

DFERRARO@PERFECTGAME.ORG

2025



CITY OF EASLEY

PROPOSAL FOR AN EXCLUSIVE PARTNERSHIP FOR BASEBALL AND SOFTBALL TOURNAMENTS

MORE





I. INTRODUCTION

Initially established as All-League Baseball in 2016, we transitioned to USSSA after a single year of independent operation and after eight years under the USSSA banner, we aligned with Perfect Game, recognized as the most prominent brand in **44 States and internationally**.

This proposal is submitted by Perfect Game to request an exclusive, long-term partnership with the City of Easley for the use of the JB Red Owens Recreational Complex. Our goal is to secure exclusive access to the 3-field and 5-field complexes for a total of 28 weekends each calendar year for **baseball** and **softball** tournament operations.

This partnership would provide significant and consistent economic and recreational benefits to the community while ensuring the continued improvement and promotion of a premier sports facility.

II. OUR PARTNERSHIP OFFER

In exchange for exclusive use of the specified complexes for 28 weekends per year, we are prepared to offer the following commitments and facility enhancements:

1. Strategic Field Enhancements & Investment

We understand the importance of maintaining and upgrading the facility to attract top-tier events. Through our affiliation with Perfect Game, we will explore and commit to a plan to install artificial turf on the 5-field complex, with a target completion date of 2027.

This significant capital investment would:

- Dramatically reduce rainouts and cancellations which increases revenue for the City of Easley.
- Lower long-term maintenance costs for the municipality.
- Attract higher-level, regional, and national tournaments, further boosting local economic impact.

2. Enhanced Player & Spectator Experience

To elevate the quality of events held at JB Red Owens, we will install and manage a state-of-the-art streaming camera system on each of the eight (8) fields. This system would allow families and fans who are unable to attend in person to watch games live, showcasing the complex and its teams to a wider audience for any event such as Recreational, Senior League Baseball World Series or Perfect Game tournaments.

3. Community & Municipal Partnership

We are committed to being a supportive and collaborative partner for the municipality. We will work to ensure our operations complement, rather than conflict with, existing community programs. To make this partnership as seamless as possible:

II. OUR PARTNERSHIP OFFER (CONTINUED)

- **Priority Scheduling:** We will ensure that all local baseball and softball recreation teams within the City of Easley, as well as events from "Senior League Baseball World Series," are given first priority on field scheduling. Our tournament calendar will be built around your community's needs to ensure that local athletes have uninterrupted access to the facilities.
- **Operational Ease:** We serve or assist as the primary point of contact for all tournament-related logistics, including scheduling, field preparation, and on-site event management. This will significantly reduce the administrative burden on the Parks and Recreation staff, allowing them to focus on other vital community programs.

