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The fine print says that commercial advertisements, slogans, websites and social media handles will not be permitted on the cutouts. Offensive or negative references and names of MLB players are also prohibited.

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The A's said the cutouts will remain in the ballpark for the 2020 regular season and fans will have the option to take home their cutout as a souvenir when the season ends. The A's do not guarantee the condition of cutouts from weather and other elements.

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Kaval said that there's also a visual component to having cardboard fans at the ballpark.

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"It has a better feel for the broadcast experience versus seeing empty stands, so I think you will see more and more teams adopt something like this, not only for the fan engagement but for the broadcast experience," he said.

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The Oakland A's are letting their fans be at their ballparks virtually with its Coliseum Cutouts program. Source: Oakland A's.

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