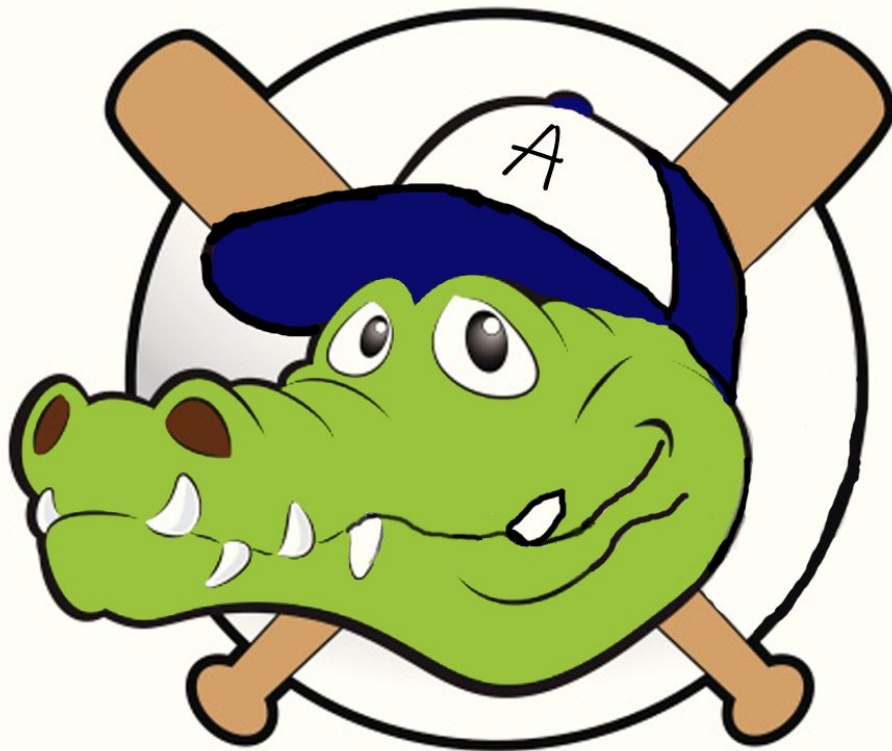


Austin Alligators

PROFESSIONAL BASEBALL CLUB



KATIE ROBERTS, CHARLENE AINSWORTH,
WILLIAM FUNK, BRUCE LIAO,
BRE KALER, SAM CORLEY, CHRIS BELL

HOME UNIFORMS

AWAY UNIFORMS



LONE STAR BALLPARK



CAPACITY: 12,997

LOCATION: DOWNTOWN AUSTIN



MISSION STATEMENT

THE AUSTIN ALLIGATORS PRIMARY GOAL IS TO PROMOTING AMERICA'S NATIONAL PASTIME IN A SAFE, FUN, FRIENDLY AND EXCITING ATMOSPHERE THAT ALLOWS FANS AND PLAYERS ALIKE TO ENJOY THE GAME. WE AS AN ORGANIZATION AND OUR STAFF, PLAYERS AND COACHES ARE DEDICATED TO THIS GOAL BY:

- TO PLAY CHAMPIONSHIP BASEBALL WITH PLAYERS WHOSE PERFORMANCE ON AND OFF THE FIELD REFLECT THE CHARACTER OF THE ALLIGATORS ORGANIZATION AND THE CITY OF AUSTIN.
- BY EMPLOYING THE BEST STAFF IN MINOR LEAGUE BASEBALL, WE HAVE CONTINUALLY LAID A FOUNDATION THAT HELPS US TAKE CARE OF THE THREE GROUPS OF PEOPLE WHO ALLOW US TO WORK IN AND FOR THE GAME WE LOVE: OUR FANS, OUR SPONSORS AND OUR PLAYERS.
- WE ARE DEVOTED TO PROVIDING ALL OF OUR FANS WITH AFFORDABLE, FAMILY-FRIENDLY BASEBALL. WE OFFER OUR SPONSORS MAXIMUM EXPOSURE THROUGH A UNIQUE ENVIRONMENT OF MARKETABILITY. OUR PLAYERS ARE GIVEN THE BEST OPPORTUNITIES TO ACHIEVE THEIR GOALS THROUGH THE EXCEPTIONAL FACILITIES, QUALIFIED PERSONNEL AND PROFESSIONAL ATMOSPHERE WE PROVIDE.

AS AN ORGANIZATION, WE, THE AUSTIN ALLIGATORS, ARE DEDICATED TO THIS MISSION AND WE WILL SETTLE FOR NOTHING LESS THAN ACHIEVING AND GROWING THESE GOALS.



ORGANIZATIONAL STRUCTURE

OWNER

THE OWNER IS CONTRACTUALLY OBLIGATED TO THE LEAGUE TO OPERATE THEIR FRANCHISE IN A MANNER CONSISTENT WITH THE LEAGUE RULES, REGULATIONS, BYLAWS, ETC. THE OWNER IS ALSO FINANCIALLY RESPONSIBLE FOR FULFILLING ALL THE FRANCHISES OBLIGATIONS: SALARIES, ARENA RENT, TAXES, REVENUE SHARING BACK TO THE LEAGUE, ETC. THEY NEED TO BE PASSIONATE ABOUT THE SPORT.

- SHORT-TERM GOAL: PROVIDE INITIAL CAPITAL TO ENSURE THAT TEAM CAN MAKE IT TO OPENING DAY.
- LONG-TERM GOAL: ENSURE THAT THE ORGANIZATION CAN BE SELF-SUSTAINING.

GENERAL MANAGER (GM)

THE GENERAL MANAGER IS RESPONSIBLE FOR ALL BASEBALL OPERATIONS DECISIONS, INCLUDING PLAYER SIGNINGS AND RELEASES, TRADES, ETC. HE WILL WORK WITHIN THE BUDGET THE OWNER GIVES HIM. FACE OF THE ORGANIZATION.

- SHORT-TERM GOAL: RECRUIT PLAYERS THAT SHARE THE ORGANIZATION'S MISSION AND VALUES.
- LONG-TERM GOAL: ENSURE THAT PERSONNEL IS IN PLACE THAT CAN GUIDE THE TEAM TO COMPETE FOR CHAMPIONSHIPS.

