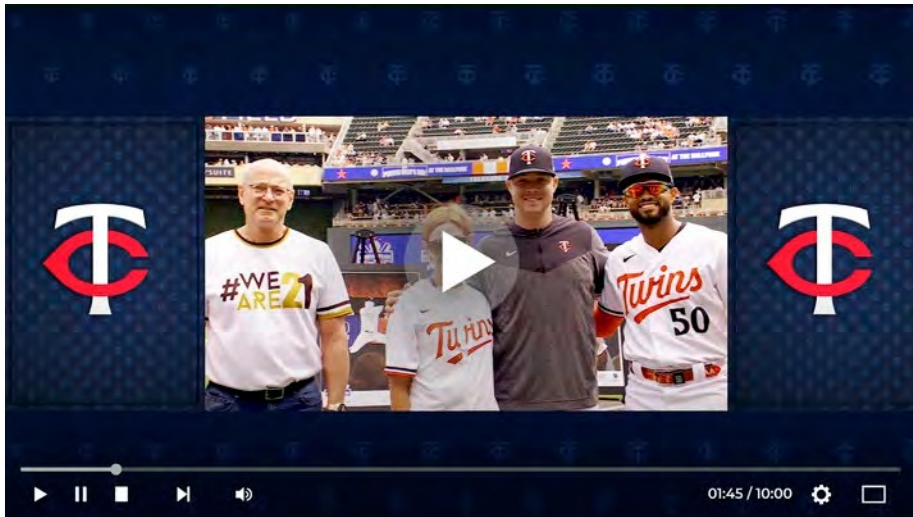
MINNESOTA

The game was held Saturday, September 9th in Target Field. Activations in Minneapolis included live music, signage and videos; Puerto Rico Convention District Authority Executive Director Mariela Vallines throwing out the first pitch; a pre-game on field presentation by Puerto Rico's Secretary of Sports and Recreation Ray Quiñones, PRCDA Deputy Executive Director Norberto Perez-O'Neill, and Vallines to Willi Castro, Carlos Correa, Emilio Pagán, Christian Vázquez, and Jose Miranda (including a commissioned artwork & :60 video featuring the players); as well as broadcast promotions via television with Bally Sports North. The video also contains brief interviews with a few of the players. (*Willi Castro returned from injury leave, so he was on-field, but not in the billboard video.)



Twins/ Target Field

Stadium Sponsorship



PRCDA sponsored Target Field on September 9 during the New York Mets vs Minnesota Twins game. Attendance: 30,673.

Deliverables:

- IPTV on all 650+ TV's
- :60 Scoreboard Video
- On-Field Presentation
- First Pitch
- Access to Perform Live Music
- (20) Jerseys
- Bonus: Player Interview Opportunity in Clubhouse
- Bonus: Puerto Rico's Day at the Ballpark logo inclusion during the pregame as well as in-game
- Bonus: One (1) in-game, exclusive inning break including a 1:00 scoreboard feature and LED ribbon board loops. The scoreboard feature included a :30 partner branded video as well as a ballpark produced element.



Puerto Rico's Day at The Ballpark in Minnesota

September 9, 2023





#PRDayPIT

September 16, 2023



PITTSBURGH

The game was held Saturday, September 16th in PNC Park. Activations in Pittsburgh included live music, signage and videos, Puerto Rico Convention District Authority Executive Director Mariela Vallines throwing out the first pitch; a pre-game on field presentation by Vallines to Joshua Palacios (including a commissioned artwork & :60 video featuring the player), a special private film screening of 3000 Razones, broadcast promotions via television with AT&T SportsNet Pittsburgh, as well as a few other surprises, such as the Junte Boricua initiative being introduced publicly.



Pirates/ PNC Park

Stadium Sponsorship



PRCDA sponsored PNC Park on September 16 during the New York Yankees vs Pittsburgh Pirates game. Attendance: 31,922.

