

THE VISION FOR
FAN EXPERIENCE
EXCELLENCE

Banana Ball™

Purpose:

Alignment across entire team of the experience expectations our Fans should receive when attending a Banana Ball show. This document will serve as the cornerstone of what is to come for our Fans, game day teammates, vendors, full time teammates, and ourselves.

This is the Fans First Experience. This is What Makes Us Different.

We imagine the perfect fan experience and work backwards to wow every step of the way. By creating “You Wouldn’t Believe” Moments from the first interaction to the last, we make fans for life.

Context of the Story:

Bananas fans come from all over the country and even all over the world. Every night, thousands of fans make their pilgrimage to Savannah, Georgia to witness and support the most fun and entertaining team in baseball. They’ve seen the videos on social media. They’ve heard their friends tell them it is a must-see event. They’ve heard about the crazy antics through news stories. They’ve watched Bananaland. They’ve even pulled their family together to watch the games broadcast.

Months ago, they signed up to get presale alerts from the team. They even joined the Bananas K-Club to level up their fandom and guarantee themselves and their group the perfect number of tickets to the date that works out best for them. These fans are glad they signed up for the KClub. They’ve heard the crazy stories of people spending hundreds of dollars to score the hottest ticket in sports. They know the \$100 dollars they spent getting VIB Meet and Greet passes – which include the best seats in the house along with unlimited ballpark fare – is still a steal. It’s going to be an epic night. It’s their first game and they cannot wait to Go Bananas.

Our Family

Jim, Suzie, Katie, and Ronnie.

Suzie and Jim are Mom and Dad. Katie is their 7-year-old daughter and Ronnie is their 5-year old son. This is their first ever Banana Ball game.

Pre-Gates

It's 4:00pm on a beautiful Saturday in Savannah, GA and the Smith family is driving down Victory Drive making their way to Grayson Stadium. Jim and Suzie along with their children, Katie (age 7) and Ronnie (age 5) are pumped for their VIB Meet and Greet experience which starts promptly at 4:45pm and they want to be first in line. As they begin approaching Daffin Park, they notice yellow and blue signage high along the road welcoming them to Grayson Stadium, home of the Savannah Bananas. They see their favorite characters and players featured in their signature poses on these banners. They've seen these Banana Ball super stars on social media and now they're just minutes away from meeting their heroes in person. They turn in to the park and wave to a Bananas entertainer on the corner and begin looking for parking. Bright yellow and blue signs are featured high above the park roads, guiding them to the correct area to park.

As they get closer to a designated parking area, a highly enthusiastic member of the Bananas Potassium Parking Patrol wearing a high-vis penguin outfit waves them along to the perfect parking spot. As they get out of their car, they hear the stadium music off in the distance and immediately feel a jolt of energy. As they walk toward the stadium, they pass another member of the Potassium Parking Patrol who waves again at them and says, "Welcome to Bananaland, enjoy the show tonight."

Suzie stops and says to the Potassium Parking Patrol teammate, "Hey, it's our first game. We have Meet and Greet tickets. Do you know where we go?" Excitedly, the Potassium Parking Patrol member reaches in to her yellow fanny pack and pulls out 4 'It's my first show' buttons and hands them to each person, high fives them, and says, "We're thrilled to have you here for your first show. Let me guide you where to go."

The Potassium Parking Patrol member makes a simple hand motion to one of her teammates that she is on a fan walk and that she is momentarily abandoning her post. However, her teammate knows exactly what to do and the entire Potassium Parking Patrol shifts around so the parking operation runs effectively until she returns from her mission. This will serve the next arriving fans well.

As the group approaches the stadium, the Potassium Parking Patrol member makes a series of common ground questions that make the group feel at ease and build their excitement for the game. As she arrives to the VIB entrance with the group, she makes the introduction to the host operating the VIB experience. "Hey Kelly, these are my new friends from El Paso, Texas. They watch all of our games on YouTube and this is their first ever Banana Ball show They're excited for the meet and greet tonight, I'll let you take it from here." As our wonderful Potassium Parking Patrol member high-fives the group and waves goodbye, she walks away smiling and with a bounce in her step. Our group of VIBs are ready to get checked in.

Kelly shares, "We're so excited to have you as a VIB tonight, you must be Jim, Suzie, Katie, and Ronnie! I've never been to El Paso, but we're glad to have you in Savannah."

Nearly in unison and slightly perplexed at how she knows their names, the group replies, "Yep that's us!"

Kelly continues, still smiling, "Here are your VIB Badges and a few special gifts from us. We'll meet back here at 4:40p to go inside. I've included a schedule here for everything you'll want to do and see tonight! I'll be here until about 5:00 if you have any other questions.

She continues while motioning with an open hand, "If you're thinking about getting merch, I'd suggest taking a look at our shop on the plaza! You can also pick up a beer or cocktail on the plaza prior to coming in."

