

**EVENT PROPOSAL:**

# Cigar Section at RFK Memorial Stadium

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Our idea is a simple one that would be mutually beneficial for all parties involved. We are proposing that the Washington Nationals designate a number of seats in the upper-level of RFK Memorial Stadium for an upcoming home game as “cigar friendly.” Specifically, the Nationals would be able to market premium-priced tickets for a specific section that would enable patrons to enjoy cigars while they watch a baseball game.

We believe this proposal is a unique and creative marketing technique which will (1) boost attendance in the sparsely-populated upper-level of the stadium, (2) increase revenue for the team via higher-priced tickets that otherwise would not be purchased, and (3) improve Nationals fans’ experience at the ballpark.

**1. Is there any demand for a cigar sections at baseball games? Absolutely.**

- The expansion of the cigar lifestyle into mainstream facilities, despite the advance of smoking bans across the nation, is evident in the highly-popular cigar sections at the Pittsburgh Pirates’ PNC Park, the Tampa Bay Devil Ray’s Tropicana Field, and the Detroit Tigers’ Comerica Park. While these ballparks sport year-round cigar facilities, their popularity is proof that a temporary cigar section at RFK would be highly successful.
- CAO Cigar Night at PNC Park drew over 300 fans that purchased seats in a designated smoke-friendly section of the stadium in 2005. The marketing and event format were so well received that expansion of the Cigar Night program developed into the permanent Montecristo Club for the 2006 season.

**2. Is this the right time for the Nationals to enact this proposal? Definitely.**

- As you well know, Nationals’ new ownership group is planning a “grand re-opening” of RFK Stadium on July 21 in an effort to show it is committed to improving the fan experience for a franchise that is struggling at the ticket gate.
- What better way to improve fan experience and boost attendance than to pair two of America’s favorite pastimes: baseball and cigars?
- Additionally, this is the perfect time to experiment with new marketing ideas. If a temporary cigar section at RFK is successful – as it most certainly would be – the Nationals’ new ownership might consider creating a permanent cigar fixture in the new ballpark, much like the Pirates and Devil Rays did.

**3. How can this event be promoted? StogieGuys.com and JR Cigars are on board.**

- Aside from whatever promotional activities the Nationals decide to undertake, JR Cigar – one of the biggest cigar retailers in the country – has agreed to help make this event a success.

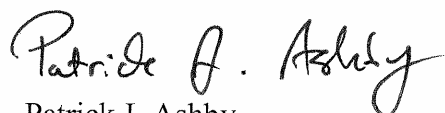
- Specifically, John Sullivan – manager of the JR Cigar store at 17<sup>th</sup> and L Streets, NW – has agreed to provide patrons who purchase tickets for the cigar section through the Nationals box office with free cigars from his store, as well as a humidor and subscriptions to *Cigar Magazine* to raffle during the game.
- We would also fastidiously promote the event on our website, **www.StogieGuys.com**, which receives about 250 hits per day (most from the Washington metropolitan area).

4. **Wouldn't cigar smoke bother other fans? Not if the proper section is chosen.**

- We foresee anywhere from 50 to 200 seats in one of the 500-level sections. Since RFK is an open air facility, cigar smoke will quickly dissipate before other fans are subjected to second-hand smoke. Additionally, because the wind blows from west to east, one of the blue sections (any section between 532 to 552) would prove unobtrusive to nonsmokers.
- The upper-level sections of RFK Stadium are rarely – if ever – at capacity. Even during premium home games, the populations at the 400 and 500 levels are so low, fans are free to move throughout the stadium at will to choose what seats suit them best.

If the Nationals are not willing to designate seats in their upper levels as “cigar friendly,” perhaps we can work out some other mutually-beneficial deal. We would be more than willing to participate in any venture that would allow patrons to partake in a cigar while enjoying the excitement of a Nationals home game.

Thank you for taking the time to review our proposal. Please feel free to contact us with any questions, comments, or concerns, or if you would like to meet to discuss this exciting marketing opportunity further. We look forward to hearing back from you soon.



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