Deliverables:

- Home Plate Pad (Qi Media Value \$140,780, Exposures 683, Duration 01:11:37, Sponsorship Qi Impressions 2,715,100)
- :60 Scoreboard Video
- On-Field Presentation
- First Pitch
- Music Performance Accommodations
- Suite & Tickets for 40
- 100 Roberto Clemente Hats
- Bonus: Player Interview



2023
PUERTO RICO'S DAY
AT THE BALLPARK

PRESENTED BY
JUNTA BORICUA DISTRICT

YANKEES VS PIRATES
SATURDAY, SEPTEMBER 16, 2023

'3000 RAZONES' SCREENING
3:00PM - 4:30PM ET

You are invited to watch the short documentary celebrating Roberto Clemente's life and legacy, "3000 Razones," followed by a Q & A with Clemente Memorabilia Collectors Mariela and Ricardo Fernandez.

PUERTO RICO'S DAY AT THE BALLPARK
6:35PM ET GAME

Then, you are invited to join us at our Suite to watch the pre-game on-field presentation where we honor a Puerto Rican ballplayer, take in the game, as well as enjoy hors d'oeuvres and receive a VIP gift bag.

We suggest arriving at 2:30pm for the movie screening, to enjoy all of the festivities. Let us know if you would like to attend.

SCREENING	GAME
SPRINGHILL SUITES BY MARRIOTT Pittsburgh North Shore (Clemente/ Warhol Room) 223 Federal St Pittsburgh, PA 15212	PNC PARK 115 Federal St Pittsburgh, PA 15212

DEADLINE TO RSVP: SEPTEMBER 14 AT 5PM ET
(unless otherwise specified)
 Confirmation is required at:
 Heather Lopez | happyandhealthymom@gmail.com

3000 Razones

Private Screening

Prior to the Main Event, a private, invite-only screening of the Emmy-nominated documentary, 3000 Razones, was held at the Springhill Suites by Marriott Pittsburgh North Shore, just across the street from the stadium.

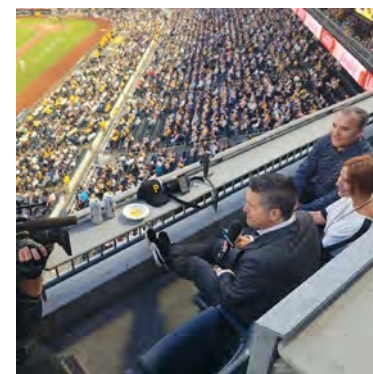
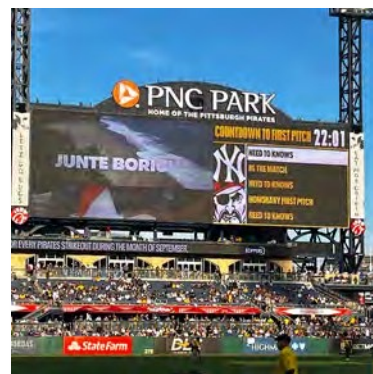
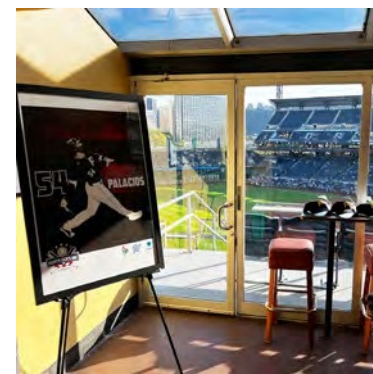
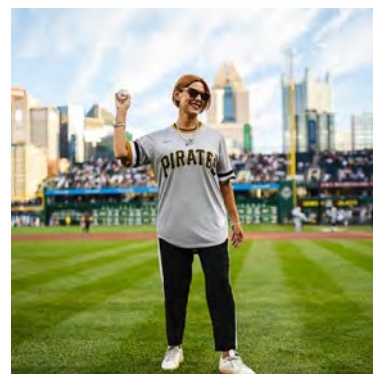
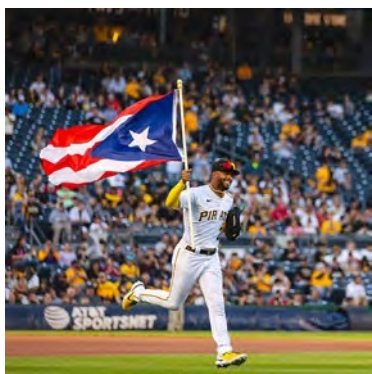
As a special added value, Clemente Memorabilia Collectors Mariela and Ricardo Fernandez were available for a Q & A.

