

BALLPARKS NATIONAL

QR-Powered Social Media Campaign Strategy

Turning tournament participants into a year-round, cross-platform audience
through scannable in-venue activations



Scan to preview the BallParks National Social Hub

Executive Summary

Every tournament weekend brings thousands of players, families, coaches, and fans to BallParks National — a captive, highly-engaged, phone-in-hand audience. This strategy converts that in-person foot traffic into measurable, compounding social reach. Strategically placed QR codes across the facility make it effortless for visitors to follow, tag, share, and create content, turning each event into a self-perpetuating marketing engine that grows every BallParks National social platform simultaneously.

The program is built on a simple loop: **Scan** → **Follow** → **Create** → **Share** → **Amplify**. Each touchpoint is designed to remove friction, reward participation, and cross-promote every platform so a single scan can grow Instagram, TikTok, Facebook, X, and YouTube at once.

325K+	15+	5	1 Scan
Annual on-site visitors	QR touchpoints per venue	Platforms cross-promoted	Follows all channels

Strategic Objectives

- **Grow follower base:** Convert one-time visitors into permanent followers across all five platforms.
- **Generate user content:** Turn participants into creators who post BallParks National-tagged content to their own networks.
- **Cross-promote platforms:** Use each scan as an entry point that surfaces every channel, not just one.
- **Extend event reach:** Push tournament moments beyond the fences to families and recruiters watching from home.
- **Build a sponsor-ready audience:** Deliver measurable, growing reach that adds tangible value to naming-rights and partnership packages.

The Engagement Loop

Every QR interaction is designed to move a visitor through five reinforcing stages. The output of each stage feeds the next, compounding reach with every weekend of play.

1 SCAN	2 FOLLOW	3 CREATE	4 SHARE	5 AMPLIFY
Visitor scans an in-venue QR code with their phone.	Landing page one-taps a follow across all platforms.	Prompts to film, photo, or check in at the venue.	Content posts to the visitor's own network, tagged @BallParksNational.	New audiences discover BPN and the loop repeats.

QR Placement Map — Where Codes Live

Location	Call-to-Action	Primary Goal
Main entrance & check-in	"Scan to follow the action all weekend"	Follows
Dugouts & player benches	"Tag your team — get featured"	User content
Scoreboards & field signage	"Live scores + highlights here"	Follows / retention
Concessions & merch stands	"Scan for today's deals & giveaways"	Follows / conversion
Bleachers & family seating	"Share your game-day moment"	User content
Restrooms & hallways	"Vote for Play of the Day"	Engagement
The Lab / training areas	"See the tech behind the training"	Brand story
Parking & exits	"Miss a moment? Watch the recap"	Retention

Signature Campaign Playbook

#PlayedAtBPN — The Signature Hashtag

Every QR landing page prompts visitors to post with #PlayedAtBPN. A live feed on facility screens and the website pulls tagged posts in real time, so participants see their content displayed on-site — a powerful incentive to keep posting. Weekly winners get reshared and rewarded.

Play of the Day / Highlight Reels

Dugout and bleacher QR codes let families upload clips. The BPN team curates the best into daily highlight reels across TikTok, Instagram Reels, and YouTube Shorts, tagging teams so they reshare to their own followings.

Scan-to-Win Giveaways

Concession and merch QR codes enter visitors into weekend prize drawings (gear, free registration, sponsor products). Entry requires a follow + tag, directly converting foot traffic into followers and sponsor impressions.

Team Spotlight Program

Coaches scan a dedicated QR to submit their roster for a team spotlight post. Guaranteed features drive entire teams — and their parent networks — to follow BPN before they even arrive.

Recruiter & Family Livestream Hub

A 'Watch Live' QR at every field routes remote family and recruiters to livestreams, keeping off-site audiences engaged and subscribed to the YouTube channel.

Cross-Platform QR Toolkit

Each QR code below is production-ready and points to a BallParks National channel. The **Social Hub** code is the hero of the program — a single scan that lets a visitor follow every platform at once and drops them into the live #PlayedAtBPN feed. Print these on signage, table tents, wristbands, and jumbotron slides throughout the facility.



Social Hub



Instagram



TikTok



Facebook



X / Twitter



YouTube

Note: QR destinations are placeholders wired to the BallParks National domain and can be repointed to final handles or a UTM-tracked landing page before print.

Sponsor & Naming-Rights Value

This program is a direct, quantifiable benefit for partners. Co-branded QR codes and campaign hashtags place sponsor logos on every scan, landing page, and reshared highlight — delivering impressions that grow with every tournament.