"I do have one question," starts Suzie, "How did you know our names?"

A smile crosses Laurens face as she replies, "Just Bananas magic. Enjoy the show!"

Our VIBs excitedly head off to the plaza and Kelly radios to our Potassium Parking Patrol member to thank her for the Fans First assist on which city the fans were from. It doesn't always work out, but usually it does because of which questions are asked and which information is known by the VIB host. Kelly always knows where people are coming from and when she's introduced to them, she usually can greet them by name. That's one moment already in the memory bank for the Smith family.

Over by the Bananas Merchandise Outpost located on the Grayson Stadium Plaza, the family approaches to check things out. The shirts, hats, plush dolls, jerseys and other gear is perfectly displayed above eye level and visually appealing. Each item is clearly marked with it's price, free of wrinkles or dirt, and purposefully shown so that it stands out like a star. It's the best of the best swag out here. Stuff for kids, women, first timers and long timers. The family wants all of it. One of the Bananas Fashion Gurus greets the group saying, "Hey friends, congrats on being VIB and welcome to your first Banana Ball show. What would you like to see?"

"Thanks! Can I see the yellow jersey in a medium," asks Suzie.

"Certainly," the Fashion Guru exclaims, "That's our most popular jersey. I'll let you try it on." Fashion Guru Gina quickly grabs the jersey and delicately removes it from the packaging, being careful not to just rip through the plastic and to show care for the jersey. As Suzie tries the jersey on, our merch expert makes a continued conversation and connection with the rest of the group and suggests the newest and most exciting items to look at. The Fashion Guru notices Suzie has finished putting the jersey on and says, "Oh that looks great! Perfect choice."

Fashion Guru Gina finishes putting the order into the point of sale machine, confirms the items are correct with the fans, shares the total, and takes the credit card payment. The merch expert asks if they would like a receipt, but our fans decline as they usually do. The Fashion Guru quickly and carefully folds each shirt and places it into our yellow Savannah Bananas shopping bag and hands it to the family. "Wear it proudly," she says with a smile. "Enjoy the show tonight!"

The fans are already smiling ear to ear. They've got their brand new Bananas gear. They're impressed with how energetic everyone is that they've interacted with so far, how they speak with a smile, and how it feels like they already know them.

They get ready to head back over to the VIB entrance and Jim asks, "Does anyone have to go to the bathroom? I wonder if they'll let me in."

They see quite the jubilant character standing at the main entrance to the stadium. This character is one of the Bananas all-star 'Nanner Scanners. His name is Oliver and he's sporting a sparkling clean yellow banana suit, peel up over his head, and Bananas name tag properly fashioned over his right chest on the outside of the banana suit. Oliver loves being up front and loves wearing the banana suit. He strikes up conversations with all of the fans who arrive early, asks them where they're from, how many Bananas games they've been to, hands out buttons for special celebrations, answers everyone's questions, and of course dances to whatever playlist our Plaza DJ is playing in the background over the plaza speakers.

Jim makes his way over to Oliver. Oliver makes eye contact with him as Jim approaches and greets him when he is about seven feet away from him.

"Hey there! Welcome to your first show! How can I help," Oliver asks.

Oliver stands tall, smiles, and squares his feet, shoulders, and chest to Jim's attention. His hands are open and slightly up. He's ready to answer any question that may come to mind.

"Hi! Is there any way I can use the bathroom," Jim asks.

"Of course! I'll have someone show you the way," Oliver replies. "One moment."

Oliver quickly chats with a fellow 'Nanner Scanner, shares the mission, and makes the introduction. "This is my friend and 'Nanner Scanner Morgan, she'll show you where to go," says Oliver.

"Right this way," says Morgan, "Congrats on being at your first Bananas show!"

As they walk through the gates and to the restroom, Jim sees a few Bananas team members preparing the stadium for the gates to open. However, most of the windows and doors to the locations are closed from public eye at the moment. The Bananas don't want to show something back stage that isn't ready for fans to see. He's surprised to see that this early before the game, nothing seems out of place. Nobody is rushed or running around. Everything that he is able to see appears to be ready for fans. Every Bananas team member he passes makes eye contact and says hello or hi or welcome. They're already in their specific costume for the night and are preparing for the big show.

As they arrive to the restroom, he enters and is welcomed in to a brightly lit and freshly painted restroom. It smells of fresh flowers with a hint of banana – definitely not what you would expect at a sporting event or an older stadium. Every surface is spotless and dry. He doesn't know it, but the Bananas Potty Patrol has been hard at work early in the afternoon to make this happen. They know there is a lot of traffic in and out of the restrooms - even prior to gates opening. They take pride in every fan being pleasantly surprised when they need to go to the bathroom.