Attendees were then walked to the traveling Clemente exhibit bus, as well as the Clemente statue where live music was set-up.



Puerto Rico's Day at The Ballpark in Pittsburgh

September 16, 2023



A stylized graphic of the American flag, featuring a large, textured blue star on a white background. The star is composed of several overlapping, slightly offset shapes, giving it a layered, three-dimensional appearance. The colors are vibrant and the texture is reminiscent of a rough, painted surface.

Regional Sports Network
Media Campaign

Bally Sports Southwest **TEXAS**

In each series event location, we worked with the local Regional Sports Network to further promote the event and sponsors via a mix of paid and organic media. In Texas, we worked with Bally Sports Southwest for the 7/18/23 Game..

CAMPAIGN STATS:

- 30 Distrito Spot, (1) :30 Discover Puerto Rico spot, (1) :60 Presentation, (1) :06 Feature, and (1) :06 Billboard.
- Achieved +66% higher viewership than anticipated!
- Spots Viewership Achieved 259,000
- 2023 Texas Rangers Viewership on Bally Sports was +90% Higher YOY
- GAME SEEN IN ALL Key markets across all of Texas, Oklahoma, Arkansas, and Louisiana



Video #1: https://drive.google.com/file/d/1NBQwM_DcN0dcn4oygFdXqrTFnvXjrpg/view?usp=sharing

Video #2 <https://drive.google.com/file/d/1sxASKB29KhKryiWooc0jokCiECYgKZPj/view?usp=sharing>



SNY NEW YORK

In New York, we worked with Sportsnet New York (SNY) for the 7/20/23 Game.

CAMPAIGN STATS:

- 1) :30 Distrito Spot, (1) :30 Discover Puerto Rico spot, (1) :60 Presentation, (1) :30 Feature, (1) :20 Feature, (1) :27 Feature, and (2) :06 Billboards.
- Spots Viewership Achieved 821,753.
- Provided Four (4) Premium Tickets for Discover Puerto Rico



Video: <https://www.dropbox.com/scl/fo/87qf8bvostx479qleffno/h?rlkey=s4cmhi38w5x1tyr6mkvzp3puu&dl=0>

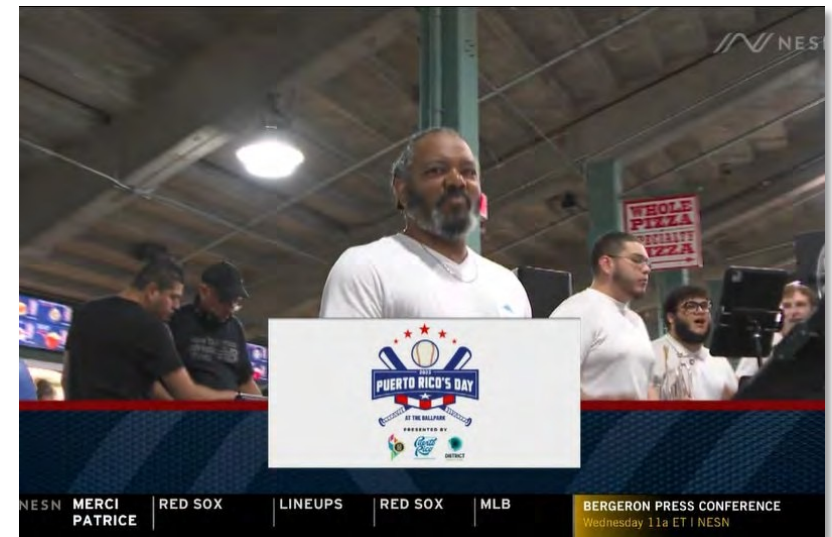


NESN BOSTON

In Boston, we worked with the New England Sports Network (NESN) for the 7/25/23 Game.

