

Brewers Fan Uniform Design Contest Down to Three Finalists

Written by Maury Brown

Tuesday, 15 January 2013 12:32



Let's face it, people love contests. And, if you're a fan of baseball, you also likely have weighed on this uniform or that, discussing the good and the bad of design.

The Milwaukee Brewers have taken the two and put them together making a contest to design an alternate on-field uniform. Over 700 entries were submitted, and now it's down to three finalists. The pessimist says this is about saving money on a uniform design, but clearly this is about engaging fans and making them feel part of the Brewers community. Hat tip to them for that.

The three finalists – two of whom live outside of Wisconsin - have been invited by the Brewers to travel to Milwaukee for Brewers On Deck at the Delta Center on Sunday, January 27 where the winner will be announced on the Klement's Main Stage. According to the Brewers, the "reveal" will be hosted by Brewers pitcher [John Axford](#). The winner will receive a trip to Brewers Spring Training 2013 to see the winning design on the field at a game.

Ron Verrecchio from Catonsville, Maryland, Ben Peters from Richfield, Minnesota and Nicholas Fout from Madison, Wisconsin have all been invited to appear at Brewers On Deck to discuss their designs as they try to win the trip to Spring Training. The panel discussion will take place at 10:15 am on the Main Stage.

A fan vote to help determine the winner is now open at Brewers.com/uniform and the three finalists' designs can be viewed below.

In addition to the fan vote, a panel of voters including Axford, Brewers President of Baseball Operations and General Manager Doug Melvin and Brewers Chief Operating Officer Rick Schlesinger will judge the finalists. The fan vote will remain open until Tuesday, January 22 at 10 a.m. CT and will count as one vote among the panel of eight judges. Other judges include Jill Aronoff, Brewers Senior Director – Merchandise Branding and representatives from Majestic,

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New Era and the Milwaukee Journal Sentinel.

The hats and uniforms from the winning design will be worn by all Brewers players and coaches at the Friday, March 22 Spring Training game at Maryvale Baseball Park against the Chicago Cubs.

In addition, the Brewers announced today that the uniforms will also be worn at Miller Park on Saturday, March 30 as the Brewers take on the Chicago White Sox in an exhibition game.

Merchandise including t-shirts and hats featuring the winning design will be available for purchase at the Brewers Team Store by Majestic at Miller Park and at the Brewers Team Store at Maryvale Baseball Park in Phoenix.

The three design renderings – jerseys and hats - are below.

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Ben Peters, Richfield, Minnesota

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Ron Verrecchio, Catonsville, Maryland

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Nicholas Fout, Madison, Wisconsin

Source: Milwaukee Brewer



Maury Brown is the Founder and President of the [Business of Sports Network](#) , which includes The Biz of Baseball, The Biz of Football, The Biz of Basketball and The Biz of Hockey. He [writes for Baseball Prospectus](#) and is a [contributor to Forbes](#)

He is available as a freelance writer

[Brown's full bio is here.](#)

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He looks forward to your comments via email and can be [contacted through the Business of Sports Network \(select his name in the dropdown provided\)](#)

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