Jim is thankful for all of this and especially grateful to hang his brand-new Bananas shopping bag on the hook on the back of the stall door. He washes his hands with banana scented hand soap, dries his hands, and applies hand sanitizer as he exits. Morgan is there as Jim comes out of the restroom. Morgan made note of Jim's VIB badge and checked her watch for the time.

Morgan shares, "It's almost time for VIB entrance. Let's get you back to your group and over to the VIB entrance. The show is about to start!"

The group lines up with their fellow VIBs. The anticipation for the entrance is building. People have their phones out to capture the moment.

Over the speakers, a voice begins counting down, "5....4.....3....2.....1.. Welcome to Bananaland!"

Jesse and the rest of the Bananas characters, players, and performers welcome our 150 VIB fans into the stadium. The fans have their phones out recording the moment as they high five everyone along the entrance line. The VIB experience is timed down to the minute and programmed with a variety of highlights. There is never a standstill moment for these fans. They are welcomed on to the field to meet their favorite players. Some are escorted out to sign the Bananas Fan Wall and take a photo with a surprise celebrity guest who they find out is playing for the Bananas that night. Some are taken through the Bananas locker room which is immaculately clean. Others are taught the night's player dance routine by Maceo and a few of the players. Off to the side, a magician performs a card trick for another group. Music plays softly in the background over the stadium speakers. There is never a cross between where music is heard.

This is an intimate experience for these fans and our entertainment directors take that seriously in the planning and staging. Players take time to talk to kids. Characters take time to be in photos with fans. Everyone is on stage and locked into the moment for these 150 people over the next 40 minutes. Zack F, Bananas Director of Entertainment has programmed every minute and every stage for these VIBs and the final touch has arrived. It's time for them to kick off the Bananas Character Parade for the rest of Banana Nation waiting outside.

Before the VIB Meet and Greet Experience is finished, one of the newest Banana Ball superstars, Logan Lewis, known for his trick plays, says hello to the family. Ronnie says, "Can I have your autograph?" Logan replies, "Only if I can have yours first!"

Logan has been collecting autographs from kids all season and taking photos with them. It's an easy Fans First moment for him to create. Then he takes it a step further. "Do you want to play catch for a few minutes," he asks.

With the biggest smile and widest eyes, Ronnie looks at his parents and screams, "Can I?!?" Laughing, his parents say, "Of course, have fun!"

Logan and Ronnie toss the yellow Official Banana Ball back and forth for a few minutes before Logan makes one final ask of Ronnie.

He says, "Ronnie, would you like to be my guest as the official home run hitter for the Bananas tonight?" Nearly jumping in to Logan's arms, Ronnie screams, "That would be totally awesome!"

The VIBs and the Smith family make their way to line up for the beginning of the Opening Parade. The cast of players, characters, and performers make their way through with epic fanfare.

Both parents saw their kids light up and know this night is one they will never forget.

While the pre-game VIB meet and greet experience is over, the night is just beginning. Jim, Suzie, Katie, and Ronnie are ready to explore Bananaland a bit more before heading to their seats.

"What can we do now?" asks Ronnie.

"I looked at the suggested itinerary we got at check in and I think we should get food now and then I want to try the Slippery Banana from the bar," responds Suzie to the group.

Quick to action, Jim spots the nearest person in Bananas nametag, and asks, "Hey there! Where do we get the All You Can Eat Food and Slippery Banana drink?"

Our amazing teammate responds, "Oh right this way, I can take you there! By the way, congrats on being at your first show, I'm Kenzie."

Jim responds, "Oh thank you! What do you do here?"

"Tonight I'm getting all of our videos for our social media content! I've been on the marketing team for three years," Kenzie replies.

Marketing Coordinator Kenzie leads the group to the All You Can Eat location, making sure to not walk too quickly or fully turn her back on them. They arrive at the All You Can Eat location, which is already building a bit of line. This may not exactly be 'her job' tonight, but she knows she is always on stage, especially walking through the stands and concourses, and always keeps her eyes up, ready to help a fan, if ever needed.

Kenzie shares, "Included with your ticket is unlimited cheeseburgers, hot dogs, grilled chicken sandwiches, Coca-Cola products, chips, cookies and popcorn. You can get these items almost anywhere around Bananaland. My personal favorite is the cheeseburger."

The All You Can Eat location is buzzing with energy. Six Bananas Gameday Teammates, who are dressed as chefs, enthusiastically greet each fan as they step up to the buffet line. Fans are handed bags and drink carriers first, then are able to pick their favorite soda or water which is quickly dried off by one of the teammates, then move along to select their food items which are clearly marked and presented in perfect rows not smushed or stacked. As the Smith family moves along, they are continually met with eye contact, a warm smile, and an enthusiastic voice from every teammate. They finish up by picking up a few bags of chips, condiments, and napkins.