HEAD OF FINANCE

IN CHARGE OF ALL MONEY COMING IN AND OUT. THEY KEEP TRACK OF EXPENSES, FEES AND DONATIONS. MAKE AND ADJUST THE BUDGET THROUGHOUT THE YEAR. CHOOSE THE BEST INSURANCE POLICY FOR THE ORGANIZATION. THEY KEEP THE ORGANIZATION UP TO DATE ON ALL TAX RELATED ISSUES.

- SHORT-TERM GOAL: ENSURE THAT ORGANIZATION IS STAYING WITHIN ITS BUDGET TO AVOID FINANCIAL PROBLEMS.
- LONG-TERM GOAL: HELP GARNER OUTSIDE RESOURCES AS AN ADDITIONAL INCOME SOURCE FOR THE ORGANIZATION.



HEAD OF SPORTS OPERATIONS

THEY ARE IN CHARGE OF HIRING ALL THE TRAINERS FOR THE TEAM. IN CHARGE OF ALL THE TRAINING PROGRAMS FOR THE ATHLETES. MAKES SURE ALL WORKOUT EQUIPMENT IS UP TO DATE AND WELL MAINTAINED. IN CHARGE OF ALL THE NUTRITION PLANS FOR THE PLAYERS. THEY NEED TO HAVE A DEGREE IN HEALTH SCIENCES AND POSSIBLY NUTRITION.

- SHORT-TERM GOAL: HIRE INITIAL TRAINERS THAT WILL PREPARE OUR TEAM FOR COMPETITION.
- LONG-TERM GOAL: BE A LEADER IN SPORTS HEALTH IN THE LEAGUE.

HEAD OF SALES/ANALYTICS

SALES ANALYSTS COLLECT AND ANALYZE DATA TO EVALUATE MARKETS, PRODUCTS AND BUSINESS OPPORTUNITIES. HELP DEVELOP AND MAINTAIN ELECTRONIC SYSTEMS TO TRACK AND PREDICT SEASONAL DEMAND, INDUSTRY SHIFTS AND CUSTOMER BUYING CHANGES. THEY WILL ACQUIRE ALL THE SPONSORSHIPS FOR THE ORGANIZATION.

- SHORT-TERM GOAL: IDENTIFY THE ORGANIZATION'S TARGET MARKET AND MAKE THEM FAMILIAR WITH THE TEAM.
- LONG-TERM GOAL: COMPLETELY SELL ALL SEASON TICKET SEATS IN THE STADIUM.

HEAD OF FACILITY OPERATIONS

IN CHARGE OF HIRING THE TEAM THAT CLEANS UP THE STADIUM AFTER GAMES OR EVENTS. ALSO IN CHARGE OF HIRING THE GROUND/ARENA PEOPLE THAT KEEP TRACK OF TURNSTILE INFORMATION.

- SHORT-TERM GOAL: HIRE DEDICATED WORKERS TO ENSURE THE FACILITY'S UPKEEPING.
- LONG-TERM GOAL: BUILD AN UNRIVALED CUSTOMER SERVICE EXPERIENCE.



HEAD OF GUEST RELATIONS

IN CHARGE OF HIRING ALL THE FOOD SERVICES FOR THE STADIUM AND CATERING FOOD FOR EVENTS. MANAGES SECURITY FOR STADIUM EVENTS AND OTHER EVENTS. IN CHARGE OF THE PARKING PLANS AND STAFF. IN CHARGE OF STAFF THAT SCANS THE TICKETS AND ALL THE EMERGENCY SERVICES.

- SHORT-TERM GOAL: PROVIDE EASILY ACCESSIBLE PARKING TO FANS SO GAMES ARE CONVENIENT TO GET TO.
- LONG-TERM GOAL: HIRE A POPULAR FOOD SERVICE LIKE CHICK FIL A TO SERVICE FANS IN THE STADIUM.

HEAD OF EVENTS AND ENTERTAINMENT

IN CHARGE OF ALL THE TECHNOLOGICAL ASPECTS FOR GAMES. IN CHARGE OF HIRING AN ANNOUNCER, DANCE SQUAD, HYPE TEAM, AND MASCOT. WILL MAKE ALL THE GRAPHICS AND NOISES THAT WILL BE PLAYED IN THE STADIUM DURING THE GAME.

- SHORT-TERM GOAL: HIRE A MASCOT THAT CAN DRAW ATTENTION TO THE TEAM AND PROVIDE A MORE ENJOYABLE GAME EXPERIENCE.
- LONG-TERM GOAL: BUILD MEMORIES WITH FANS AT THE GAME THAT ENCOURAGE THEM TO RETURN FOR MORE.

HEAD OF MARKETING

THEY WILL CONTROL ALL OF THE ADVERTISING ON TELEVISION, NEWSPAPERS, SOCIAL MEDIA, OR BILLBOARDS. IN CHARGE OF HIRING ALL THE BROADCASTERS THAT WILL COMMENTATE THE GAME ON THE RADIO OR TELEVISION. IN CHARGE OF ALL PRESS CONFERENCES AND PLAYER INTERVIEWS. IN CHARGE OF PLANNING ALL PHILANTHROPY AND COMMUNITY EVENTS.

- SHORT-TERM GOAL: INCREASE THE AMOUNT OF CUSTOMERS THAT COME EACH GAME
- LONG-TERM GOAL: PROFIT OFF OF ALL THE MERCHANDISE BEING PURCHASED AT THE END OF THE YEAR



GAMEDAY OPERATIONS

GAMEDAY OPERATIONS MANAGER: THE GAMEDAY OPERATIONS MANAGER WILL BE REQUIRED TO OVERSEE ALL OPERATIONS PERTAINING TO THE FLOW OF OPERATIONS ON GAMEDAY. HE OR SHE INHERITS FULL RESPONSIBILITY FOR THE QUALITY OF SERVICE PROVIDED BY EMPLOYEES. \$65,000 ANNUAL SALARY WILL BE OFFERED.

