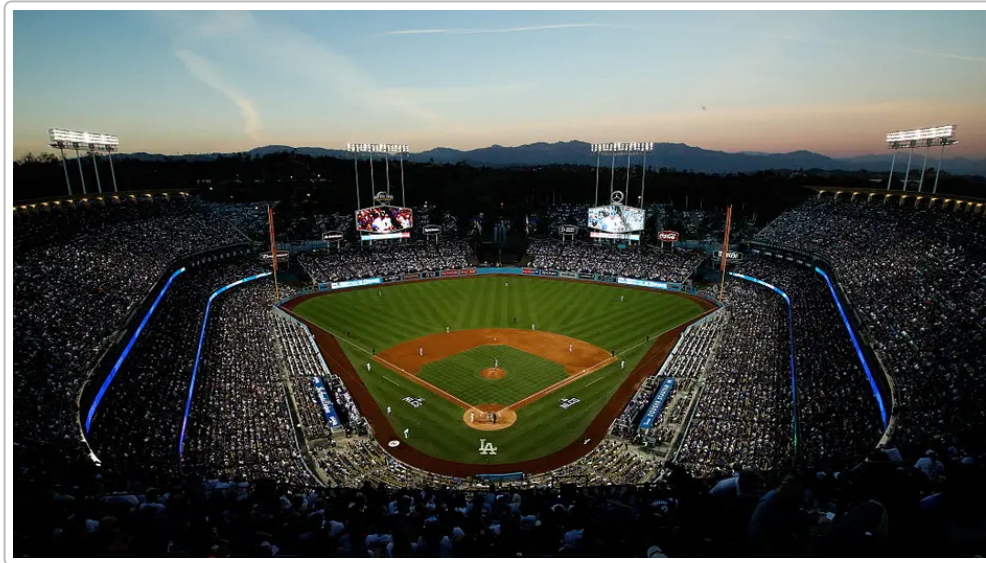


Los Angeles Dodgers Rewards Program: Business Impact

Ticket Sales



The Dodgers have led MLB in attendance for over a decade, reflecting their strong ticket sales. In 2023 the team drew 3.84 million home fans ¹, rising to 3.94 million in 2024 ² – roughly a +2.6% increase. The **Dodger Rewards program** (launched in 2023) encourages fan participation by awarding points for attending games and scanning tickets in the MLB Ballpark app ³ ⁴. Early indicators showed “thousands of fans” earning rewards in opening week ⁴. **These metrics suggest the program may help sustain sellouts and season-ticket demand by reinforcing repeat purchases.**

Season	Home Attendance
2023	3.84M ¹
2024	3.94M ²

- **Attendance:** Dodgers led the league (3.84M in 2023 vs. 3.94M in 2024) ¹ ².
- **Fan Adoption:** Loyalty challenges (points for attendance via the Ballpark app) drove early engagement (thousands of users) ⁴.
- **Repeat Business:** By rewarding ticket purchases and game attendance, the program aims to boost lifetime value of fans.

Merchandise Revenue

Dodgers merchandise (caps, jerseys, etc.) is a major revenue stream. The 2024 championship generated unprecedented merchandise sales: Dodgers World Series clinch items set a Fanatics record for 24-hour sales (highest of any sport) ⁵. Iconic player-branded items also surged: Shohei Ohtani's Dodger jersey broke Fanatics' all-time 48-hour sales record ⁶. The rewards program capitalizes on this demand by letting fans redeem points for exclusive merchandise and experiences. For example, exclusive playoff gear and autographed memorabilia are offered as rewards, directly linking fan engagement to merchandise sales.

- **Championship Merch:** 2024 Dodgers World Series products set all-sports sales records ⁵ (e.g. fastest-selling clinch merchandise).
- **Star Apparel:** Ohtani-related merch (jerseys, etc.) sold extremely well (record 48h jersey sales ⁶), showing how star power drives purchases.
- **Program Incentives:** Rewards points can be redeemed for Dodgers apparel and memorabilia, amplifying demand for team merchandise.

Concessions



In-stadium spending on food and drink is also influenced by the rewards program. Members can preload **“Dodger Dollars”** onto their digital rewards card for use at concession stands and the team store ⁷. Studies show that cashless/mobile payment systems (like Dodger Pay) boost per-fan spending by ~15–30% ⁸. The program exploits this trend: fans earn bonus points for linking a Mastercard or using Dodger Pay ⁹, which streamlines purchasing. Moreover, official Mastercard partnerships grant discounts on concessions (e.g. cardholders get 10% off Dodger Dogs and other items ¹⁰), further incentivizing spending.

- **Digital Payments:** Dodger Rewards integrates Dodger Pay; fans must use it to earn points on game-day purchases ¹¹. Cashless venues see 15–30% higher fan spend ⁸.
- **Preloaded Credits:** “Dodger Dollars” and periodic **Stadium Funds** are loaded onto the rewards card for free use at concessions and the Team Store ⁷, encouraging in-stadium purchases.

- **Sponsor Discounts:** Mastercard co-sponsorship provides perks, such as a 10% discount on Dodger Dogs and select concession items ¹⁰, linking loyalty benefits directly to concession spending.