Ronnie accidentally knocks a few mustard packets on the ground and within seconds, the team leader for the locations swoops in to collect and discard the packets. She has an eye for detail at this location. She's learned the importance of how a speedy, quality, friendly and immaculately clean food and beverage experience can make a hugely positive impact on our fans. She checks her watch – the line is averaging about 5 minutes to get people through. This is all part of what winning likes for the location and her teammates.

As the Smith family exits the All You Can Eat line, Kenzie is still there waiting for them and says, "Let's get you that Slippery Banana!"

As they walk over to the Craft Corner location, Kenzie says, "This bar is quite popular as you can tell, but my friends inside work extremely fast. It will be about 3 minutes from here. By the way, give them this token when you order. Enjoy!."

Intrigued by the weighted token, the family looks at what says, 'Enjoy the Show' on one side and 'Go Bananas' on the other side. As they work their way through the line, they're able to clearly see the drink options available at this location so that they can make their decision quickly and easily.

Bananas Bartender Billy, wearing a freshly pressed, short sleeve, button up shirt, and Banana Ball hat, makes eye contact, smiles, stands up straight, and greets them enthusiastically, "Hey! I'd love to order your drink for you. What would you like?"

"We heard about the Slippery Banana. Can we get two of those? Oh, also, Kenzie gave us this token, but we don't know what it's for," responded Jim.

"Amazing," responded the Bananas Bartender Billy, taking the token and typing in the order. "Two Slippery Bananas coming right up – served extra special in our Bananas souvenir mug thanks to Kenzie. That's \$22 please," he finishes motioning with an open hand to take their credit card.

Jim hands over his card and our Bananas bartender replies, "Those drinks will be ready for you just ahead at the window."

Just as our group is moving along, a bright face appears, looks them in the eye, smiles, and says, "Hey friends, 2 extra special Slippery Banana drinks right here. Thanks for going Bananas with us tonight."

Jim and Suzie cheers their cups to each other and take their first sip – it's like nothing they've ever tasted. Suzie immediately gets out her phone to take a photo of the crew and their awesome surprise souvenir cups. She can't wait to post it on Instagram.

As they move out of the bar, they decide it's time to stake out their seats for the night. They notice a Bananas teammate standing in the walkway, dancing to the music that's being played on the plaza by our Plaza DJ. The teammate is also holding up a sign that says, 'Happy to help you.'

Noticing the group approaching, Bananas Teammate Tony slows dancing, stands up straight, makes eye contact, smiles, squares his feet and shoulders to them, and says, "Hey friends!" Jim asks, "Can you tell us where our seats are?"

"Absolutely! Let's go," Bananas Teammate Timmy responds, motioning for them to come along.

He continues, "Because you're VIB, you've got the best seats of the night."

They walk up the steps and our teammate makes the introduction to a Bananas Ushertainer.

"This is my friend Anna. She will find your seats for you. Enjoy the night," the teammate says as he passes off the guests and heads back to his spot on the concourse to dance and actively help as many Bananas fans as possible.

Bananas Ushertainer Anna begins sharing with our fans, "I've got 4 amazing seats right over here. You'll be able to get a terrific view of everything happening tonight. Right this way."

Bananas Ushertainer Anna leads them to their seats, motions with an open hand, and shares, "These will be great for you. Here are your wristbands so that everyone knows I've checked you in. You can use this QR Code on the bands to order more food and drinks right here from your seat. Here is a menu of things you cannot get through the QR Code, but you can find elsewhere in the park. Once you complete your order, we will text you once the order is ready for pickup which you can get right below us. Would you like me to show you how it works?"

"Great thanks," responds Jim. "I think we're good from here!"

"Wonderful," the Ushertainer replies, "If you have any questions or need any help throughout the night, any of the Ushertainers are right here behind these seats. We all wear these shirts and vests with our nametags and yellow leis. Have fun!"

The family quickly looks at the itinerary they received with the VIB experience. The Bananas Warm Up and Cast Introductions – 6:30p. Oh, they cannot miss this.

"OK y'all, we've got 15 minutes," shares Suzie. What else should we do before it starts?

"I need to go to the team store," says Jim. "People have been texting me ever since we posted on Instagram!"

"I need to go to the bathroom Mama," says Katie

"OK, let's knock it out. Don't forget to be back by 6:30p," Suzie says to Jim.

The crew splits up to their individual Bananaland destinations. Another Bananas Fashion Guru is first to greet Jim as he approaches.

"Hi! Come on in," the Guru says to him. "Is there anything I can help you find?"

"I need a couple of hats," responds Jim.

"Wonderful," says the Guru. "I'll be glad to show you what we have. Right over here."

The Guru leads Ron over to the Bananas Hat Wall. As they walk, a fresh floral scent with a hint of banana hits Jim's nose. The store is well lit and cool. It is divided up with the newest arrivals, authentic Bananas jerseys and even player jerseys, women's gear, an assortment of things for kids, collectibles, and of course the wildly popular hats. The hat wall is spectacular and massive. Each hat is perfectly propped up and placed with a purpose. The colors of the hats and the logos are eye catching to Jim. Which one will he choose?