USHERS: USHERS WILL BE RESPONSIBLE FOR ASSISTING CUSTOMERS TO AND FROM THEIR SEATS, AND, IN ADDITION, BEING ABLE TO PROVIDE DIRECTIONS TO ANY LOCATION IN THE STADIUM INCLUDING RESTROOMS, LOST AND FOUND, CONCESSIONS, ENTRIES AND EXITS, ATMS, AND ANY OTHER PART OF THE BUILDING. \$11 HOURLY WAGE WILL BE OFFERED.

DOORHOSTS: DOORHOSTS WILL BE ASSIGNED THE RESPONSIBILITY OF ENSURING CUSTOMERS ARE ENTERED INTO THE STADIUM IN A SAFE AND SECURE FASHION WHILE PROVIDING DIGITAL OR PHYSICAL EVIDENCE OF A RIGHT TO ENTER THE STADIUM. \$10 HOURLY WAGE WILL BE OFFERED.

SECURITY: SECURITY WILL BE IN CHARGE OF NOT ONLY ENSURING THAT ALL BAGS ARE CHECKED BEFORE BEING ALLOWED ENTRANCE INTO THE STADIUM, BUT ALSO THAT NO FOUL LANGUAGE, VIOLENCE, OR ROUDINESS IS TOLERATED BY PATRONS TOWARDS ONE ANOTHER. \$13 HOURLY WAGE WILL BE PROVIDED.

CONCESSIONS: CONCESSION VENDOR WILL BE CHARGED WITH FOLLOWING CLEAN, SAFE FOOD HANDLING PROCEDURES, ENSURING THE HIGHEST QUALITY SERVICE TO OUR CUSTOMERS, AND ENSURING QUALITY, CONSISTENT FOOD AND BEVERAGE SERVICES TO ALL CUSTOMERS. \$8 HOURLY WAGE WILL BE PROVIDED.

FACILITY OPERATIONS



BUSINESS OPERATIONS MANAGER: THE BUSINESS OPERATIONS MANAGER WILL ENSURE THAT THE STADIUM, MARKETING, AND MEDIA TEAMS ARE FUNCTIONING YEAR-ROUND. HE OR SHE WILL ENSURE THAT THE DAY TO DAY OPERATIONS OF THE FACILITY ARE KEPT UP TO STANDARD AND INFORM UPPER MANAGEMENT OF POTENTIAL PROBLEMS. \$70,000 ANNUAL SALARY WILL BE PROVIDED.

GROUNDS CREW: THE GROUND CREW WILL ENSURE THAT YEAR ROUND THE FIELD, DIAMOND, AND EQUIPMENT ARE IN PLACE TO PROVIDE A SAFE, BEAUTIFUL PLAYING ENVIRONMENT FOR THE ALLIGATORS. THEY WILL BE RESPONSIBLE FOR THE MAINTENANCE AND APPEARANCE OF THE GRASS AS WELL AS THE PITCHERS MOUND AND CHALK LINES AROUND THE BASES. \$15 HOURLY WAGE WILL BE PROVIDED.

MERCHANDISE TEAM WORKER: MERCHANDISE TEAM WORKERS WILL BE RESPONSIBLE FOR MAINTAINING AND OPERATING THE VARIOUS MERCHANDISE OUTLETS LOCATED THROUGHOUT THE STADIUM BY PROVIDING EXCELLENT CUSTOMER SERVICE AND HAVING EXTENSIVE KNOWLEDGE OF THE PRODUCTS OFFERED BY THE ALLIGATORS. \$13.50 HOURLY WAGE WILL BE OFFERED.

SOCIAL MEDIA TEAM MEMBER: SOCIAL MEDIA TEAM MEMBERS WILL OPERATE ALL AFFILIATED SOCIAL MEDIA ACCOUNTS INCLUDING TWITTER, FACEBOOK, INSTAGRAM, AND SNAPCHAT, AND WILL BE RESPONSIBLE FOR ALL MESSAGES SENT TO AND FROM THOSE ACCOUNT. \$15 HOURLY WAGE WILL BE OFFERED.

MARKETING TEAM MEMBER: THE MARKETING TEAM MEMBERS WILL PRIMARILY BE RESPONSIBLE FOR THE SALE OF SEASON TICKETS TO CUSTOMERS, THE PROMOTION OF THE BRAND OF THE AUSTIN ALLIGATORS THROUGHOUT THE COMMUNITY, AND THE MARKETING AND SPREAD OF VARIOUS PRODUCTS AND SERVICES ASSOCIATED WITH AND OWNED BY THE ALLIGATOR OWNERSHIP GROUP. \$22 HOURLY WAGE WILL BE OFFERED.



HIRING PROCEDURES

HIRING HIGH QUALITY EMPLOYEES TO WORK FOR THE ALLIGATORS IS OF THE UTMOST IMPORTANCE TO OUR ORGANIZATION. OUR RIGOROUS HIRING PROCESS WILL LOOK FOR EMPLOYEES WHO BRING A POSITIVE ATTITUDE, HIGH MORAL AND ETHICAL STANDARDS, INTELLIGENCE, AND, ABOVE ALL, A CUSTOMER ORIENTATION WITH THEM TO WORK EVERY SINGLE DAY. THROUGH TRAINING, EDUCATION, AND, MOST IMPORTANTLY, A STRONG ORGANIZATIONAL CULTURE THAT FOSTERS THESE ATTRIBUTES IN OUR EMPLOYEES, WE WILL ASSERT OURSELVES AS ONE OF THE HIGH CLASS ORGANIZATIONS IN PROFESSIONAL SPORTS. THE STEPS TO FINDING THESE TYPES OF PEOPLE ARE AS FOLLOWS:

1. ANALYZE JOB REQUIREMENTS
2. POST JOB ON TEAMWORK.ORG
3. EXAMINE EVERY RESUME SENT INTO OUR HR DEPARTMENT
4. INTERVIEW PROSPECTIVE EMPLOYEES
5. TARGET ATTRACTIVE PROSPECTS
6. OFFER JOB SUPPORT TO NEW EMPLOYEES AND BEGIN ONBOARDING

THE TRAINING PROCESS FOR OUR EMPLOYEES MUST BE EQUALLY AS STRINGENT. WE MUST WORK TO BUILD HANDS ON EXPERIENCE WHILE AT THE SAME TIME NOT ALLOWING THE LEVEL OF CUSTOMER SERVICE TO DROP DURING TRAINING PERIODS. THESE STEPS ARE AS FOLLOWS:

1. PROVIDE COMPUTER BASED TRAINING
2. HAVE APPRENTICESHIP WITH VETERAN EMPLOYEE
3. UNDERTAKE SOLO TASKS UNDER MANAGEMENT SUPERVISION
4. EASE INTO ROLE AS INDEPENDENT EMPLOYEE
5. REASSESS AND CONTINUE INDOCTRINATION TO ORGANIZATION CULTURE



EXPENSES

- STADIUM EXPENSES: \$600 MILLION
- \$550 MILLION DEDICATED TO CONSTRUCTION OF "LONE STAR BALLPARK"
- \$50 MILLION DEDICATED TO IMPROVING AREA SURROUNDING THE BALLPARK AND STRENGTHENING NIGHT-LIFE, RESTAURANTS, AND ENTERTAINMENT VENUES.
- WE HAVE BEEN GUARANTEED \$400 MILLION DOLLARS FROM THE CITY VIA A CITY-WIDE 1-CENT TAX ON SPECIFIC PRODUCTS.
- OTHER \$200 MILLION CAN BE OBTAINED FROM PRIVATE FUNDING, LOANS, AND OTHER LIMITED-OWNERSHIP PARTNERS

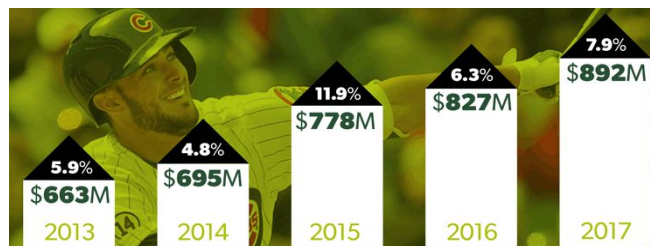


REVENUES

AUSTIN PRESENTS A UNIQUE OPPORTUNITY FOR MLB EXPANSION:

- THE ROUND ROCK EXPRESS, THE TEXAS RANGERS' TRIPLE-A AFFILIATE 20 MILES NORTH OF AUSTIN HAS AVERAGED THE HIGHEST OR SECOND-HIGHEST ATTENDANCE NUMBERS IN THE PACIFIC COAST LEAGUE.
- UNIVERSITY OF TEXAS BASEBALL ALSO AVERAGES TOP-10 BASEBALL ATTENDANCE NUMBERS FOR THE NCAA YEAR AFTER YEAR
- THE AUSTIN MARKET IS ALSO MALE DOMINATED
- ONE OF THE FASTEST GROWING CITIES IN THE US.
- THE CITY'S AGE IS ALSO MARKEDLY LOW,

CULMINATING WITH ALL OF THESE OTHER FACTORS MEANS THAT ATTENDANCE CAN BE ESTIMATED TO BE IN THE LOW 30,000S CONSISTENTLY, WITH UPSWINGS BASED ON TEAM SUCCESS. THE BURGEONING GROWTH OF AUSTIN BUSINESS WILL ALLOW FOR AMPLE SPONSORSHIP OPPORTUNITIES. SEVERAL PROMINENT COMPANIES SUCH AS APPLE, DELL, EBAY, FACEBOOK, HEWLETT-PACKARD, WHOLE FOODS, HOME DEPOT AND VISA, ALL HAVE CORPORATE HQS OR SIGNIFICANT REGIONAL OPERATIONS IN AUSTIN. ALL OF THESE SPONSORS COULD POTENTIALLY PAIR UP WITH OUR BRAND AND CONTINUE TO ENSURE WHAT HAS BEEN A HISTORIC PAST FEW YEARS FOR THE MLB IN SPONSORSHIP REVENUE GENERATION.



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REVENUES

WE BELIEVE THAT BECAUSE AUSTIN CONTAINS SO MANY YOUNG BUSINESSES WHO ARE LOOKING TO EXPAND INTO NEW SPACE, WE SHOULD CONTACT THESE COMPANIES IMMEDIATELY IN ORDER TO LOCK DOWN A DEAL. GLOBE LIFE, THE NORTH TEXAS MEGA-INSURANCE PROVIDER, ARE REPORTEDLY PAYING CLOSE TO \$11 MILLION ANNUALLY IN ORDER TO KEEP THEIR NAME ON TEXAS RANGERS STADIUM. WITH A NEW, EXCITING STADIUM TO GO ALONG WITH THE FIRST PROFESSIONAL SPORTS TEAM IN AUSTIN, NOTHING LESS THAN \$8 MILLION ANNUALLY SHOULD BE EXPECTED FOR OUR STADIUM NAMING RIGHTS. ADDITIONALLY, A PENETRATION PRICING STRATEGY SHOULD BE EMPLOYED.

FOR EXAMPLE, THE LOS ANGELES CHARGERS ARE EXPERIENCING ISSUES WITH ATTENDANCE IN A NEW CITY WITH LITTLE TO NO FAN BASE. BY PRICING THEIR SEASON TICKETS CHEAPLY IN THEIR NEW SHARED STADIUM WITH THE LA RAMS, THE CHARGERS ARE GOING TO GET MORE FANS IN THE DOORS THAN THEY WERE PREVIOUSLY GOING TO, AND RETAIN THEM THROUGH CHEAPER SEASON TICKET OFFERINGS.





