



Perfect Game SEC: Alabama | Georgia | North Carolina | South Carolina | Tennessee | Virginia

April 1, 2025

Subject: Atlanta Fastpitch USSSA in Georgia

Notes: Since 2005, Chris Florence has been deeply involved with USSSA, progressing from a local Atlanta baseball director to co-founding and directing the Georgia fastpitch program starting in 2008. His national involvement began in 2009, leading to his establishment of the influential Gold Cup Series in 2012. By 2015, he became the National Championship Director for USSSA's USA Elite Select, also serving as National Director for major World Fastpitch Championships. His extensive USSSA experience spans all levels of the organization.

Chris Florence, a partner with Lamar Bradford in Atlanta Fastpitch (USSSA Softball), expressed interest in joining Perfect Game. **Nearing 50, Lamar Bradford seeks retirement.**

Strategy: Chris brings strong connections both within Georgia and across the nation. He could be a valuable asset to the Perfect Game team in developing their national softball presence. I also see significant untapped potential for growth in team registrations and All-State participants in Atlanta and the surrounding areas.

Profile on Chris Florence, USSSA National Director (Atlanta area and other states):

1. **Age:** 43
2. **Years in business:** 20 years
3. **Locations:** Georgia (Atlanta with access to other states.)

Analysis of 2024 Event Financial Performance: The bullets below explain the financial data and company profile for USSSA Atlanta Fastpitch:

- **Number of Events:** 34 (Averages around 20 teams per weekend - Elite Events and (B) events)
- **Number of teams in 2024:** 679
- **Number of unique teams:** 500
- **2024 Overhead:** \$257,405.85 (Awards, Softballs, USSSA / Tournament Fees, directors, field cost and umpires.)
- **Profit:** \$125,000
- **2024 Gross Income:** \$382,405.85 (Team Entry - \$395 and Team Gate - \$175 = \$387,030)
- **Profit Margin:** 32.6%
- **All-State Games:** With 250 players each paying \$125, the event generated a net profit of \$35 per player. Additionally, an average of 3 spectators per player attended, each paying a \$10 gate fee, which contributed an extra \$15,000 to net profit.

Ask: Chris and Lamar proposed a buyout, with Chris Florence remaining as a salaried employee to expand Perfect Game (PG) Softball in Georgia and Nationally.



	2022	2023	2024
Rental	\$68,912	\$32,745	\$42,320
Directors	\$26,498	\$20,600	\$15,775
Maintenance	\$26,995.5	\$19,459	\$11,407
Tim Langley / Umpire Pay	\$171,995	\$118,783	\$108,489
Carlton / Umpire Pay	\$50,374	\$4,207	\$19,552
Kevin Cheek / Umpire Pay	\$0	\$0	\$6,820
Umpires (Booking Agent)	\$10,273	\$35,771.94	\$8,194
MSP Banners/Rin	\$7,699.58	\$5,495.78	\$3,474.09
Success Rings	\$14,922.80	\$10,202.75	\$5,780.11
Bownet/ Baden	\$13,655.34	\$0.00	\$4,152
Insurance	\$2,500	\$2,600	\$2,500
Sponsorships	\$4,781	\$6,000	\$1,990
MISC	\$21,204.52	\$17,931.72	\$6,450.21
Ga USSSA	\$17,194.72	\$11,412	\$10,886
Schedule	\$5,020	\$3,300	\$2,695
Refunds	\$15,265	\$7,924.77	\$2,775
Advertising	\$1,743.56	\$784.9	\$35
Hotels	\$12,800.23	\$3,817.92	\$4,111.44
Fuel	\$245.36	\$61.25	\$0
Total Costs	\$472,079.61	\$301,097.03	\$257,405.85
Total Deposits	\$499,797.83	\$371,378	\$281,797
Avg Entry Fee	\$375	\$375	\$395
Team Gate Fee	Cash Gate	\$165	\$175