The Guru explains, "These are our fitted game hats the players wear on the field." Continuing and motioning with an open hand, "They're wearing this one tonight."

"This hat is also fitted, but features a curved brim. Over here are a few of our adjustable selections. Some are more structured like a trucker hat and others are a little less structured for a casual look. This one here is one of our newest and most popular," finishes the Guru.

"Wow thanks! This is exactly what I was looking for," responds Jim.

"It's my pleasure," says the Guru. I'll be back up front, but any of my fellow Fashion Gurus can assist you when you're ready to check out. They're in shirts like this with a nametag."

Jim finishes up his shopping with new hats now in the yellow shopping bag. He's going to be a hero to his friends back home. They can't believe he made it to a Bananas game in Savannah.

Suzie, meanwhile, is on the other side of Bananaland and has walked in to the restroom on the 3rd base side. She always dreads going to the restrooms at sporting events especially with Katie, so she braces herself. To her wonderful surprise, she is immediately greeted by a light scent of fresh florals with a hint of fruit. The floors are totally dry and it is refreshingly cool inside. She loves the mural on the wall and the Toilet Times above the toilets and stalls. She places her purse hook on the back of the stall door. She notices each stall has a small garbage can and even a basket of feminine essentials. This is not at all what she expected in the old ballpark.

As she washes her hands and Katie's hands prior to leaving, she sees one of the Bananas Potty Patrol Ninjas quickly enter the door. The ninja makes brief eye contact, smiles, and says, "Hello." However, bathrooms are not quite the spot to make longstanding overtures, and they both move on. The Ninja checks every soap dispenser, hand sanitizer dispenser, hand towel roll, toilet roll, wipes down every sink, and finally takes a quick dry mop underneath each sink and stall. The Ninja is in and out of the restroom within 2 minutes. Right before the Ninja leaves, he gives a quick mist of Ninja spray into the air. Immediately Suzie knows where that fresh floral scent came from when he first walked in.

"That was the cleanest bathroom at a stadium I've ever been in.." Suzie thinks to herself. She is now completely at ease. She feels that her family is completely cared for in this entire experience.

The family gathers again back at their seats. It's 6:29 and the character introductions are about to start.

Jim begins, "Everyone find what they were looking for?"

"Yep," the other three reply nearly simultaneously.

Suzie adds, "I know we came here for Banana Ball and all the crazy things we've seen on social media and the broadcasts. But, is it just me, or is everyone that works here the nicest and most helpful people you've ever encountered?"

"I was thinking the same thing," agreed Jim.

"I figured out how they keep this place so clean – especially the bathrooms," followed Suzie.

"Those people that wear the all black outfits. They go in and out of every bathroom like ninjas checking for every little thing that could be needed. It's like every person who walks in is the first one to use the bathroom."

"You guys should have seen the team store," said Jim. "I wanted to buy everything. It was laid out so well and every person working was upbeat and ready to help. They helped me pick out the exact hats I wanted. I was in and out in no time."

Suddenly, the music shifts from house music to a live band and the family is locked in.

They hear over the stadium speakers, "Ladies and gentleman of Bananaland, turn your attention to the right field line, it's time to meet the cast of tonight's Banana Ball show!" Katie immediately spots the Bananas world famous mascot Split and begins dancing to the music. Suzie takes her phone out and begins recording the entire thing – from her kids dancing to the parade coming down the way.

Jim gets a reminder text on his phone – It's time to meet your Bananas Entertainment Director at the 1st base gate for home run hitter.

"Time to go to the field, Ronnie. It's your time to shine!"

Once on the field, Jim can't help but nearly get emotional thinking about how much fun he and his family have been having so far. This past year has been hard on their family. This is their first vacation since he can remember. They drove 18 hours just for this game. It's the only thing his kids wanted for Christmas a few months back and they saved up their money to pull it off. Now, he's standing on the field in front of 5,000 Bananas fans hand in hand with his son.

Banana Ball superstar, Logan Lewis, sees them and comes over. "Ready Ronnie? Let's go," he says.

Ronnie has already been given exact instructions from the Bananas Entertainment Team. They know how important each of these moments are to get exactly right. They always kneel down and get eye to eye with kids. They take time to make them feel comfortable and pump them up. Yes, they may do this 100 times in a year, but it's always someone's first game and they understand what to do to make people feel on top of the world.

Jim watches Ronnie take the field, swing the bat, hit the ball, and start running around the bases. He gives a glance up to his seats where Suzie and Katie are screaming and cheering at the top of their lungs. Ronnie comes down the line towards home plate and slides as the entire Bananas team moves to lift him up like he's just won the Banana Ball World Championship. The crowd goes bananas. Lifetime memory – check.