CAMPAIGN STATS:

- (1) :30 Distrito Spot, (1) :30 Discover Puerto Rico spot, (1) :60 Presentation, and (1) :06 Billboard.
- Spots Viewership Achieved 545,089
- 7/24 TW Post (351K Followers)
<https://twitter.com/NESN/status/1683494627720962048>
- 7/25 TW Post (351K Followers)
<https://twitter.com/NESN/status/1683869876975177729>



Bally Sports Detroit

DETROIT

In Detroit, we worked with Bally Sports Detroit. Due to the game postponement from 7/26/23 to 7/27/23, there was a double-header game, which allowed the spots to air twice.

CAMPAIGN STATS:

- Aired twice for double-header: (1) :30 Distrito Spot, (1) :30 Discover Puerto Rico spot, (1) :60 Presentation, and (1) :06 Billboard.
- Spots Viewership Achieved 265,000 (220K Linear Broadcast +43K Streaming)
- 3.5 peak rating of linear broadcast that day

Video #1: https://drive.google.com/file/d/1qzvkEhsBIuakKvqCAuJZM3ROMwqMP-WA/view?usp=share_link

Video #2: https://drive.google.com/file/d/1NSKGBeeyfL1UmeRMZ7OQSAtnwgFLO1zk/view?usp=share_link



Bally Sports **ATLANTA**

In Atlanta, we worked with Bally Sports South & Southeast for the 7/30/23 Game.

CAMPAIGN STATS:

- (1) :30 Distrito Spot, (1) :30 Discover Puerto Rico spot, (3) :60 Presentation (2 In-Game & 1 Re-Air), and (1) :31 Feature.
- Spots Viewership Achieved 266,000 (107,000 Atlanta Market)
- GAME SEEN IN ALL Key markets across all of NC, SC, GA, AL, MS, and TN
- 4.0 Household Rating



Video: https://drive.google.com/file/d/1DVvErXjq_MdvTtqsyIBQarmvRJ8yQ6EY/view?usp=sharing



Bally Sports North

MINNESOTA

In Minnesota, we worked with Bally Sports North for the 9/9/23 Game.

CAMPAIGN STATS:

- (2) :30 Distrito Spot, (1) :60 Presentation, (1) :23 Feature, and (1) :26 Feature.
- Spots Viewership Achieved 417,780 (211,000 Minneapolis Market)
- GAME SEEN IN ALL Key markets across all of Minnesota, Western Wisconsin, North Dakota, South Dakota and Northern Iowa.
- Use of Bally Sports North Suite, Tickets and Food for 16 Guests
- Posts on x (104.6K Followers):
<https://twitter.com/BallySportsNOR/status/1700590830178722278> &
<https://twitter.com/BallySportsNOR/status/1700567846491673019>



Video #1: https://drive.google.com/file/d/1x3Bjh29bz_mu12XN7yOaiS_B6avOBWtz/view?usp=sharing
Video #2: <https://drive.google.com/file/d/1BitIT14BV7N5sRuF7vIqvIa8wwq8xsMQ/view?usp=sharing>
Video #3: https://drive.google.com/file/d/1_xqAN6XhRFAMWN2AfOv3uqqU5vKCoXt/view?usp=sharing



AT&T SportsNet **PITTSBURGH**

In Pittsburgh, we worked with AT&T SportsNet for the 9/16/23 Game. (Note: The network has since changed ownership.)

Campaign Stats:

- (3) :30 Distrito Spots- Pregame, In-Game, and Post-Game, (1) :30 Junte Boricua spots- Pre-Game, In-Game, and Post-Game, (1) :60 Presentation, (3) :06 Feature and Billboard- Pre-Game, In-Game, and Post-Game.
- Live Interview for entirety of the top of the 3rd inning with Mariela Vallinas (PRCDA) AND Pedro Zorrilla (Junte Boricua).
- Spots Viewership Achieved 889,000
- 12M Subscribers in Territory
- 2023 Pittsburgh Viewership on AT&T SportNet Pittsburgh was +72% Higher YOY
- 4.21 HH Rating
- Segment shared by Pirates showing Junte Boricua Plate Signage (810.8K Followers)
<https://twitter.com/Pirates/status/1703181496930967812>
- Highlights on MLB Youtube post display Junte Boricua Plate Signage:
<https://youtu.be/XRyJ4Nw00LU?si=aazBZA2xpqWP95PM>
(4.74M subscribers, 72K views)





