

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

### Formation of PG SEC

Perfect Game has significantly increased its Southeast footprint through a partnership with All League Baseball, GameDay Sports, SGA, Southeast Sports and others, adding 22,000+ teams annually.

On February 25th the acquisition of Triangle Top Gun Sports strengthens our presence even further in the Carolinas by adding another 3,400+ team registrations.

### Baseball -----

**Alabama/Atlanta Metro/West Georgia:** Jeff Casteel (affiliate) will be joining the SEC group, bringing in a 3000+ team registration annually! This is a major growth moment for Alabama AA and AAA market!

**Tennessee:** A huge expansion is underway, stretching from Nashville (Cassie does and incredible job already) through Central and Eastern areas. Big future in Tennessee.

- **Chattanooga, TN:** Hunter Ives is our dedicated director, and we are in the final stages of securing exclusive agreements for the fall. This is a pivotal move for our Tennessee expansion, strategically located near the Alabama and Georgia borders and within easy driving distance of Knoxville (1.5 hours) and Nashville (under 2 hours).
- **Knoxville, TN:** Knoxville, Tennessee presents a significant opportunity with the current owner of the Tennessee Nationals stepping down. He has agreed to manage the Knoxville market for us at a salary of \$110,000. This secures a seamless transition and continued growth, leveraging his exclusive access to 3 parks and 25 fields. This establishes a strategic triangular region between Nashville and Chattanooga, and is conveniently located just 1 hour and 20 minutes from Johnson City.
- **Johnson City and Kingsport: Greg Creech (USSSA Baseball):** We will bring over Greg Creech from USSSA Baseball to the SEC group this August! He brings an incredible network of 2200+ teams, significantly strengthening our reach and impact. In Johnson City and Kingsport.

**North Carolina: Greg Lewis:** A current Director with TopGun, he will be transition over to us with 800+ teams and access to Ship Year Park this coming August.

**Virginia:** We're in serious discussions with Ken Upshaw and Bill Harding from USSSA about joining the SEC group come August or by end of year. Statewide, they host around 2400+ teams annually.

**Florida:** In our ongoing discussions, both USSSA directors, bound by NDAs, have expressed strong interest in potential deals. Christian Martinez is onboard if the deal makes sense. They account for 40% of USSSA baseball as it stands today in Florida.

- **Christian Martinez (USSSA Baseball):** Has signed an NDA. His South Florida presence encompasses a wide region, including the West Coast of Florida (Port Charlotte, Fort Myers, Naples) and the East Coast of Florida (Tamarac, South Florida, Sunrise). These locations host significant events every weekend, across the entire southern region of Florida. Very impressive profitability with 58.9% margins.

- **Vinny Castro (USSSA Baseball):** He is now under and NDA, He has a strong presence north of Orlando in Florida, with locations in New Smyrna/Ormond and Apopka/Sorrento/Umatilla/Ocoee. These sites are located 30-35 miles from the Boombah Complex, and consistently host around 80 teams weekly, across all divisions from 8U to 14U. He runs every weekend.

## Softball

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Under Mary Williams' leadership, our softball division has made significant progress and is now thriving and gaining strong momentum to retain 10k (maybe 17k) softball team registrations by August.

**Georgia: (USSSA Atlanta Fastpitch):** Chris Florence, a partner in Atlanta Fastpitch (USSSA Softball) with the retiring Lamar Bradford, is interested in joining Perfect Game. Florence, 43 and a USSSA National Director with a strong track record (1250 teams annually, estimated \$125k net in 2024 for Atlanta Fastpitch), seeks a full-time salaried role to expand PG Softball in Georgia and nationally through a proposed buyout. He has deep and varied USSSA experience since 2005, from local director to national leadership, and understands elite-level softball needs through his daughter's involvement and the creation of the Gold Cup Series.

## North Carolina (Triad / Southeastern NC):

- **Mary Williams (formerly of TopGun Softball)** will spearhead the growth and development of softball tournaments within the Perfect Game SEC organization while bringing nearly 3,500 teams with her. I think she will reach 4,000+ teams within the near future.
- **Shelly & Jamie Brown (TopGun Softball)**, They are aiming to finalize an agreement on Tuesday, April 15th, pending our acceptance of their requests: a \$25,000 signing bonus, a \$185,000 annual salary including medical benefits, and a bonus opportunity. For the bonus, I can propose a revenue share from the All-State events. Additionally, her daughter, who is the same age and equally driven as Mary Williams, could be added to salary, creating a powerful duo to target Robbin Phillips of TopGun in the Charlotte, North Carolina market.
- **Rod Skinner:** We are in the process of acquiring Rod Skinner from USSSA, who brings with him a network of over 1400 teams. His tournaments are primarily located in the Triangle and southeastern regions of North Carolina.

## South Carolina:

- **Carrie Lyons** is facing challenges, which I anticipated. However, her oversight of Lexington/Columbia Park and Recreation was strategically important, as her past role as a USSSA Fastpitch State Director protected our field access from USSSA when we relocated.
- **Dustin Simpson:** I'm pleased to report that Dustin Simpson's first softball tournament has sold out, maximizing our current field capacity of six. His second event is also showing strong progress. We need to provide him with increased support.
- **Renee Platt (TopGun Softball):** Renee, who hosts tournaments across the Midlands and is expanding into the Upstate, wants to speak with me but is concerned about TopGun finding out. Despite two text messages, I haven't heard back. I anticipate she will reach out once Shelly & Jamie Brown join us next week. I've spoken with her top director, Michelle Nuovo, who confirms Renee is eager but hesitant to talk due to fear. In past discussions, Renee expressed to Mary Williams and Shelly Brown that she regretted not leaving TopGun last year to come over.

**DC Fastpitch in the Southeast (GA, NC, SC, VA and TN):** Owner Chad Green and I are in serious discussions regarding his transition to Perfect Game SEC. He currently hosts over 7500 teams annually across the five-state region.