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REVENUES

AVERAGE PAYROLL FOR MLB TEAMS (2018)	AVERAGE REVENUE GENERATED BY MLB TEAMS (2018)	AVERAGE OPERATING INCOME FOR MLB TEAMS (2018)
\$131.25M	\$315M	\$28.61M

- HOUSTON ASTROS AND TEXAS RANGERS COMBINED FOR 658M GENERATED PAST YEAR.
- 1-YR FRANCHISE VALUE INCREASE OF 3% FOR TEXAS RANGERS, 14% FOR HOUSTON ASTROS (TIED FOR 2ND HIGHEST GROWTH IN THE LEAGUE)

ALL OF THESE STATS TOGETHER MEAN THAT THERE IS A SIGNIFICANT MARKET FOR AN MLB TEAM IN AUSTIN,

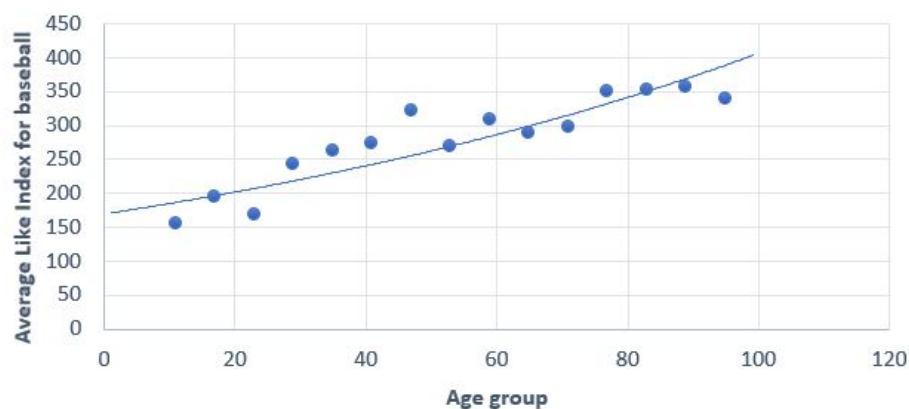


AS REVENUE GROWTH NUMBERS, ESPECIALLY WITHIN THE STATE OF TEXAS HAVE BEEN CONSISTENT, AND THE TIMING IS RIGHT, WE BELIEVE, TO MAKE THIS MOVE.

MARKETING, PROMOTION, SPONSORSHIP

ACCORDING TO OUR RESEARCH ON SIMMONS DATABASE, THERE IS A CLEAR CHAIN ON THE RELATIONSHIP BETWEEN AGE AND INTEREST TO BASEBALL. AS CAN BE SEEN THAT THE TREND GOES UPWARD WITH THE AGE INCREASE, THIS INDICATE THAT BASEBALL IS NOT AS POPULAR IN THE YOUNGER GENERATION THAN IN THE HIGHER AGE GROUP. THIS SERVE AS AN OPPORTUNITY AND DIRECTION FOR US TO EXPEND THE UNSERVED CUSTOMER (THE YOUNGER GENERATION).

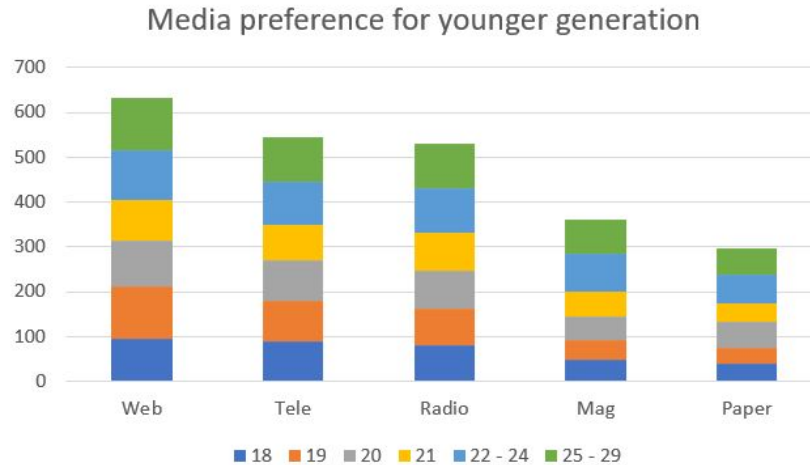
Relation between the love to baseball and age



AS CAN BE SEEN THAT THE TREND GOES UPWARD WITH THE AGE INCREASE, THIS INDICATE THAT BASEBALL IS NOT AS POPULAR IN THE YOUNGER GENERATION THAN IN THE HIGHER AGE GROUP. THIS SERVE AS AN OPPORTUNITY AND DIRECTION FOR US TO EXPEND THE UNSERVED CUSTOMER (THE YOUNGER GENERATION).



IN ORDER TO PROMOTE TO YOUNGER GENERATION MORE EFFICIENT, WE HAVE ANALYSES THE MEDIA PREFERENCE FOR OUR TARGET CUSTOMER AND WE DECIDE TO USE INTERNET AS OUR MAJOR CHANNEL TO COMMUNICATE.



ONE OF THE ORGANIZATION'S INITIAL STEPS TO GARNER INTEREST FOR THE INAUGURAL SEASON WILL BE TO HOLD A COMPETITION THROUGH SOCIAL MEDIA WHERE FOLLOWERS WILL GO ON A SCAVENGER HUNT, WITH THE WINNER RECEIVING A PAIR OF TICKETS TO ONE GAME AND ALLIGATORS MERCH. A SIMILAR CONTEST WAS HELD ON SOCIAL MEDIA BY THE ORLANDO CITY SC SOCCER TEAM, WHERE FANS WERE SENT AROUND THE CITY IN HOPES OF FINDING A PAIR OF TICKETS TO A GAME. WE BELIEVE THAT SOCIAL MEDIA WILL BE OUR GREATEST TOOL IN THE BEGINNING STAGES OF BUILDING OUR BRAND, SO HAVING DEDICATED, INTERNET SAVVY INDIVIDUALS TO RUN OUR SOCIAL MEDIA ACCOUNTS WILL BE VITAL.

SOCIAL MEDIA WILL NOT ONLY BE USED TO PROVIDE INFORMATION TO FANS, BUT TO ENGAGE WITH THEM AND ANSWER ANY QUESTIONS THEY MIGHT HAVE ABOUT THE NEW TEAM IN TOWN. ONCE PLAYERS BEGIN TO BE ADDED TO THE TEAM, WE CAN THEN FOCUS ON ENSURING THAT FANS AND PLAYERS ARE BUILDING A CONNECTION. THIS INTERACTIONS WILL ALSO INCLUDE COMMUNITY SERVICE PROJECTS IN THE CITY AND MEET AND GREET. WE HAVE SEEN THAT WHEN A TEAM IS INVOLVED IN THEIR COMMUNITY, THE COMMUNITY WILL RALLY AROUND THEM, AND THE ONLY WAY WE CAN DO THAT IS BY LETTING OUR COMMUNITY KNOW THAT WE ARE COMMITTED TO THEM.

ALONG WITH OUR FANS IN THE COMMUNITY, WE WILL ALSO FOCUS ON ENGAGING WITH LOCAL BUSINESSES TO PROMOTE BOTH BRANDS.



