

# CON EDISON HAD A REQUEST WE HAD NEVER HEARD BEFORE!

MOST TIMES, OUR CORPORATE PARTNERS WANT US TO INCREASE THEIR BUSINESS. CON EDISON ACTUALLY WANTED OUR HELP IN GETTING CUSTOMERS TO USE LESS ENERGY. HERE'S WHAT WE DID.



## Background

New York is known as the city that never sleeps. That means there are always lights on and energy being used. For over 180 years, Con Edison has supplied that energy.

Even though Con Edison makes money producing power, it is also in their best interest to teach customers to conserve energy. That's because if too much energy is used, it actually costs the consumer more per amount used. It also costs Con Edison more to produce it. It's better for consumers and better for Con Edison to help conserve energy. That's where they came to us for help.

## Teaching families how to conserve

Con Edison needed to teach families how to conserve energy. The challenge was how to educate them in an entertaining and fun way. They wanted their customers to know Con Edison cared about helping them save money.



The Staten Island Yankees and Con Edison came up with a way to do both. Together we implemented the Con Edison Adult and Kid Challenge nights.

## Tackling Adults

We established five Con Edison Adult Challenge Nights at the ballpark. On these nights, adults were challenged to take a test and answer one question on energy conservation. If they answered the question correctly, Con Edison gave them a free compact fluorescent light bulb. These bulbs sold at retail for \$10 each. They use about 75% less power and save the average New Yorker about 75% off their power bill.

The answers to the potential test questions were printed on the back page of our PlayBall! Game program. Every single fan in attendance received one for free. That meant it was virtually impossible for fans to get their question wrong. It was the easiest test any of our fans had ever taken.

## Teaching Kids

Energy conservation can begin at an early age. Con Edison knew teaching kids was as important as teaching adults. We picked five other nights during the year for the Con Edison Kids Challenge. The questions we asked were a little easier

but still taught important conservation tips. And just for answering the question right, the kids received a "Con Edison Kids Challenge" t-shirt. The t-shirt had the Con Edison Kids Page's web address printed on it, so our young fans could go home and learn even more about conserving power while having fun.

## Promoting the Promotion

To help Con Edison achieve their goals, we ran an ad in the New York Daily News notifying fans of the Con Edison Adult and Kid Challenge nights. In addition, Con Edison received a special advertising page in select issues of our PlayBall! game program. Throughout the night of the Challenges, announcements were made on our public address system directing fans to Con Edison's table located on the concourse.

**CON EDISON ADULTS CHALLENGE**

**Hey adults, take the Con Edison Challenge!**

Con Edison wants to make sure you're smart about power, energy and gas. Being smart helps the earth and can save you money at the same time. Pretty good, huh?

Here are the 4 questions. Study them hard, and tonight during the game, visit the Con Edison Challenge table on the concourse behind section 11 and answer just 1 question from the list.

The first 500 adults who correctly answer a question will take home a compact fluorescent light bulb. Compact fluorescent light bulbs use 75% less power and save you money! You'll take home this bulb for FREE and that's a \$10 value!

- 1) What is a simple way that you can lower your utility bill?  
a. Never turn anything on  
b. Don't pay for it  
c. Live in a cave  
d. **Use only Energy Star appliances**
- 2) Our planet is surrounded by gases. Without these gases the earth would be frozen. What is this blanket called?  
a. The hemisphere  
b. The stratosphere  
c. **The atmosphere**  
d. The geosphere
- 3) Over time, what costs more, a \$10 compact fluorescent light bulb or a \$1 incandescent light bulb?  
a. **Incandescent light bulb**  
b. it depends on the appliance  
c. both cost the same  
d. compact fluorescent light bulb
- 4) What energy company has six subsidiaries, \$10 billion in annual revenues and provides energy to the greatest city in the world?  
a. New York Edison  
b. **Con Edison**  
c. Manhattan Electric  
d. MTV

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Fans were notified of the Challenge every time they visited our "Promotions" section on the Staten Island Yankees Website. We also sent an e-mail blast to the Staten Island Yankees database which contains over 50,000 Staten Island Yankees fans.

The promotion was a huge success. Con Edison set a goal to give away 500 light bulbs on every Adult Challenge night and 500 t-shirts on every Kids Challenge Night. We accomplished that goal by the 5th inning every game.

## What happens next?

The Staten Island Yankees helped Con Edison promote conservation in a fun, unique setting. Unlike most of our sponsor promotions, Con Edison wasn't looking for an immediate increase in customers or sales numbers. Instead, they measured the success of this promotion in the positive relationships they built with their customers — and the Staten Island Yankees are proud to have been a part of that success.