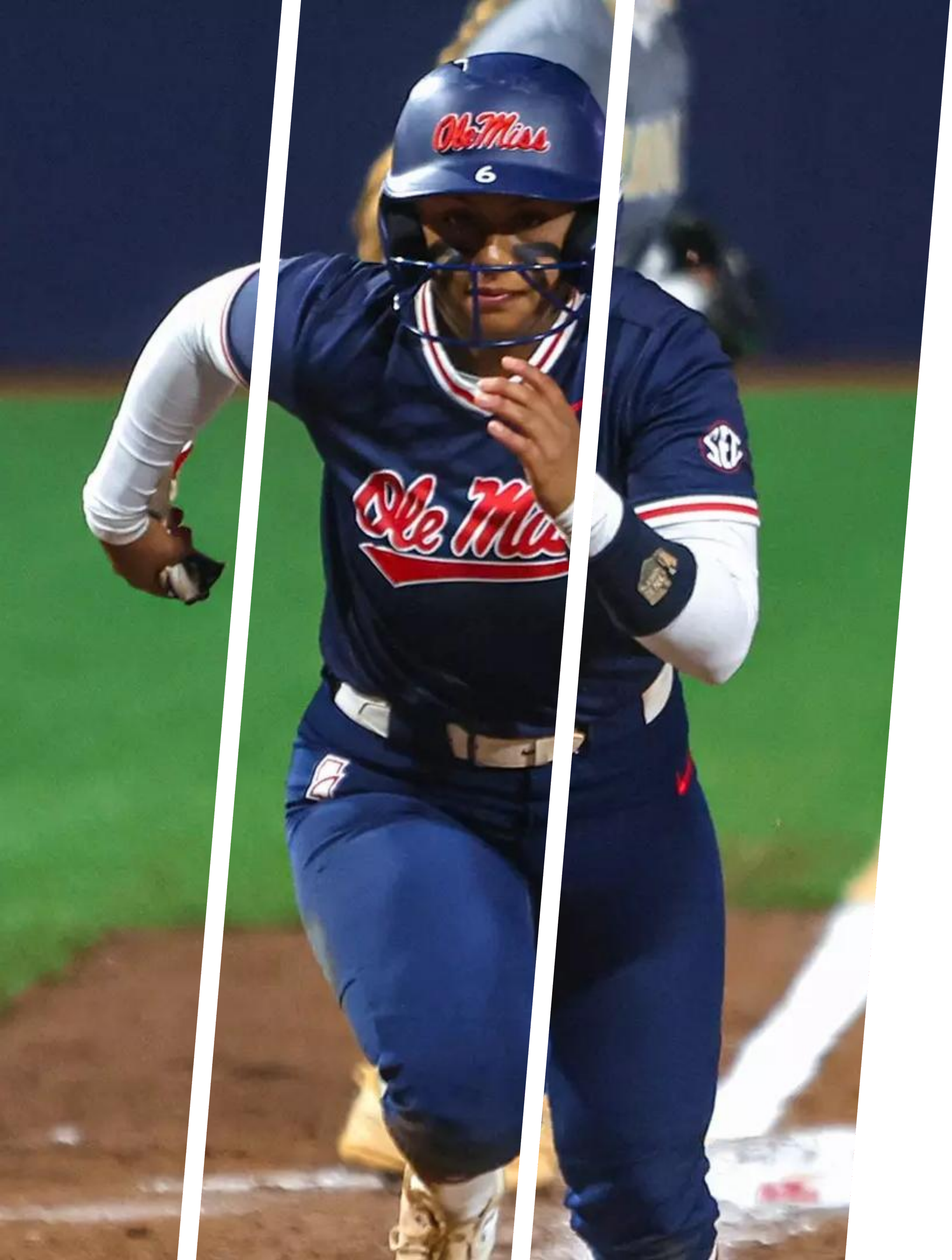
4. Co-Branded Sponsorship Opportunities

We recognize the value of shared branding and promotional opportunities. Our partnership will include dedicated branding space on all backstop and outfield padding throughout the facility. This creates a professional atmosphere and offers potential shared revenue streams through co-sponsorships with local and national partners.

5. Consistent Economic Impact

By guaranteeing 28 weekends of exclusive tournament play, we will bring a predictable and substantial influx of visitors to the community. These tournaments drive direct economic activity for:

- Local hotels and lodging providers.
- Restaurants, retail stores, and entertainment venues.
- Increased gas and travel-related spending.
- This consistent stream of visitors provides a reliable boost to the local economy throughout the year.



PERFECT GAME BASEBALL & SOFTBALL



III. SUMMARY & NEXT STEPS

This proposal outlines a powerful, mutually beneficial partnership.

By granting us exclusive access to the 3-field and 5-field complexes for 28 weekends, the municipality will secure a reliable partner committed to the long-term success and improvement of JB Red Owens.

Our contributions will not only elevate the complex to a premier destination but also generate consistent, positive economic impact for the local community.

We would be grateful for the opportunity to meet with your team again to discuss this proposal in more detail and answer any questions you may have.

We are confident that this partnership will be a winning strategy for both the municipality and our organization.



