

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

April 11, 2025

Subject: Shelly & Jamie Brown (TopGun Softball Directors under Donnie Broome in Western, NC).

Note: Shelly and Jamie Brown are joining Perfect Game! For 29 years, they've been running top-notch tournaments (baseball and softball). They have a highly motivated, aggressive and well-regarded 25-year-old daughter who compliments Mary Williams and could effectively manage the Charlotte, NC softball market. I have asked Shelly to quit her current job (which she will) and make this a full-time position and Jamie is retiring from the Correctional facility within the year.

Strategy: The Browns being based in Western North Carolina is a fantastic fit, especially with Mary Williams already on board. This combo creates a strong presence around Charlotte, NC, right in TopGun Softball's backyard. With our existing reach and access to tons of fields, we'll be in a prime position to really compete in Charlotte, NC to take out TopGun softball. Plus, this move could be the key to bringing Renee Platt, the remaining director in South Carolina for TopGun Softball, over to Perfect Game. That would likely mean the end of TopGun Softball, especially with Robin Williams and Donnie Broome getting up there in years. Exciting times!

Profile on Shelly & Jamie Brown (Western, North Carolina):

1. **Age:** 50
2. **Years in business:** 29 years
3. **Locations:** North Carolina (Asheville, Shelby, Hendersonville, Statesville, Morganton and Hickory)

Analysis of 2024 Event Financial Performance: The bullets below explain the financial data and company profile for Shelly and Jamie Brown:

- **Number of Events:** 34 (Averages around 41 teams per weekend)
- **Number of teams in 2024:** 1418 (Prior to the hurricane, it was 1600+ teams)
- **Number of unique teams:** 210
- **Overhead:** \$414,460 (Awards, Softballs, TopGun / Tournament Fees, field cost and umpires.)
- **Profit:** \$252,000
- **Gross Income:** \$666,460 (Team Entry - \$285 and Team Gate - \$185 = \$666,460)
- **Profit Margin:** 37.8% (Business is roughly 85% to 90% cash)

Ask: Shelly and Jamie Brown are seeking full-time positions with a **\$25,000 signing bonus** and a **\$200,000 annual salary**, along with potential bonuses or a per-player fee for All-State games. I am proposing to keep their existing LLC in place, which Perfect Game would acquire solely for the purpose of securing annual field allocations.

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Subject: Fees and Prizes Package Comparison Breakdown

This comparison chart is based on data provided by the company and is believed to have a high probability of accuracy.

Category	TopGun	Perfect Game	Savings	Notes
1. Fees	-	-	-	-
a. TopGun Team Fee	\$35,450	\$0	\$35,450	1418 teams x \$25
b. Weekly Award Package	\$219 x 130 (\$28,470)	\$90.10 x 800 (\$11,713)	\$16,757	Trophy Sets, Rings etc.
4. Softballs	-	-	-	-
a. Softballs Ordered	\$52,000 (800 dozen x \$65)	\$22,400 (800 dozen x \$28)	\$29,600	Softball pricing
Total Costs	\$115,920 (Paid / TopGun)	\$34,113 (Paid / PG)		
* The chart shows the net profit increase resulting in the alignment with PG.			\$81,807	

Strategic Visual: With Mary Williams and Shelly Brown on board, we have secured all Perfect Game-designated locations in North Carolina. The three USSSA territories are slated to join us in August, leaving TopGun Softball with only Concord and Charlotte in NC. Once Shelly is integrated, we anticipate Renee Platt of TopGun Softball in the Upstate, Florence, and Columbia/Aiken will also join us. This will leave TopGun with just Myrtle Beach and Charleston, effectively positioning us to outlast them and take over all of North and South Carolina.