Back in their seats, Ronnie is now sporting a new 'Future Banana Ball Superstar' t-shirt. Suzie and Katie give him huge hugs, but the show is just beginning. It's now time for the Fan Warmup. Perhaps the cutest little girl on earth steps out to the field with a guy in a yellow tuxedo.

"Fans, I've got 5 year old Emma here. The cast is ready. The players are ready. It's time to get YOU ready. Everyone on your feet. It's time for the Fan Warmup. Whatever Emma does is what you have to do. Emma, are you ready?"

5,000 fans strong are now on their feet clapping, jumping, spinning, doing jumping jacks, and whatever else young Emma decides to make up while she is on the field.

Once the Fan Warmup is complete, a completely unexpected character emerges from the dugout. Katie points and shouts, "A princess!"

Princess Potassia is introduced and begins a beautifully written and performed song about Bananaland. It's to the tune of a Disney melody, but with completely original words.

Princess Potassia completes her performance and makes her way through the Fans. Katie cannot take her eyes off her new favorite character in Bananaland. "I hope I get to meet her," she says with her eyes wide.

Princess Potassia gracefully walks and says hello to as many young children as possible.

Obviously, the young girls are enthralled. She moves towards the Smith family and notices Katie inching her way out of her seat.

Princess Potassia bends down and says, "Well hello princess, welcome to Bananaland. What is your name?"

"Hi! I'm Katie. I loved your song," Katie responds a bit sheepishly. She's bewildered by this real life princess.

"Why thank you," Princess Potassia responds. "Could we take a photo together?"

As the prepare for the photo to be taken by Princess Potassia's Royal Guard, Princess Potassia quietly slips a replica crown on Katie's head. "A true Bananaland princess needs a crown," she says.

The photo is taken and Princess Potassia says goodbye to Katie. Suzie notices her daughter wiping her eyes. "Everything OK," Suzie asks.

"I'm just so happy we got to come here," Katie responds. "This is the best day ever."

The family is having a blast as the game gets going. They've already seen 4 trick plays a walk-off inning win, and a former MLB World Series winner take the field. It's like surprise after surprise, after surprise.

During the 5th inning, the players come through to give out roses to their 'Sweethearts of the Night.' One player walked up to a couple sitting near the Smith family and said, "Fans, we have one special couple here tonight. Dylan proposed this morning to Kristin and they came here to celebrate. She said YES!"

Instead of just one rose, the player handed Kristin an entire bouquet of flowers, a 'Bride to Be' sash, and a letter signed by the entire team. Everyone in their seating section said their congratulations to the happy couple.

Jim leaned down to Dylan and said, "Great job pulling that one off. What a surprise!"

"Don't tell her," replied Dylan. "I didn't have anything to do with it. I'm just as surprised. I have no idea how they knew that!"

"I'm still hungry, anyone else want some more food," Suzie says to the group. "I would but I don't want to miss the show."

The group scans the QR code and begins checking out the options on the menu through the phone. The menu is laid out seamlessly and is easy to understand. There are the free, all you can eat items along with a selection of the most popular items for purchase. The group finishes their order and a screen appears that their order will be ready in 5-10 minutes. It reads 'Your delicious food and drinks are being prepared by our all-star Banana Chefs and will be ready for pickup at the Banana Mobile Order Location on the main concourse. Share the name of the person who placed the order when you arrive.'

As the Man-Nanas make their way through the crowd, a text comes through Jim's phone. 'Your Bananas order is ready at the Mobile Order Location'

Jim makes his way down to the Banana Mobile Order Location which is clearly identified with proper location signage and markers. He approaches the Bananas Expo teammate at the counter who makes eye contact, smiles, and greets him enthusiastically with, "Hi may I have the name on your order?"

"Jim," he replies.

The Bananas expo teammate responds, "Great, let me get that for you."

The expo teammate disappears for a few seconds and returns with a smile to confidently share, "Here are two hot dogs, two cheeseburgers, two world famous French fries, two waters, and a Savannah Banana beer. Napkins and condiments are already in the bag for you. Enjoy!"

Sustenance in tow, Jim heads back to the seats. He opens the bag for his family. The bag has been neatly folded on top and stapled with a receipt with his name on it. As the bag opens, the smell of freshly cooked French fries immediately hits him and he reaches in the bag. On top are the napkins as the expo teammate shared and he finds the order of fries. They're hot and crisp to the touch. He takes a few for himself. The crunch and savor of the fries is outstanding. It's as if they were just pulled out of the fryer for him and seasoned just right to leave him wanting more.

"Oh these are amazing," he exclaims to the group. "We should have gotten more!"