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MARKET OVERVIEW

PROPOSAL FOR AN EXCLUSIVE PARTNERSHIP FOR BASEBALL AND SOFTBALL TOURNAMENTS

MORE





SOFTBALL & BASEBALL COVERAGE

600+ TOURNAMENTS HOSTED IN AL,
GA, NC, SC, TN, AND VA

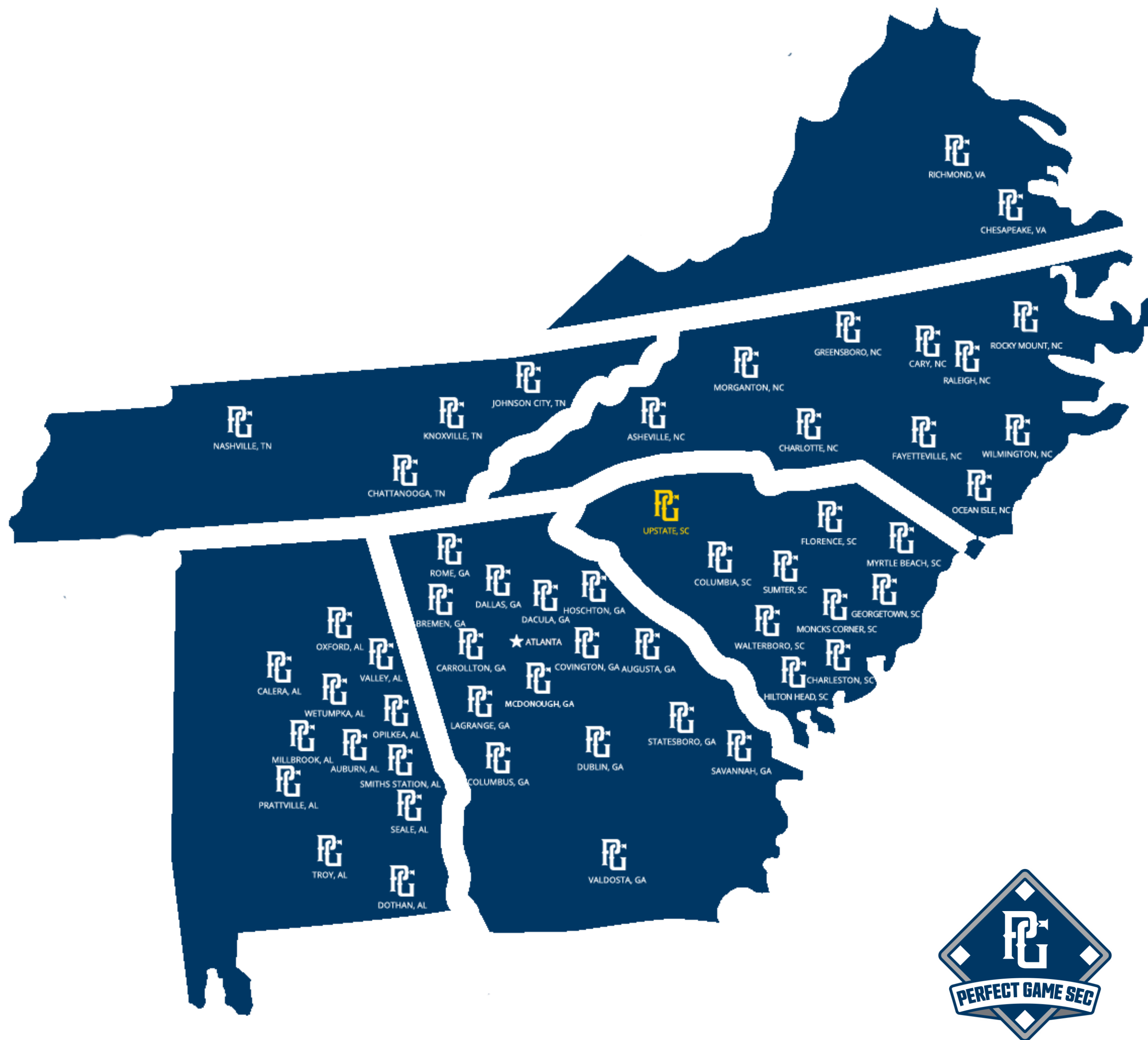
TOURNAMENT HOST TO OVER
30,000+ TEAMS IN 2025

