

LOS ANGELES DODGERS

Mexican Heritage Night

The Los Angeles Dodgers put together a jersey + ticket package for Mexican Heritage Night.

Using FEVO's mobile-friendly, social-selling interface, the Dodgers grew their offer extensively from the year prior and added over 5,000 new users to their database.

REVENUE

15.8k TICKETS SOLD

148%

YOY GROWTH

15,825 Tickets

FE 2019

6,380

Tickets

2018

매송〓 More than 15,000 special event tickets have been purchased to the @Dodgers Mexican Heritage Night on May 8, which comes with this jersey. It's already the record for the most ticket packages sold to special event game in MLB history. 10:04 AM - 1 May 2019 562 Retweets 2,563 Likes 🌓 🕮 🚔 🖒 👩 💿 🔋 🏙 🚳 Q 66 ↑3 562 ♥ 2.6K Ron gonzales @Rongonz15865274 · May eplying to @darrenrovell @Dodgers I would also like one with our nation's colors? Alex Gould @AlexGould714 · May 1 There ya go! Go buy one **♦** LOS ANGELES DODGERS