As he passes out the rest of the food, everyone digs in to their bounty. A bit of steam evaporates as the hot dogs and cheeseburgers are unwrapped. The hot dogs have a slight grill mark on them as if they were placed on a backyard grill. The cheese has melted evenly on the cheeseburger. The buns are fresh and can easily be opened to place whichever condiments someone chooses. Suzie and Jim enjoy these items like they're kids again – reminiscing about the simple joys of having a fresh burger or hot dog at a baseball game. Of course, they're adults now which mean they get to wash those items down with an ice-cold Savannah Banana beer. The perfect refreshment to their hot food. What more could you want at a Banana Ball game? There's only 20 minutes left on the clock, but the family is having the best time. It is everything they wanted and more.

The entertainment brings them to dancing, laughing, cheering, and even an emotional tear when a local first responder is honored during a moment on the field.

They've done every Bananaland tradition from raising their hands up for the Banana Baby, to dancing to Hey Baby, and of course singing 'Yellow' with 5,000 Banana Ball fans.

Suddenly, a waft of a new fragrance passes over their senses. The sweet smell of funnel cakes is in the air.

"Do you guys smell that? I think they have funnel cakes here," Suzie mentions.

Jim replies, "Oh I haven't had a funnel cake in years, let's do it."

The group spots an Ushertainer behind them who is dancing and checking in on fans. The Ushertainer makes his way down to the group upon seeing they've made a motion to him.

"Hey friends, how's the game so far? How can I help," he asks bending down to get eye level with them and to not block the view of fans behind him.

Suzie chimes in, "Do y'all have funnel cakes here?"

The Ushertainer responds while quickly checking his watch, "Yes! Why don't I go get some for you so you don't miss the show?"

Jim says, "Oh that would be fantastic! How big are they?"

Knowing the fan doesn't exactly care the size, but more so how many they should get, the Ushertainer responds, "They are served in a small tray and perfect to share for two people. I'll get two servings for you."

Jim responds, "Awesome thank you!"

The Ushertainer takes a credit card from the group and shares that he will be back momentarily. As he passes a fellow Ushertainer, he shares his mission and asks they shift coverage of the stadium until he returns. That Ushertainer knows exactly what to do and makes eye contact and a hand motion to the rest of the Ushertainer team and they adjust coverage until their teammate returns.

Within 5 minutes, the Ushertainer has returned to the seats with two freshly prepared funnel cake baskets lightly dusted with white powder sugar. The aroma hits the group as soon as he's back. Their eyes light up as they pass them along.

"Careful, these were just taken out of the fryer," the Ushertainer shares. "Here's your card and receipt, enjoy!"

Suzie asks, "Can we leave you a tip?"

The Ushertainer responds, "That's incredibly kind of you, but we're taken care of extremely well here with the Bananas. We love serving fans and providing an amazing experience for fans like you. Instead of tipping, you can make a donation through this link which we give to our nonprofit, Bananas Foster, to help celebrate and support foster care families across the country."

With that, our Ushertainer returns to his post to continue dancing and greeting as many fans as possible. The family enjoys their freshly cooked funnel cakes to the last crumb - lightly crisp on the outside with the extra sweetness of powdered sugar. It's been quite the night of fun. Their stomachs are full and their hearts are full.

The Banana Ball clock is beginning to wind down. Five minutes left. One minute left. All zeroes. The crowd erupts as the Bananas have won the game – their first of the Banana Ball World Tour against their newest team in Banana Ball – the Firefighters. The Bananas players come through the seats to celebrate with the fans – something that never happens in other professional sports. The fans cheer even louder.

Over the stadium speakers, it's said, "Fans, thank you SO much for coming out tonight. Come party with us one final time outside on the plaza to meet your favorite Banana Ball players and characters. We'll see you again real soon."

Jim, Suzie, Katie, and Ronnie make their way down the stadium steps and out to the plaza. They run to the bathroom quickly before they head out and yep, you guessed it, those bathrooms were still spotless. But even more so, as they begin to make their way out, they notice something even more bizarre. Every single teammate from the Bananas is waving goodbye to fans and thanking them for coming. Bartenders, Chefs, Ushertainers, Ninjas, Entertainment Directors, the PA Announcer and more. They're literally lined up like a parade route, but the Fans are the ones in the parade. The teammates are on the steps, along the walls of the walkway, at the gates, as far as the eye can see. All of the food and beverage locations are neatly closed up or put away and covered.

The only thing that remains open is the Bananas Team Store. There must be hundreds of these teammates lined up to say goodbye and goodnight to each fan. They're each in their respective outfits – clean and presentable like they had just checked in for the night.

"Thank you for coming!"

"Have a great night!"

"Bye friends!"

A variety of well wishes and farewells overwhelm the fans. It's a lasting moment. The stadium is as clean and put together as it was when fans first walked in. Nothing out of place or noticeable to the fans. It's the preparation for the final act of this magnificent show. Jim, Suzie, Katie, and Ronnie move out to the festive atmosphere of the plaza.