Digital Engagement

The Dodgers leveraged the loyalty program to deepen digital engagement. During the 2024 World Series (Dodgers vs Yankees), MLB reported **record-breaking fan interaction online**. Social media engagement on Dodgers-related content soared (+176% engagements, +209% video views vs. 2023) ¹², and MLB’s apps saw spikes in usage (Ballpark app usage +9% in the Series ¹³). Fans under 35 are increasingly attending games, making social channels crucial. The rewards app itself (via MLB Ballpark) gave a new interactive venue: fans earn points for activities like visiting the team website, following social feeds, and playing in-app games. This gamification keeps fans active digitally – for example, platform increases were enormous (Instagram +166%, X +319%, TikTok +163%, Facebook +194%, YouTube +170% engagements year-over-year) ¹⁴.

Social Platform	Engagement Increase (WS 2024 vs WS 2023)
Instagram	+166% ¹⁴
X (Twitter)	+319% ¹⁴
TikTok	+163% ¹⁴
Facebook	+194% ¹⁴
YouTube	+170% ¹⁴

- **Social Media:** 2024 WS content set an all-time record (176% more engagements than 2023) ¹². The Dodgers’ digital reach exploded across platforms.
- **Mobile App:** MLB Ballpark app (where Dodger Rewards is accessed) saw a 9% usage jump in the Series ¹³, reflecting fans chasing rewards and content.
- **Gamified Engagement:** In-app “challenges” and badges (for check-ins, social follows, quizzes) keep fans interacting year-round, boosting brand loyalty.

Fan Retention & Acquisition

The loyalty program is explicitly designed to retain existing fans and attract new ones. Early adoption was strong – the official fan loyalty head noted **“thousands of fans scoring rewards”** in opening week ⁴, showing rapid uptake. By rewarding everyday actions (ticket renewals, game attendance, team app activity), the program increases customer lifetime value and repeat visits. Notably, MLB demographics are skewing younger: the share of ticket-buyers age 18–35 has climbed ~8.5% since 2019 ¹⁵ (median fan age fell from 51 to 46), indicating success in reaching younger audiences. Dodger Rewards also offers a premium **“Dodger MVP”** tier upgrade for season-ticket members (with extra perks and presale access ¹⁶), further locking in high-value fans.

- **Rapid Adoption:** In its launch (2023), the program engaged thousands of fans in its first week ⁴, indicating broad interest.
- **Younger Fans:** Dodger Rewards helps attract millennials/Gen Z, complementing MLB’s league-wide trend of more 18–35 attendees ¹⁵.

- **Loyalty Tiers:** Offering upgraded tiers (Dodger MVP) and exclusive rewards gives season-ticket holders reasons to renew and participate ¹⁶ .

Sponsorship Value

Dodger Rewards enhances sponsor ROI by tying brand partners directly into the fan experience. The program itself is presented by **Mastercard**, giving the sponsor high visibility. Mastercard integration offers exclusive value (e.g., special events, in-app promotions) that deepen brand association. For example, Mastercard “Priceless” experiences (such as a pregame player Q&A event) are offered solely to cardholders ¹⁷ , showing how the sponsor leverages the program to engage fans. In broader context, Dodgers sponsorship revenue surged in 2024. The team reportedly gained **\$70 million** in incremental sponsorships (adding 12 new Japanese-based partners) thanks to Shohei Ohtani’s signing ¹⁸ . While not solely due to the loyalty program, this illustrates the club’s power to attract sponsors via fan enthusiasm. The Rewards program’s data and fan-engagement channels make the Dodgers more valuable to partners: sponsors get targeted exposure through the app and at events.

- **Mastercard Partnership:** The loyalty program is co-branded with Mastercard, which embeds sponsor benefits into fan perks (e.g. cardholder Q&A events ¹⁷ and discounts ¹⁰).
- **Sponsor Reach:** High-profile player signings (like Ohtani) yielded ~\$70M in new sponsor deals for 2024 ¹⁸ . Rewards-driven fan engagement (via app and social) further multiplies sponsor impressions.
- **Brand Loyalty:** Data from the program (fan preferences and behaviors) provides sponsors with valuable insights and targeted marketing opportunities, raising sponsorship value.

In-Stadium Spending

Overall in-stadium revenue (tickets, concessions, merchandise) is substantial – Dodgers’ total revenue was **\$752 million** in 2024 ¹⁹ , much of it from game-day spending. Dodger Rewards streamlines this spending. By encouraging fans to link payment cards and use the app for purchases, the team reduces friction. For instance, fans linking a Mastercard to the digital wallet earn bonus loyalty points ⁹ , pushing them toward cashless purchases. Studies indicate such cashless integration can spike per-fan spending. The program also delivers **additional incentives:** “Stadium Funds” grants and Dodger Dollars effectively increase fans’ spending power during games ⁷ . All these factors help lift concession and merchandise totals. In short, the Rewards ecosystem makes buying within Dodger Stadium easier and more rewarding, driving up average in-person spend.

- **Cashless Boost:** Incentives to use Dodger Pay (mobile wallet) encourage fans to spend more on food/merch. Cashless payment systems have been shown to increase per-capita spending by 15–30% ⁸ .
- **Loyalty Credits:** Promotional credits (Stadium Funds, Dodger Dollars) loaded onto the digital card effectively subsidize additional spending ⁷ .
- **Ease & Loyalty:** By tying payments to rewards (e.g. bonus points for card linking ⁹), the program enhances convenience and perceived value, which typically boosts in-park spending.

Sources: Dodgers and MLB attendance and revenue reports ¹ ¹⁹ ; MLB press releases on fan engagement and merchandise ²⁰ ⁵ ¹² ; Dodgers/MLB marketing materials and FAQs ⁷ ³ ¹⁰ ; industry analyses ⁸ ; case studies (Cavs Rewards) and news on sponsorship deals ¹⁸ .

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