Media
& Influencers

Media & Influencer Coverage Examples

OUTLET/ PLATFORM	LINK
The Dallas Morning News	https://www.dallasnews.com/sports/rangers/2023/07/18/rangers-icon-ivan-pudge-rodriguez-recognized-for-impact-on-puerto-rico-through-baseball/
Al Dia	https://aldianews.com/en/culture/heritage-and-history/showing-love-game
Texas Rangers (YouTube 28K)	https://www.youtube.com/watch?v=_shwrJqtX58
Baseball BasBat (YouTube 2.45K)	https://www.youtube.com/watch?v=ztH7f3kYRt4
Elisa Chiaradia (Instagram 115K)	https://www.instagram.com/reel/Cu7xim2vHIN
DJ Latin Prince (Instagram 252K)	https://www.instagram.com/reel/Cu5bBRdAH3p/
El Mundo de Las Grandes Ligas Podcast (Syndicated by MLB and more)	https://latinobaseball.com/7-20-23-el-mundo-de-las-grandes-ligas/
Ezequiel de la Rosa (Instagram 215K)	https://www.instagram.com/reel/CvUrhe9AKfE/



Media & Influencer Coverage Examples

OUTLET/ PLATFORM	LINK
Gemarla Babilonia	https://www.instagram.com/reel/CvKkOIMrqp8/
Sassy Selena (IG 38K)	https://drive.google.com/file/d/1mD0bEwEyK5MapvYk2gctGnFQaTbUGnyI/view?usp=sharing
Boston de Noche	https://www.facebook.com/watch/?v=273272555311282
El Mundo Boston	https://elmundoboston.com/festival-puertorriqueno/
Rumba 97.7 FM/ DJ Chocolate (IG 9K)	https://www.instagram.com/reel/CvIt0uDtajG/
Rumba 97.7 FM/ Jeniffer Mariel (IG 13K)	https://www.instagram.com/reel/CvIqkLRLbt2/
The San Juan Daily Star	https://www.sanjuandailystar.com/post/detroit-tigers-to-mark-125-years-of-baseball-on-island-with-puerto-rico-day
Puja (IG 4.9K)	https://drive.google.com/file/d/1QvIQaAmhdrvEkQ4QWMtYIFvci_OCYOB/view?usp=sharing



Media & Influencer Coverage Examples

OUTLET/ PLATFORM	LINK
Univision Atlanta/ Jesus Saez	https://www.instagram.com/p/CvYVgglTOFp/?hl=en
Telemundo Atlanta	https://www.instagram.com/p/CvVKznDoYsH/
Pretty Frugal Diva	https://www.instagram.com/p/CvVLHyBgnle/
Hispatlanta (IG 47.7K)	https://www.instagram.com/reel/CvmwQEdAYUR/
Norberth Perez (IG 62.2K)	https://www.instagram.com/p/CvVMXzNKs_m/
Shanna Gebhard/ Peyton's Momma	https://www.facebook.com/shanna.gebhard/posts/pfbid0mWXwY9Fjuh_uujwTWxF8K2djKkcdAbn3jfDaRq9Ya7jXcRz3dawaxohSPPX7JXRwQ
MLB (4.75M)	https://www.youtube.com/watch?v=XRyJ4Nw00LU
New York Yankees (Youtube 146K)	https://www.youtube.com/watch?v=r8Y5tcHYOJM



Media & Influencer Coverage Examples

The San Juan Daily Star - JUL 29 - 1:40 PM EDT

Detroit Tigers to mark 125 years of baseball on island with Puerto



Comerica Park in Detroit

By THE STAR STAFF

The Alltelmo company is organizing a series of events to commemorate 125 years of baseball in Puerto Rico, including Puerto Rico Day today at Comerica Park in Detroit.