SPONSORS:



MASTERCARD IS ONE OF THE MOST RECOGNIZABLE PAYMENT AND TECHNOLOGY COMPANIES THAT CONNECTS BUSINESSES AND CONSUMERS ACROSS THE WORLD. MASTERCARD IS ONE OF THE OFFICIAL SPONSORS OF THE MLB AND HAS PROVEN ITSELF TO BE A FAVORABLE PARTNER.

MARKETING, PROMOTION, SPONSORSHIP

GATORADE:



GATORADE IS THE OFFICIAL SPORTS DRINK OF THE MLB, NFL, NHL, NBA, AND OTHER PROFESSIONAL SPORTS LEAGUES, AS THE MOST RECOGNIZABLE SPORTS DRINK IN THE COUNTRY, GATORADE IS A CLEAR MATCH FOR A PARTNERSHIP.



NIKE:

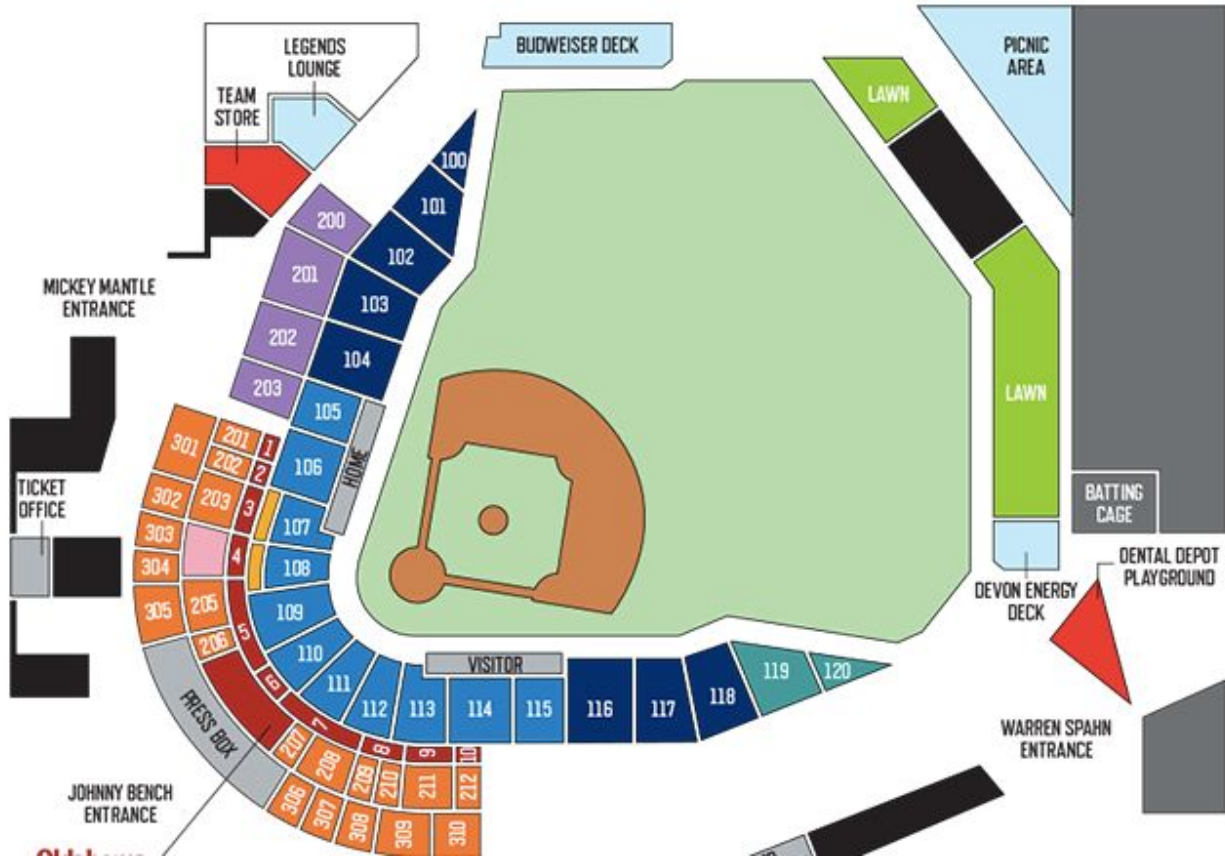








NIKE HAS BUILT ITS BRAND ON THE POWER OF SPORTS UNITING US ALL, WHICH IS A GOAL THAT WE SHARE. WHEN FANS SEE OUR TEAM, WE WANT THEM TO SEE AN ELITE ORGANIZATION, AND WITH NIKE AS A SPONSOR, WE ARE HOLDING UPHOLDING THAT SAME STANDARD.



TICKET PLANS









	Home Plate	\$77
	Field	\$66
	Right Field Corner	\$55
	Terrace	\$44
	Lawn	\$22
	4Tops	\$33

AVERAGE TICKET PRICES AT EACH LEVEL (SINGLE GAME)





2019 SEASON TICKET PRICING

	Home Plate	\$6,000
	Field	\$5,000
	Right Field Corner	\$4,000
	Terrace	\$3,000
	Lawn	\$1,500
	4Tops	\$2,500

BENEFITS

		
Best pricing and seating locations for 2019 regular season	Season Ticket Holder Gift	Same seating location for all 2019 regular season home games

		
Savings off additional Ticket Purchases (New for 2019)	Personal Season Ticket Account Services representative (New for 2019)	Flexible Payment Plan Options

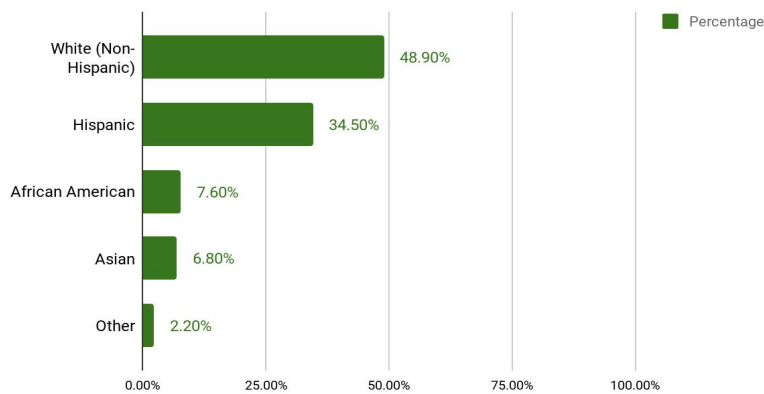
		
Best pricing and seating locations	Access to purchase Full Strip for 2019 Postseason games at the Postseason Season Ticket Holder price	20 - 30% off Merchandise (New for 2018)



