

Attachment A – Mallards 2011 Promotional Concepts

Bacon Appreciation
Cheese Appreciation,
Allergy Night – peanut free tonight,
Stadium replica
Star Wars Night Poster Schedules and magnet schedules
Bucky Books
Wisconsin Lottery Night
Madison Parks Scavenger Hunt
Rubber Ducky Race
Madison Children’s Museum Jersey Design Night
MCM Bobblehead Design Night
Mr Potato Head Night
Muskie Turn Back the Clock Night
Susan G Komen or sometime of Pink night – cancer awareness night
Home Talent Game
Dukes of Hazzard Night with Daisy
Full sized bats
Plungers
Play Catch in the Outfield (father’s day)
Apple giveaway
Alumni Game
Sponge Bob Laser Light Show –kid friendly
Guy Fieri or Food Channel Guys
Opening night – kids run the bases
Negro League Tribute Night
ladies night
First Aid Kit Night
Mini bats
Cash Craze
Summertime St Pattys Day
Diamond Dig
Water Bottles
baseball card night
Hologram Posters

Bobblehead Concepts

MCM Design your own

Vilas Zoo - Polar Bear in a Mallards uniform

Bonehead

Aaron Sims bobblehead – weiner

Weiner bobblehead (Oscar Mayer)

Beefstick

Back to the Future Maynard

Chris Farley

Media Contest – online vote – each media partner submits one personality

Lucas and Lepay

Steve Miller Band

Bob LaFollette/ Eugene McCarthy

Back to School – 25th Anniversary – bring back an actor – bobblehead

Crazy Legs

Georgia O’Keefe

Phil Helmuth

Charles Lindbergh

Kid Nichols

Warner Park

Michael Feldman

Oscar Mayer

Astronaut Maynard

Gaylord Nelson

Cheesehead Maynard

Mullett maynard Night – 80s night – McGyver Appreciation

Beer Appreciation Night – recognize a brewmaster

History of Madison baseball Maynard