After 43 years, the Richmond Braves (R-Braves) relocated to Gwinnett County, Georgia in September of 2008 and left a loyal fan base reeling and, more importantly, a lucrative media market without a professional baseball team. In September 2009, a new Minor League Baseball (MiLB) organization entered Richmond and was challenged with re-energizing a disenfranchised community of baseball fans. The new group held a name-the-team contest to engage the community in the process of creating the organization’s new brand. Interestingly, while initiated as a simple marketing and public relations strategy, due to the high response rate in the name-the-team contest, the new organization quickly realized that the current environment within Richmond was more engaged than initially thought. Due to these circumstances, the purpose of this case study was to examine the highly-publicized naming of Richmond’s new MiLB team in light of existing brand management theory as well as to learn more about the challenges of creating a new team brand.

**Journal:** Sport Marketing Quarterly

**Year:** 2011, Volume 20, Issue 1, pp. 56-64.

**Key Words:** Case Study, Minor League Baseball, Brand Management, Team Name, Richmond Flying Squirrels.