

WORCESTER BRAVEHEARTS **BASEBALL CLUB**

SEASON IN
REVIEW

'17



W ON THE FIELD

LOCAL TALENT

The Worcester Bravehearts pride themselves on local talent. Each season, at least a dozen players are recruited from New England colleges or universities or Central MA high schools. A perfect example is pitcher Sebastian Gruszecki who attended Shepherd Hill High School (Pictured left).



MAJOR LEAGUE PROSPECTS

Fans attending Bravehearts games are watching the future stars of professional baseball, and in 2017 fans took note of three additional players who were drafted by MLB teams. Pitcher Josh Walker (Above, New Haven) signed with the New York Mets after they drafted him in the 37th round of the June Amateur Draft. Two other Bravehearts were selected by the New York Yankees, including pitcher Jacob Stevens (Boston College) in the 33rd round and outfielder Pat DeMarco (Vanderbilt) in the 24th round. Both athletes decided to stay in college rather than turning pro and will be draft-eligible again in the coming years.



TEAM USA

The Bravehearts had the opportunity to host the USA Amateur National Baseball Team this summer. The highly-talented team played games against the FCBL Prospect Team (pictured to the left), as well as Team Japan.

WINNING CULTURE

For a fourth consecutive season, the Bravehearts earned their way into the championship series. The historic season unfortunately came to an end in Nashua as they fell in game two of the FCBL championship series. The final score was 2-0.





FAMILY FUN

CROWDS



The crowds could be seen from the highway if you were passing Hanover Insurance Park at Fitton Field this summer. The team averaged 2,356 fans per night and drew 65,957 fans to the ballpark this summer, including 4,035 on opening night. These numbers ranked the Bravehearts at #7 in average attendance and #8 for total attendance among summer collegiate teams in the U.S.

FAN FEST WITH TROT



At the end of April, the Bravehearts revived an old Worcester tradition by hosting opening day festivities for all ten of the city's Little League baseball and softball teams. To celebrate the occasion, former Red Sox outfielder Trot Nixon joined the parade and on-field ceremonies and signed autographs for kids after giving them a pep talk to open their season. The Fan Fest to celebrate local Little Leagues is now planned as an annual event.

CRAFT BEER NIGHT



Our very first Baseball Draught held at Hanover Insurance Park at Fitton Field was a huge success with ten local Breweries, BBQ truck, and live music. Fans were treated to a wide range of brews, tasty food, souvenir glass, and commemorative t-shirt. This event was a genuine hit for beer and baseball lovers alike.

FREE TEE SATURDAYS



Each Saturday night at the H.I.P. includes a commemorative free t-shirt to the first 500 fans in attendance. In 2017, the Bravehearts celebrated Worcester history with t-shirt giveaways honoring Casey at the Bat (written in Worcester in 1888) and candlepin bowling (developed in Worcester in 1880). The most popular giveaway turned out to be the t-shirt created in conjunction with the city's new hockey team, the Worcester Railers. Even Assumption College's 2017 League Championship team (pictured here) showed up to claim their Bravehearts hockey-themed shirts.

W IN THE COMMUNITY

BEARS ON BOARD



Brave is in our name and our hearts. In a joint effort with Bears on Board this season, the team successfully collected dozens of teddy bears for police officers, fire fighters, rescue personnel, and social workers to give to children in times of crisis.

SCOUT SLEEPOVER



Boy Scouts & Cub Scouts in Central MA earned a merit badge when they pitched their own tents and slept in the outfield at Hanover Insurance Park on June 23rd. Their evening included a Scout Parade, cookout, and special pre-game clinic with the Bravehearts players. Bravehearts owner John Creedon, Jr. is an Eagle Scout.

50/50 RAFFLES



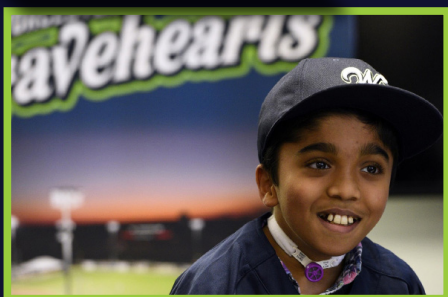
Over \$12,000 in revenues were generated in the new Bravehearts 50/50 raffles that gave 50% of the proceeds to non profit partners and 50% to raffle winners. Beneficiaries ranged from national charities such as the Alzheimer's Association and the March of Dimes to local non-profits like Worcester Pride, Project New Hope, and Stand Up for Kids.

BIG MONEY JERSEYS



The Bravehearts employed a minor league baseball favorite promotion when they auctioned off special jerseys to raise money for the American Diabetes Association in June and the city's POW!WOW! art festival in August (above). Fans bid on the jerseys of their favorite players during the game and the winning bidders were presented their jerseys at the end of the game.

HONORARY CAPTAIN



In December, 2016, the Bravehearts signed 11-year-old Shrewsbury resident Krish Vyas as their honorary captain for the 2017 season. Krish had visited with the Bravehearts in both the 2015 and 2016 seasons and offered them pep talks during crucial moments in the season. In fact, it was his inspiring speech on the team bus before the 2015 championship game that helped drive the Bravehearts to victory. The team announced the signing in a press conference during the team's popular "Christmas in the Cave" event.