The events are sponsored by the Puerto Rico Convention District Authority.

THE DALLAS MORNING NEWS

Rangers icon Iván 'Pudge' Rodríguez recognized for impact on Puerto Rico through baseball

Although the Hall of Famer suited up for several different MLB clubs, he always wore the Puerto Rico jersey underneath.



ARLINGTON — They are silent and cold. But still, the stadium full echoes.

AL DÍA THE BEST OF THE MEXICAN EXPERIENCE



The series 'Puerto Rico's Day at the Ballpark' premieres in a few days

The special programming can only be seen in stadiums assigned by the MLB.

By Yessica Alvarez
July 14, 2023

SHARE THIS CONTENT:

EL MUNDO BOSTON

Festival puertorriqueño



AVI
JOB POSITION AVAILABLE
APPLY HERE

See endless possibilities in it.



Puerto Rico's Day at the Ballpark

Press Releases

Launch Press Release:

English <https://www.noticiasnewswire.com/puerto-ricos-day-at-the-ballpark-series/>

Spanish <https://www.noticiasnewswire.com/es/serie-dia-de-puerto-rico/>

News Direct <https://newsdirect.com/news/puerto-ricos-day-at-the-ballpark-series-launches-in-2023-110284276>

New Stop Added Press Release:

English <https://www.noticiasnewswire.com/puerto-ricos-day-at-the-ballpark-2/>

Spanish <https://www.noticiasnewswire.com/es/dia-de-puerto-rico-en-el-estadio/>

News Direct <https://newsdirect.com/news/puerto-ricos-day-at-the-ballpark-series-adds-a-new-stop-736042143>



Puerto Rico's Day at The Ballpark

Press Releases

Pittsburgh Stop Added Press Release:

English <https://www.noticiasnewswire.com/grand-finale-added-to-puerto-ricos-day/>

Spanish <https://www.noticiasnewswire.com/es/serie-dia-de-puerto-rico-2/>

News Direct <https://newsdirect.com/news/grand-finale-added-to-puerto-ricos-day-at-the-ballpark-series-708716024>

Recap Press Release:

English <https://www.noticiasnewswire.com/puerto-ricos-day-in-pittsburgh-2/>

Spanish <https://www.noticiasnewswire.com/es/puerto-rico-concluye-con-gran-final/>

News Direct <https://newsdirect.com/news/puerto-ricos-day-at-the-ballpark-series-concludes-with-grand-finale-in-pittsburgh-856993316>



Puerto Rico's Day at The Ballpark

Press Releases

Texas Media Alert:

English <https://www.noticiasnewswire.com/puerto-ricos-day-at-the-ballpark-in-texas/>

Spanish <https://www.noticiasnewswire.com/es/dia-de-puerto-rico-en-texas/>

New York Media Alert:

English <https://www.noticiasnewswire.com/puerto-ricos-day-in-new-york/>

Spanish <https://www.noticiasnewswire.com/es/puerto-ricos-day-en-nueva-york/>

Boston Media Alert:

English <https://www.noticiasnewswire.com/puerto-rico-day-in-boston/>

Spanish <https://www.noticiasnewswire.com/es/dia-de-puerto-rico-en-boston/>



Puerto Rico's Day at The Ballpark

Press Releases

Detroit Media Alert:

English <https://www.noticiasnewswire.com/puerto-ricos-day-in-detroit/>

Spanish <https://www.noticiasnewswire.com/es/dia-de-puerto-rico-en-detroit/>

Atlanta Media Alert:

English <https://www.noticiasnewswire.com/puerto-ricos-day-in-atlanta/>

Spanish <https://www.noticiasnewswire.com/es/dia-de-puerto-rico-en-atlanta/>



Puerto Rico's Day at The Ballpark

Press Releases

Minnesota Media Alert:

English <https://www.noticiasnewswire.com/puerto-ricos-day-in-minneapolis/>

Spanish <https://www.noticiasnewswire.com/es/dia-de-puerto-rico-en-minneapolis/>

Pittsburgh Media Alert:

English <https://www.noticiasnewswire.com/puerto-ricos-day-in-pittsburgh/>

Spanish <https://www.noticiasnewswire.com/es/dia-de-puerto-rico-en-pittsburgh/>



Puerto Rico's Day at The Ballpark

Email Campaign



Puerto Rico's Day at the Ballpark Series

Through our properties LatinoBaseball.com and 21 Events Inc, we sought to create a series of baseball events recognizing Puerto Rico's rich 125-year baseball history dating back to January of 1898, and also as a source of many notable ballplayers over the years. In the Fall of 2022, we partnered with the Puerto Rico Convention District Authority (PRCDA) to honor one of those memorable players, Roberto Clemente, so it was a natural progression for them to sponsor this series that was held throughout the Summer and into the Fall of 2023.

Series Events

- 7/18/23 Arlington- Texas Rangers- Iván "Pudge" Rodríguez
- 7/20/23 New York- New York Mets- Edwin Díaz, Joey Cora and Francisco Lindor
- 7/25/23 Boston- Boston Red Sox- Ramón Vázquez, Alex Cora, and Enrique "Kike" Hernández (off-field)
- 7/26/23 Detroit- Detroit Tigers- Javier Báez, Juan Nieves (off-field), Alex Lange (off-field), Riley Greene (off-field)
- 7/30/23 Atlanta- Atlanta Braves- Joe Jiménez and Eddie Rosario (off-field)
- 9/9/23 Minneapolis- Minnesota Twins- Willi Castro, Carlos Correa, Emilio Pagán, Christian Vázquez, and Jose Miranda
- 9/16/23 Pittsburgh- Pittsburgh Pirates- Joshua Palacios

Each game in the series showcased dynamic experiences, such as live or thoughtfully curated music, captivating signage and videos. A pre-game on-field tribute to the honored players set the stage for a distinguished representative of Puerto Rico to perform the ceremonial first pitch. Attendees also engaged with interactive booths offering exciting giveaways. 21 Events partnership with the PRCDA extended to the airwaves, with compelling promotions broadcasted through local regional sports networks (RSNs) on television and radio.

Additionally, as part of the series, we commissioned bespoke artwork that pays homage to each Puerto Rican ballplayer, artfully woven with their distinctive Puerto Rican legacy. Each player was honored with an exclusive framed artwork, uniquely tailored, and presented to them on the field before each game.

Sponsors for the various activities include the Puerto Rico Convention District Authority (PRCDA), El Distrito, Puerto Rico Convention Center, Discover Puerto Rico, and Junta Boricua.

Strategic partners, producers, and media allies for these events include LatinoBaseball.com, Skip Font, J Starr, HypeSmack, Zaida Colon PR, Talented Art Pro, Texas Rangers, NY Mets, Boston Red Sox, Detroit Tigers, Atlanta Braves, Minnesota Twins, NESN, SNY, and Bally Sports.

A series of seven (7) emails were sent to our curated list of 52,000 individuals, totaling 364,000 potential impressions.



Public Relations

By The Numbers

128,047,550 (128M)	184,620,400 (185M)	3,507,981,116 (3.6B)
Total Reach	Newsire/ Earned Media Impressions	Promo/ Digital Impressions



We'd Like to Thank The Puerto Rico's Day at The Ballpark **Sponsors**



Puerto Rico's Day at The Ballpark **2023 Campaign**

FOR MORE INFORMATION:

Ralph Paniagua

Ralph@bipocfilter.com

917-446-3346

Heather Lopez

happyandhealthymom@gmail.com

305-647-9275

"My deep pride for Puerto Rico and its baseball players has been wonderfully expressed through every one of these extraordinary events. Our dedicated team has consistently delivered outstanding productions, and we extend our heartfelt appreciation to the PRCDA for wholeheartedly embracing our vision and supporting the expansion of this series. As we wrapped up this year's series with the grand finale event in Pittsburgh, we are enthusiastically looking ahead to the future. We have exciting plans to make next year's events even more extraordinary, offering new experiences and celebrations,"

*-Ralph Paniagua, Managing Director of
BIPOC FILTER*