"We need one more photo" Jim shares to the family. "We need to remember this night forever!"

He hurries to pull out his phone and snap a selfie.

A Bananas teammate notices the opportunity and gently steps in to say, "Would you like me to take that for you?"

The family steps together. A Bananas player jumps in as well. The night has now been cemented in iCloud forever. As they admire the photo on the phone, a member of the Banana Band begins the bass line to 'Stand By Me' on the sousaphone. The fans know what to do. This is the finale. A Bananas tradition for years and something everyone looks forward to at the end of the night. The family sync their arms together and sing along. They come to the middle for one final 'Fans First' breakdown by Bananas legend Bill. Their Bananaland experience is fulfilled.

Before they leave the Plaza Party, the family passes a mother consoling her young child and overhears the conversation. The little girl was getting her Official Banana Ball autographed by the players and ran out of time to get everyone's signature before the Plaza Party was over. She missed Banana Ball Superstar, Logan Lewis, her favorite player.

Without prompting, Ronnie walks over to the mother and little girl and says, "Logan autographed this ball tonight. You can have it!"

Sad tears turn to happy tears and the two 5 year olds hug just as 5 year olds do.

The mother turns to Suzie and says, "That's the sweetest thing I've ever seen. Thank you so much. This means the world to her."

Bewildered by her son's random act of kindness, Suzie responds, "It must be something in the air around here. Everyone has been so kind to us tonight, I'm glad he passed it along."

Watching all of this happen was new Fans First intern, AJ. He hasn't been around long, but he knows one thing – he has permission to create Fans First moments.

AJ sprints as fast as possible to the Bananas locker room. He finds Logan Lewis and shares what he just saw. Logan has had a long day and is already half undressed ready to shower, but he can't pass this moment up. He suits back up and AJ escorts him out to the plaza to find the family. Logan kneels down and pats Ronnie on the back saying, "Ronnie I was just told about how kind you were to someone who you didn't know and gave them my autographed ball. We call that a Fans First Moment."

Lewis reveals his game bat and batting gloves to the family. He takes out his sharpie and signs the items. Ronnies eyes nearly pop out of his head.

"These are for you, Ronnie. Because you did something for someone else. Keep up the good work and I can't wait to see you back in Bananaland soon."

They head out to find their car – sad to leave, but happy they were there together on this trip. The Potassium Parking Patrol Members are staggered throughout the park with their neon penguin outfits and yellow flashlights assisting fans during their exit. Daffin Park is well lit, but it is always reassuring to see friendly faces as guides. They find their car. A note has been left on the drivers side window that reads 'Thanks for going Bananas tonight. Scan this QR Code for a special surprise'

Suzie scans the QR Code and an interactive 360-degree view of Bananaland appears.

"Oh my gosh," screams Kate. "I wonder if we can find ourselves!"

She begins scanning the photo and zooms in to where they were sitting. Sure enough, there they are standing, smiling ear to ear, dancing to 'Hey Baby' without a care in the world.

"That is so cool," says Suzie. "I need to save that!"

Jim puts the car in gear and begins driving back towards the exit. The stadium lights beaming behind them now. They're all sharing their favorite moments of the night. The things they saw, the things that surprised them. All the different people they met. They get back to their hotel and begin winding down for bed. Jim checks his phone and sees a "Thank You" message from the Bananas Entertainment Team Member who assisted with the Home Run Hitter.

"So glad you all were here tonight! Thought you would like this."

Jim looks and sees the most epic photo of Ronnie being lifted up by the Savannah Bananas. He was so caught up in the moment that even he forgot to take his phone out for a photo. But, the Bananas Entertainment Team never forgets. They remember what these moments are about – the Fans.

They head to bed, looking at all the photos from the night. They see moments from the Banana Ball social media feed and laugh at all the ridiculous moments that got captured. Katie and Ronnie demand to wear their Bananas and Firefighters shirts to bed. They may never take them off. Finally, Ronnie puts a bow on the day.

"That was the most fun I've ever had in my life," he says.

If you're reading this, you're a part of the story. You play a part in this show and that part matters. It matters to our fans, your fellow teammates, and anyone else that may enter Bananaland. However, this is a story that doesn't end. It lives and breathes and changes. That's the beauty of this place. We have the ability to add to the story, plus it, and make it whatever we want in the name of 'Making Baseball Fun.'

We hope you'll find yourself creating your own Fans First moments and delivering an experience that people will never forget.

We Listen Carefully, Respond Creatively. We Entertain Always. We are all performers and entertain our fans at all times. We are always on stage. Every touch point is fun and memorable, from our emails to our voicemails, to our hold music to our invoices, same thing in person. Obsession with every detail of the experience. Everything speaks – how you do anything is how you do everything. The last impression leaves a lasting impression.