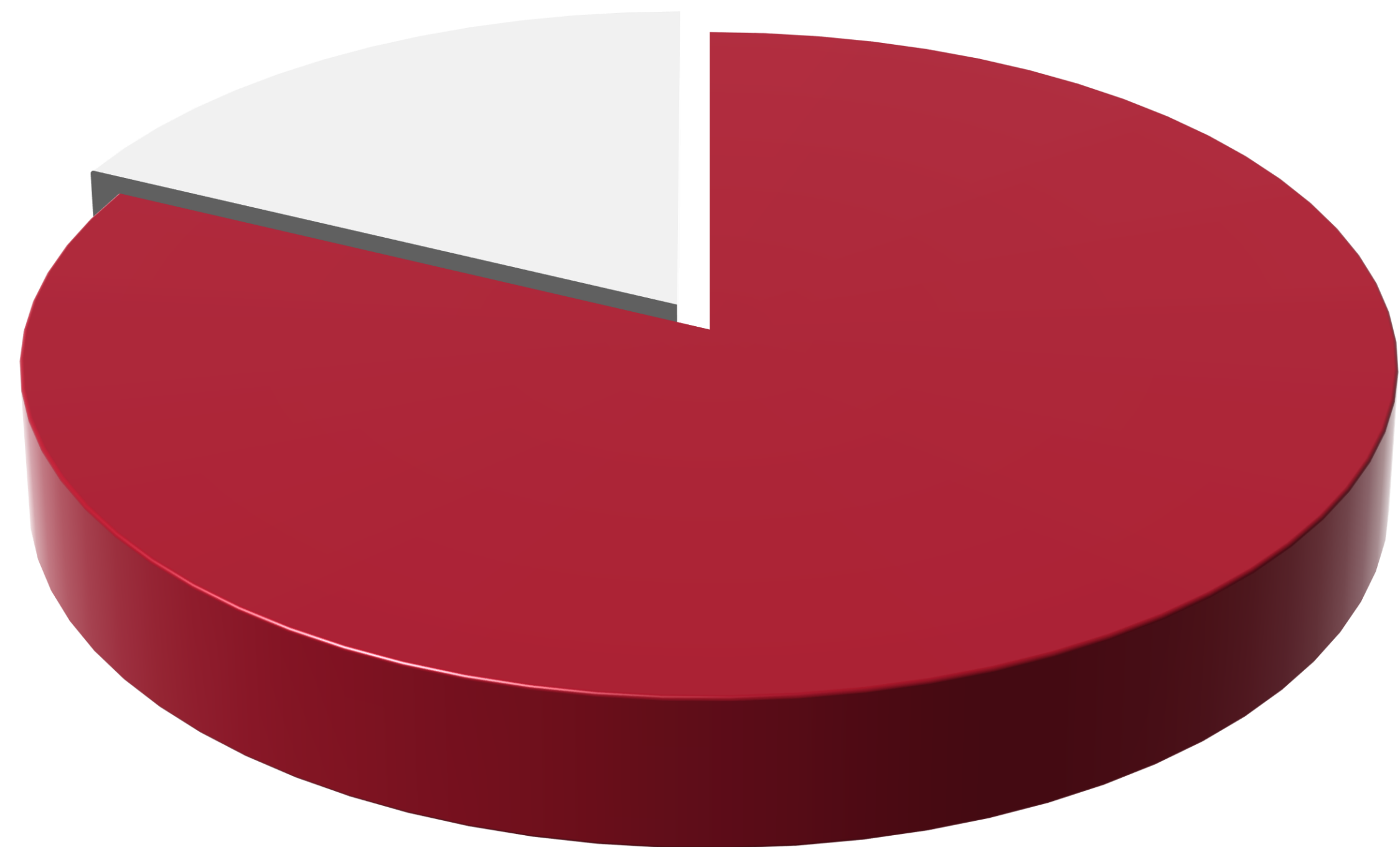
16 SUPER REGIONAL NIT
TOURNAMENTS

4 PERFECT GAME WORLD SERIES

6 NATIONAL SELECT FEST ID EVENTS

5 NATIONAL AA/AAA ALL-STATE
GAMES





■ PERFECT GAME MARKET SHARE (78.3%) ■ TOPGUN & USSSA MARKET SHARE (21.7%)

PERFECT GAME



IN THE UPSTATE OF SOUTH CAROLINA

BY THE NUMBERS: OUR 2025 SEASON

To date, we've have hosted a total of **2,234 teams** for baseball and **247 teams** for softball tournaments. A significant portion of these teams traveled from out of town to play in the Upstate.

- **32.7%** of teams (**732 teams**) traveled at least **60 miles**.

On average, we've hosted **93 baseball teams** each weekend this season.

For context, in our inaugural year, we welcomed **247 softball teams** over 14 weekends, with an average of **18 teams per weekend**.

[CLICK HERE](#)

Thank You!

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