

RESPONSIBILITY HAS ITS REWARDS



MAJOR LEAGUE BASEBALL

TEAM and MLB launched the Responsibility Has Its Rewards (RHIR) campaign in 2004. For the last four seasons, fans at all 30 MLB stadiums who pledged to be designated drivers at the game have participated in the program. At the end of each season, each Club randomly selects one fan from all those who pledged as the “**Designated Driver of the Season.**” The Designated Drivers of the Season for the two Clubs that compete in the **World Series®** each win two tickets to the first game of the Fall Classic played in the home stadium of the Club they represent. A secondary prize drawing each season awards one of the remaining Designated Drivers of the Season with a trip to the following year’s **All-Star Game®** including airfare and hotel accommodations if necessary and two tickets to the **Home Run Derby®** and the **All-Star Game.**



NATIONAL RESULTS

- Press release launches the campaign at the beginning of the season
- Press release issued before the first games of the World Series announce the league-wide results and RHIR campaign winners
- Clubs with the most designated drivers each season earn TEAM awards
- TV and radio PSAs are issued to broadcasters in MLB markets

	2004	2005	2006	2007	2008
In-stadium Designated Drivers	160,000	230,000	290,000	300,000	340,000
TV PSA Gross Impressions	800,000	49,600,000			
Radio PSA Gross Impressions	11,300,000	23,900,000	20,657,000	11,094,000	57,800,000
Online Videos			83	50	550
Page Views			640	1,830	183,350

RHIR EVENTS & PSAS

Clubs host RHIR events where fans film their own responsibility videos. The videos can then be viewed on the RHIR website with a fun and engaging YouTube-like interface. TEAM has produced over 70 PSAs using fans and players as the spokespeople for responsibility.

Arizona Diamondbacks	Milwaukee Brewers
Boston Red Sox	Minnesota Twins
Chicago White Sox	New York Yankees
Cincinnati Reds	Oakland Athletics
Cleveland Indians	Philadelphia Phillies
Colorado Rockies	St. Louis Cardinals
Detroit Tigers	San Diego Padres
Florida Marlins	Seattle Mariners
Houston Astros	Tampa Bay Rays
Kansas City Royals	Texas Rangers

DESIGNATED DRIVER PROGRAM

In 2008, 340,000 MLB fans pledged to be Designated Drivers. The top 5 MLB Clubs for Designated Drivers were:

St. Louis Cardinals	38,258
Milwaukee Brewers	33,215
Detroit Tigers	22,864
Houston Astros	21,000
Kansas City Royals	20,795

PREMIER LEAGUE EVENTS

World Series®

- Designated Drivers of the Season representing competing Clubs receive tickets to the game
- Winners are recognized on the stadium video board during the game

All-Star Game® and FanFest®

- Randomly selected Designated Driver of the Season receives prize including airfare, hotel and tickets to the Home Run Derby® and the All-Star Game
- Winner recognized on the stadium video board during the game
- Fans receive souvenir branded photos for pledging to be responsible – never driving drunk, always having a designated driver, never providing alcohol to anyone under 21, and always buckling up
- Fans film traffic safety videos, posted online

