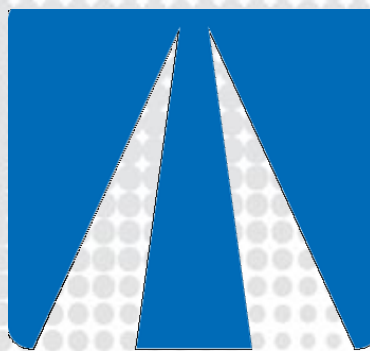


2011 Special Angels Train

ANGELS

and



OCTA





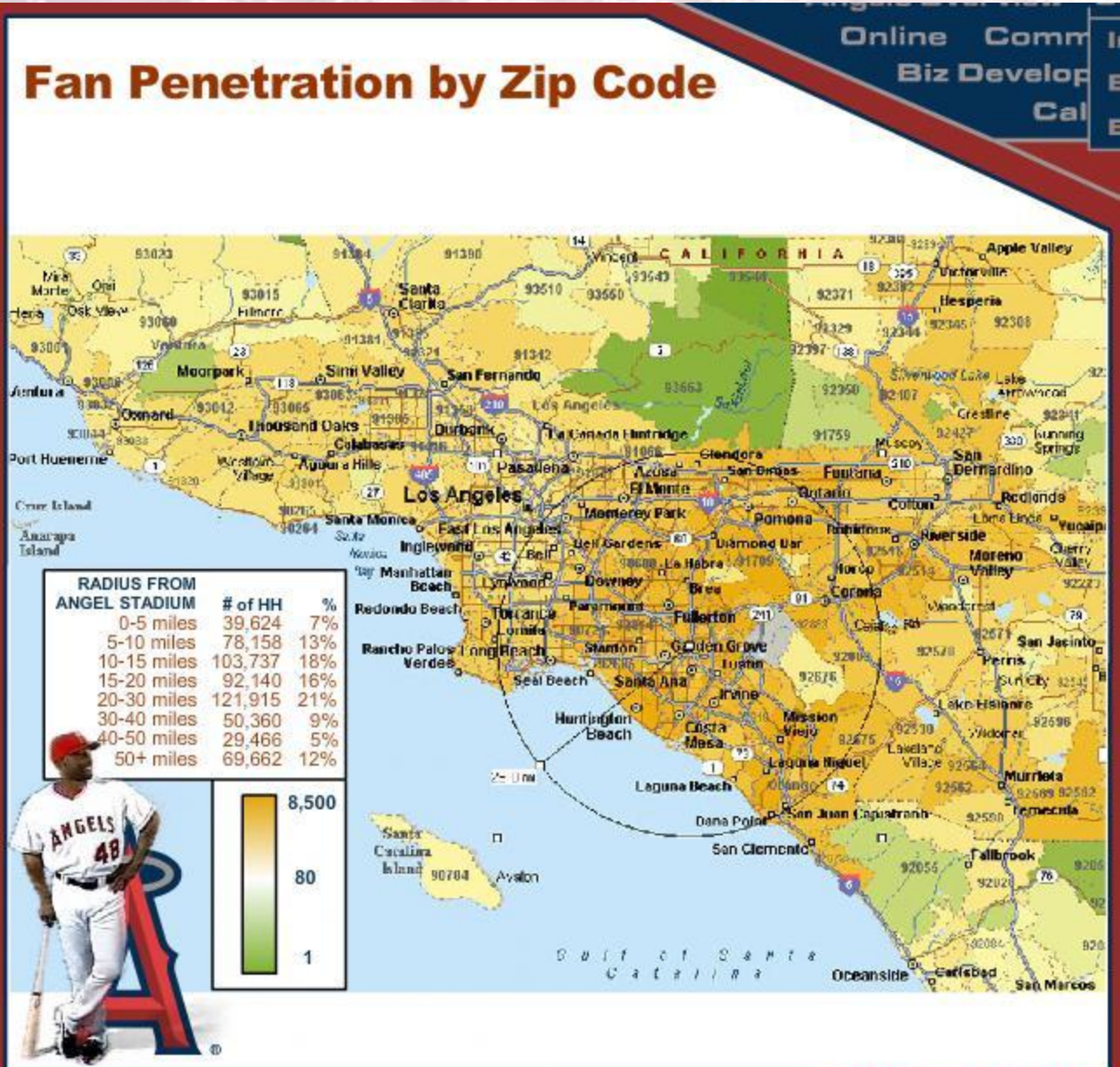
Overview

- Aligns with Metrolink Service Expansion Plans
- Helps relieve game day peak traffic
- Four special trains - two round trips
 - 47 weekday home games (7:05 p.m.)
 - Northbound Laguna Niguel/Mission Viejo to Anaheim
 - Southbound LA Union Station to Anaheim
 - Arrive 30 minutes before game, depart 30 minutes after
- \$7 promotional pass for special trains, buses





Market Overview



Online Comm
Biz Develop
Cal



Marketing Goals

- Create awareness
- Position Metrolink as viable option
 - Take Angels Express
 - Easy, inexpensive ride
- Leverage partnerships
- Generate ridership



ALL ABOARD THE ANGELS EXPRESS.
RIDE METROLINK TO ANGELS STADIUM FOR **ONLY \$7** ROUNDTRIP

Say "Goodbye" to fighting traffic and paying for parking.
Beginning April 8th, OCTA is offering a special train to all Angels weekday games at a very special price—ride to and from the stadium for only \$7, roundtrip.

 **METROLINK**
www.octa.net/AngelsExpress



Ticket Sales/Promotion

- Ticket Distribution
 - Ticket vending machines
 - Ralphs and Northgate markets
 - Online, phone and OCTA Store
- “Double-Play” Pak
 - First 2000 get free game voucher



CIRCA 1990s

On-Site Advertising



CIRCA 1980S



Outreach & Communications

- In-stadium booth
- Angels “Fan Fest 2011”
- E-mails
- Social media
- Banner ads
- Bus ads
- Media relations

