

Community Themed Events

A major theme of the Mallards 2021 promotional efforts will be focused on celebrating our relationship with the entire city of Madison, with a focus on the Northside, ideas include:

- Northside Business Night – allowing Northside businesses to setup tables & possibly food carts to sell their goods & promote their businesses during a Mallards game.
- Locally sourced merchandise – we are working with multiple local artists & craftspeople to develop Mallards branded or themed works of art and other items for sale in the Mallards team store. Current concepts include custom murals, hand-made charcuterie boards, pottery, jewelry, hand carved items and more.
- Little League Partnerships – The Mallards provide hats to over 5,600 players in Dane County to wear during their summer seasons, decreasing the cost for players to participate & strengthening the relationship between the Mallards & the local baseball community.
 - Additionally, the champion of each little league in Dane County is invited to come out to a late season Mallards game to receive the opportunity to throw out a first pitch at a game & get a free ticket.

Fireworks:

The Mallards will tentatively have up to six fireworks shows in 2021. Dates for these shows are: July 3, 4, 24 August 7, 13, 14 – Dates may change due to capacity restrictions in place during 2021

Drive-In Movies

In 2020 the Mallards hosted many drive-in movie fundraising events, raising over \$150,000 for area non-profit events that were displaced due to the pandemic. Several of these events intend to return in 2021 due to their success.

Pending PHMDC Guidelines, the Mallards may host more drive-in movie events in 2021.

Bobbleheads/Giveaways:

Colt the Bat Dog Bobblehead

Pete Alonso Bobblehead

Evolution Bobblehead

Wiener Bobblehead

Theme Nights:

There will most likely be a dramatic reduction in theme nights at 2021 Mallards games due to reduced capacity. Potential ideas include:

Healthcare Staff Appreciation Night

Fitness Night

Meat Raffle Giveaway

90's Night

Superhero Night

Princess Night

Alternate Jersey/Rename the Team Night

Emergency Services Appreciation Night

Military Appreciation Night

Beard Night

Prohibition Night/TeeTotalers Night – may serve Old Fashioneds to public

Hot Sauce Appreciation Night
Bark in the Park – Dogs in the Stadium
Kids Clinics
Star Wars Night
Christmas in July
Fan Appreciation Night
Harry potter night
Shark Week
Schitt's Creek Night
Student loan forgiveness
Olympics
Summerween
Turnback Tuesday
Free nose/lasik surgery - Throwback Promos
Blood drive
Community and team nights - wear designated community/team for discount