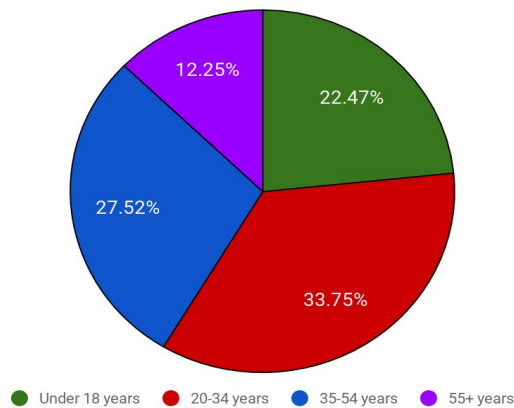
BUSINESS ANALYTICS

IN ORDER TO PROVIDE OUR FANS WITH THE BEST SPORTS EXPERIENCE, WE MUST PAY CLOSE ATTENTION TO OUR TARGET MARKETS' DEMOGRAPHIC AND PSYCHOGRAPHIC-- WHICH DEFINES A PERSON'S VALUES, PERSONALITY TRAITS AND BELIEFS. INITIAL ANALYTICS WILL INCLUDE IDENTIFICATION OF THE AUSTIN DEMOGRAPHIC, INCLUDING GENDER, RACE, AND AGE. ACCORDING TO THE 2016 U.S. CENSUS, MALES MADE UP 50.49% OF THE POPULATION, WHILE FEMALES MADE UP 49.51%.

Austin Race Demographic



Austin Age Demographic



ONCE WE HAVE A BASIC UNDERSTANDING OF OUR COMMUNITY, WE CAN THEN MOVE TO DEVELOPING A DEEPER UNDERSTANDING OF WHO THEY ARE. WE WILL WORK TOWARDS ENGAGING ALL THOSE IN OUR COMMUNITY TO JOIN US FOR A GAME.



BUSINESS ANALYTICS

IN ORDER TO PERFORM EFFICIENTLY IN OUR BUSINESS OPERATIONS, WE MUST RELY HEAVILY ON ANALYTICS. WE WILL LOOK TO ANALYTICS TO IDENTIFY HOW GOALS ARE BEING MET AND WHERE FURTHER IMPROVEMENTS CAN BE MADE. ANALYTICS WILL BE USED IN EVERY DIVISION OF THE ORGANIZATION, FROM ANALYZING AVERAGE GAME ATTENDANCE TO THE TENDENCIES OF FANS ONCE INSIDE THE BALLPARK. FOR EXAMPLE, TO DETERMINE PRICING OF OUR TICKETS FOR AN UPCOMING SEASON, WE WILL LOOK TO THE AVERAGE TICKET PRICE-- WHICH IS THE TOTAL REVENUE FROM TICKET SALES DIVIDED BY ALL TICKET SOLD-- SO THAT IT CAN BE USED IN THE DECISION-MAKING PROCESS. THIS DATA POINT, COMBINED WITH A GAME NIGHT REPORT, WOULD GIVE US A GOOD IDEA OF WHERE OUR EFFORTS COULD BE IMPROVED AS WELL AS HOW IT COMPARES TO OTHER EVENT AVERAGES.

Percentage of total millennial and Gen X sports fans

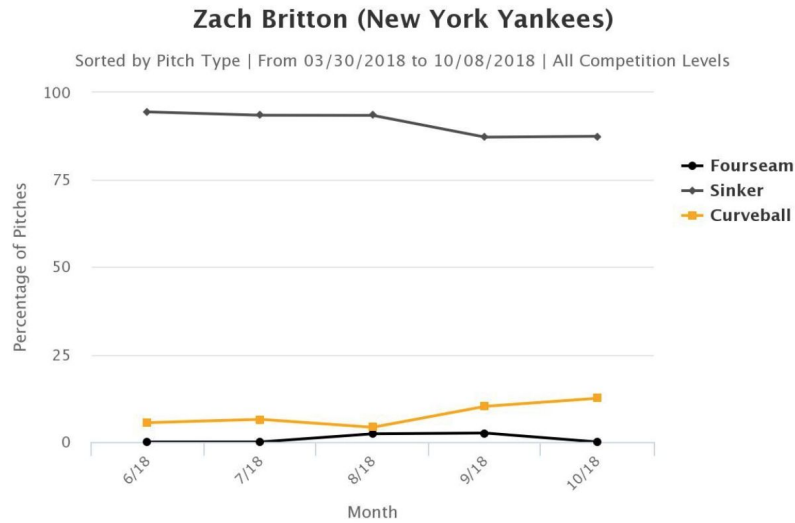
	Watching highlights		Checking scores and news updates	
	Millennials	Generation X	Millennials	Generation X
Uses at least one of ESPN, NBC, CBS, or FOX	45%	44%	52%	54%
ESPN sites and app	37%	32%	43%	42%
NBC sites and app	6%	8%	7%	7%
CBS sites and app	6%	8%	7%	15%
FOX sites and app	8%	10%	12%	13%
Uses at least 1 social-media platform	67%	50%	60%	40%
Facebook	40%	31%	36%	29%
YouTube	42%	18%	12%	9%
Twitter	20%	10%	20%	9%
Instagram	18%	3%	14%	3%
Snapchat	9%	2%	10%	1%
Reddit	1%	1%	2%	0%

WE WILL ALSO USE ANALYTICS TO INCREASE ENGAGEMENT WITH OUR PRODUCT. WITH THE LEGALIZATION OF SPORTS BETTING IN MANY STATES, FANS WILL REQUIRE US TO PROVIDE THEM WITH THE NECESSARY TOOLS TO AID IN THEIR OBJECTIVES. FANS WILL LOOK TO US FOR DATA SUCH AS BATTING AVERAGES, SLUGGING PERCENTAGES, AND SUCCESS RATE ON STOLEN BASES. IT IS ALSO IMPORTANT TO PROVIDE THIS SERVICE TO FANS AS TRENDS IN HOW THE GAME IS CONSUMED CONTINUES TO CHANGE. FANS ARE INCREASINGLY MOVING AWAY FROM WATCHING SPORTS ON TV TO CONSUMPTION THROUGH ONLINE STREAMING AND LIVE UPDATES.

