

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

April 25, 2025

Subject: Dana Streett (TopGun Softball Directors under Donnie Broome/Robin Phillips in Coastal SC Region).

Note: Perfect Game is pleased to announce that Dana Streett of Top Gun Softball of the Lowcountry is looking to join the PG SEC group. Known for running top-tier tournaments over the last two years, Dana (a teacher in Georgetown, SC) is highly motivated, aggressive, and well-regarded figures in the coastal South Carolina softball community.

Strategy: Top Gun Softball of the Lowcountry growth rate has been significant (47.71% in the last 2 years), and they are gaining considerable traction. TopGun attempted to control Dana by limiting her options and growth. We project their growth to be 30% in year one with us. Dana Streett's presence in Georgetown, South Carolina, is an excellent fit, especially combined with Mary Williams' existing network. This combination establishes a strong presence along the North and South Carolina coasts. Our existing reach and access to numerous fields will put us in a prime position to compete effectively and potentially become the sole softball sanctioning body in South Carolina by attracting teams from Renee Platt/TopGun Softball. This move could also be instrumental in bringing over Michelle Nuovo (at a small salary), Renee Platt's right-hand and the remaining TopGun Softball director in South Carolina.

Profile on Dana Streett (Coastal, South Carolina):

1. **Age:** Dana Streett is 38 years old
2. **Years in business:** 2 years
3. **Locations:** South Carolina (Loris, SC, Hartsville, SC, Florence, SC, Sumter, SC, Georgetown, SC, Pawleys Island, SC)

Analysis of 2024 Event Financial Performance: The bullets below explain the financial data and company profile for Dana Streett Top Gun Softball of the Lowcountry:

- **Number of Events:** 25 (Averages around 24 teams per weekend)
- **Number of teams in 2024:** 600
- **Number of unique teams:** 150
- **Overhead:** \$144,260 (Awards, Softballs, TopGun / Tournament Fees, field cost and umpires.)
- **Profit:** \$104,812
- **Gross Income:** \$249,072 (Team Entry - \$295 and Team Gate - \$175)
- **Profit Margin:** 42% (Cash involved at a certain level)

Ask: Dana Streett proposes joining PG SEC with a \$5,000 signing bonus and a \$50,000 annual salary. She also seeks quarterly dividends (in the amount of \$13,703) to reach the \$104,812 baseline of her 2024 profits in which will be a 50/50 split with Perfect Game above the baseline and a per-player fee for All-State games.

I propose maintaining their existing LLC, which Perfect Game would use solely to secure 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	\$15,000	\$0	\$15,000	600 teams x \$25
b. Weekly Award Package	\$300 x 100 (\$30,000)	\$90.10 x 100 (\$9,010)	\$20,990	Trophy Sets, Rings etc.
4. Softballs	-	-	-	-
a. Softballs Ordered	\$9,600 (120 dozen x \$80)	\$3,360 (120 dozen x \$28)	\$6,240	Softball Pricing
Total Costs	\$54,600 (Paid / TopGun)	\$12,370 (Paid / PG)		
			\$42,230	

* The chart shows the net profit increase resulting in the alignment with PG.

Strategic Visual: Our existing reach and access to numerous fields will position us to become the sole softball sanctioning body in South Carolina with onboarding Dana. This move could also bring over Michelle Nuovo, Renee Platt's right-hand and the remaining TopGun Softball director in South Carolina. A map of North and South Carolina highlights the current footprint of Perfect Game Softball.