- **Co-branded activations:** "Scan-to-Win presented by [Sponsor]" places the partner on every entry.
- **Guaranteed impressions:** Sponsor logo on landing pages tied to 325K+ annual visitors.
- **Measurable ROI:** UTM tracking reports exact scans, follows, and content generated per sponsor.
- **Highlight integration:** Sponsor bumpers on the daily reels distributed across all platforms.

Measurement & KPIs

Metric	How It's Tracked	Target (Year 1)
QR scans per event	UTM / QR analytics	8,000+ / weekend
Net new followers	Platform insights	25,000+ annually
#PlayedAtBPN posts	Hashtag tracking	500+ / weekend
Reshares & tags	Social listening	3x per featured post
Livestream views	YouTube analytics	10,000+ / event
Sponsor impressions	Landing-page logs	2M+ annually

90-Day Rollout Plan

Phase	Timeline	Key Actions
Build	Days 1-30	Finalize handles & UTM landing pages, design co-branded QR signage, set up hashtag feed.
Launch	Days 31-60	Install QR touchpoints facility-wide, train staff, run first Scan-to-Win at a live tournament.
Optimize	Days 61-90	Review scan analytics, double down on top touchpoints, onboard first sponsor co-brand.

Ready to activate.

One scan. Every platform. A tournament audience that markets BallParks National for you.

HERO POSTER SERIES — BLOCKBUSTER CREATIVE

MOVIE-POSTER CREATIVE THAT MAKES SCANNING IRRESISTIBLE.

The QR program only works if people stop and scan. To earn that attention we borrow the visual language of the biggest event in entertainment — the blockbuster ensemble movie poster — and cast real BallParks National athletes as the heroes.

Why these images win:

- Representation drives participation. Every poster features boys and girls across baseball and softball.

When a family sees a child who looks like theirs standing in the hero light, they don't just scan — they belong. That is the emotional trigger behind follows, shares and repeat registrations.

- Aspiration is shareable. Cinematic, larger-than-life imagery is what people photograph and repost. Each poster is built to travel — turning a printed wall into thousands of organic social impressions every tournament weekend.

- Attention converts. High-drama creative dramatically outperforms plain signage on scan rate. More scans means faster follower growth across all five platforms from a single code.

Why it is an asset to a Naming-Rights partner: a partner's name rides on top of premium, emotionally resonant creative that celebrates community, youth and family — brand-safe values that generate goodwill. Every scan, landing page and reshared highlight becomes a co-branded impression, delivering measurable earned media and a halo of community investment that traditional signage simply cannot match.

SOCIAL HUB — ONE SCAN FOLLOWS EVERY PLATFORM



THE LINEUP

Social Hub — one scan follows every platform

The ensemble “hero” shot is the flagship of the series. A full roster of boys and girls stands shoulder-to-shoulder under blockbuster light — the visual promise that every family sees their own child in a BallParks National uniform. It is engineered to be photographed and reshared, and it anchors the single-scan Social Hub that grows Instagram, TikTok, YouTube, X and Facebook at once.

QR destination: ballparksnational.com/s

Placement: entrances, dugouts, concessions, The Lab, restrooms and parking — print at 18”x24” or scale to banner size.

USER-GENERATED CONTENT ENGINE — #PLAYEDATBPN



PLAYED AT BPN

User-generated content engine — #PlayedAtBPN

Built around a single explosive swing, this poster turns pride into posts. The #PlayedAtBPN hashtag converts thousands of participants into creators every weekend, and each tagged highlight carries the partner's brand into feeds nationwide — earned media a naming-rights partner could never buy at the same cost.

QR destination: ballparksnational.com/s/pab

Placement: entrances, dugouts, concessions, The Lab, restrooms and parking — print at 18"×24" or scale to banner size.

GIRLS-FORWARD GIVEAWAY & FOLLOW DRIVER



SCAN TO WIN

Girls-forward giveaway & follow driver

An all-girls softball ensemble headlines the fastest-growing segment of youth sport. The Scan-to-Win mechanic rewards a follow with gear, giveaways and team spotlights — the highest-conversion placement in the program and a natural home for a partner’s branded prize inventory.

QR destination: ballparksnational.com/s/win

Placement: entrances, dugouts, concessions, The Lab, restrooms and parking — print at 18”x24” or scale to banner size.

LIVESTREAM & RECRUITER REACH



WATCH LIVE

Livestream & recruiter reach

The “walk-up” ensemble sends remote families, recruiters and fans straight to the livestream. It extends every branded moment far beyond the gate — co-branded broadcast overlays put the partner in front of an audience that scales with every tournament weekend.

QR destination: ballparksnational.com/s/live

Placement: entrances, dugouts, concessions, The Lab, restrooms and parking — print at 18”x24” or scale to banner size.