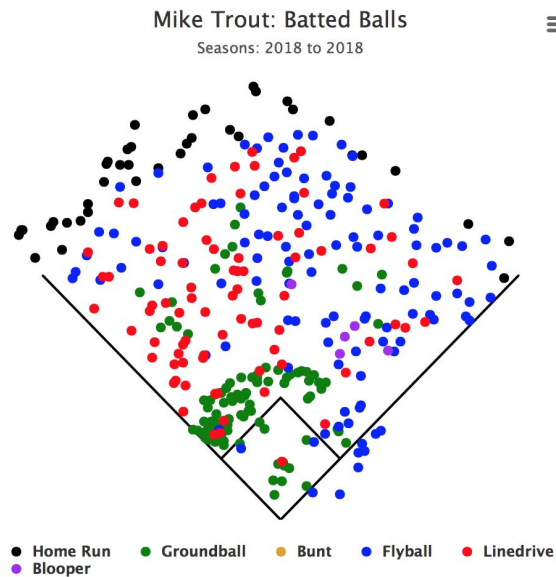


BUSINESS ANALYTICS

ANALYTICS WILL ALSO PLAY AN IMPORTANT ROLE IN ON THE FIELD PERFORMANCE, SUCH AS IN THE PREPARATION AGAINST OPPONENTS. MANY TEAMS IN THE MLB TRACK TRENDS IN OPPOSING PITCHER'S PITCH TYPE IN ORDER TO SET THEIR LINE-UP IN A COMPLIMENTARY WAY. THE DATA BELOW DISPLAYS ONE PITCHER'S TENDENCY TO THROW A PARTICULAR PITCH, WHICH WOULD GIVE AN OPPOSING TEAM A GOOD IDEA OF WHAT THEY CAN EXPECT FROM HIM.



THIS SAME DATA CAN ALSO BE USED TO IMPROVE OUR TEAM'S PLAY, WITH PLAYERS RECEIVING INFORMATION ON THEIR OWN TENDENCIES TO BETTER IDENTIFY WHAT WORKS FOR THEM AND WHAT DOESN'T.



EVENTS/ENTERTAINMENT

WHEN A FAN MAKES THE DECISION TO ATTEND A GAME, THEY ARE EXPECTING AN OVERALL EXPERIENCE THAT WILL PROVIDE THEM WITH MORE THAN JUST A VIEW OF THE GAME. THIS MEANS THAT IF WE WANT TO INFLUENCE FANS TO CONSUME THE GAME IN PERSON, RATHER THAN OTHER OUTLETS, WE MUST ENSURE THAT A TICKET PROVIDES THEM THE 5 E'S: ENJOYMENT, ESCAPE, EMOTION, EXPRESSION, AND EXHIBITIONISM. THESE FIVE ASPECTS ARE WHAT SEPARATES SPORTS FROM ANY OTHER PASTIME, AND IF WE CAN PROVIDE ALL FIVE, WE CAN GUIDE A FAN FROM A CASUAL VIEWER TO A FANATIC.

IN GAME ENTERTAINMENT:

- **KID ZONE**- IT'S TOUGH KEEPING KIDS IN THEIR SEATS FOR THE ENTIRE GAME, GIVE THEM A CHANCE TO USE UP THEIR ENERGY SO YOU CAN ENJOY THE GAME.
- **MUSIC/DJ**- THERE IS A GOOD AMOUNT OF WAIT TIME BETWEEN INNINGS, MUSIC WILL HELP TO KEEP FANS OCCUPIED AND COMFORTABLE.
- **JUMBOTRON ACTIVITIES**- ANOTHER WAY TO KEEP FANS OCCUPIED DURING INNINGS AND PITCHING CHANGES, WE WANT EVERY MOMENT TO BE FILLED WITH SOMETHING ENJOYABLE FOR FANS.
- **FIRST PITCH**- EXPECTED AT EVERY BASEBALL GAME, AND SHOWS JUST HOW HARD THE PITCHER'S JOB IS.
- **7TH INNING STRETCH**- A TIME WHERE FANS COME TOGETHER TO SING AND COMPLETE THE FULL EXPERIENCE OF A BASEBALL GAME.
- **IN-GAME PROMOTIONS**- FANS WILL RECEIVE A FREE COUPON TO A LOCAL RESTAURANT IF A HOME RUN IS HIT IN THE LAST THREE INNINGS OF THE GAME.



EVENTS/ENTERTAINMENT

SPECIAL EVENTS:

- **MILITARY APPRECIATION NIGHT-** ONE GAME EVERY YEAR THAT HONORS THOSE THAT HAVE SERVED THE COUNTRY WITH FREE ADMISSION TO THE GAME AND RECOGNITION DURING PRE-GAME. THE TEAM WILL ALSO HAVE SPECIAL EDITION MILITARY INSPIRED JERSEYS WITH A PERCENTAGE OF PROCEEDS AIDING VETERAN CAUSES.
- **KIDS NIGHT-** SPECIAL TICKETS AND FESTIVITIES FOR LOCAL SCHOOLS, WITH DISCOUNTED CONCESSIONS. EACH TICKET WILL COME WITH A TEAM SHIRT AND A CHANCE TO RUN THE BASES AFTER THE GAME.
- **FOURTH OF JULY-** A SPECIAL PRESENTATION OF THE COLORS BEFORE THE GAME, WITH FIREWORKS FOLLOWING AFTER THE GAME.
- **TOY DRIVE-** FANS GET THE OPPORTUNITY TO ENJOY A GAME WHILE GIVING BACK TO THOSE IN NEED. FOR EVERY TOY DONATED, A FAN WILL RECEIVE A FREE TEAM SHIRT.



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