BY THE NUMBERS

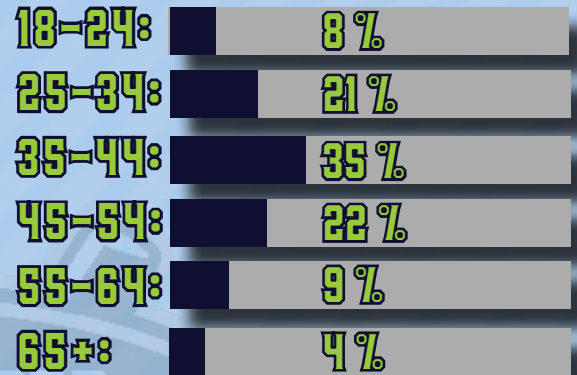


TOTAL ATTENDANCE:
70,689 (+5% OVER 2016)

AVERAGE ATTENDANCE:
2,356 (+5% OVER 2016)

**SEASON TICKET
HOLDERS:**
430 (+4% OVER 2016)

AGE DEMOGRAPHICS*



AMONG SUMMER COLLEGIATE FRANCHISES, THE BRAVEHEARTS RANKED:

- #1** in New England in
Total + Average Attendance
- #7** Nationally in Average Attendance
- #8** Nationally in Total Attendance
(Reported By Ballpark Digest)

WWW.WORCESTERBRAVEHEARTS.COM

WEBSITE PAGEVIEWS:

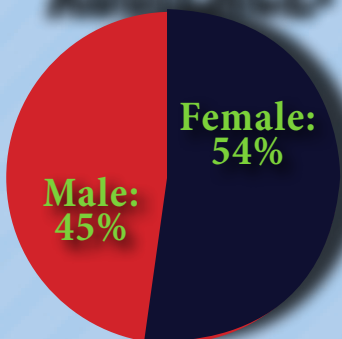
320,218

(+7% over 2016)

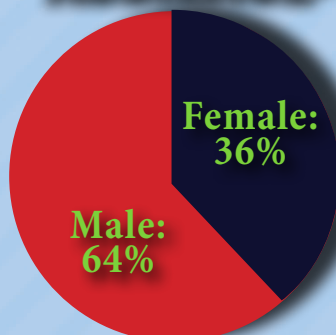
76,510

UNIQUE VISITORS
(+12% over 2016)

FACEBOOK AUDIENCE:



TWITTER AUDIENCE:



TOP 5 TOWNS WITH BRAVEHEARTS FANS* (BESIDES WORCESTER):

Auburn

Shrewsbury

Holden

Millbury

Charlton

*According to Google Analytics, Facebook Insights and Twitter Analytics

JAKE BY THE NUMB#RS



THE OFFICIAL MASCOT OF THE WORCESTER BRAVEHEARTS

137,993 FANS VISITED

232
FOLLOWERS

794
FOLLOWERS

237
FOLLOWERS

\$18,593
DONATED TO CHARITY

180
COMMUNITY
EVENT APPEARANCES

MOST VISITED
TOWNS
AUBURN
MILLBURY
SUTTON

1626
MILES
TRAVELED

BEEP!
BEEP!



10,109
STUDENTS JAKE'S EXERCISE
YOUR MIND

26
PARADES

BASEBALL CARDS GIVEN AWAY

5 8 4 3

712,488 FITBIT
STEPS



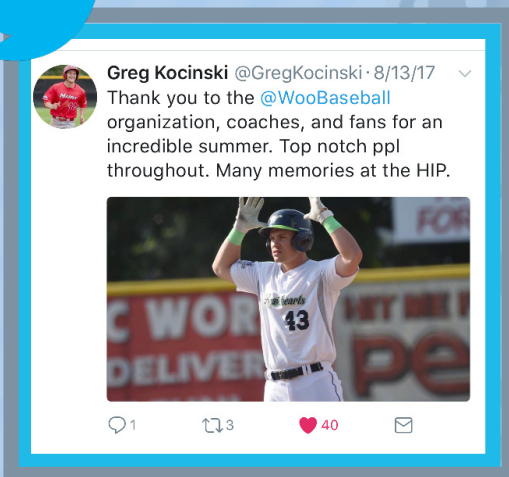
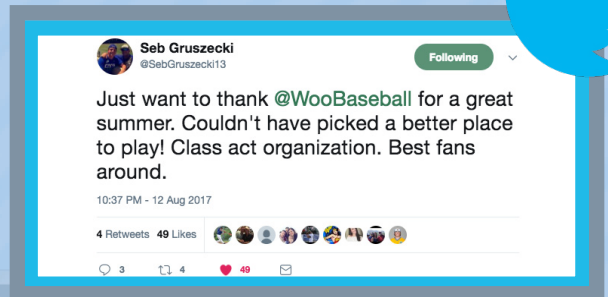
*Stats from January - September, 2017



TESTIMONIALS



We brought a large group of children and our sales rep was waiting for us at the gate when we arrived to let us in and walk us to our seats. Could not have been any easier! The small amount of time he took to help us out made a huge difference in our experience.

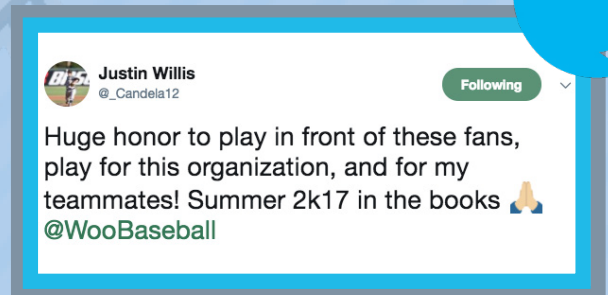


STERLING CONCRETE

After our first experience holding our outing at the ballpark in 2016, it was a unanimous choice by the board to schedule with you again in 2017. The 2nd time was a charm. Despite a string of rainouts and dealing with last minute registrations, you and your staff rolled with the changes and took the stress away from me running this event. That type of service was enhanced by the full experience at the ballpark. You all pay so much attention to detail, that even a small stadium feels as exciting as a big league park!



Have been a flex-pack purchaser for last few years and plan to do the same for 2018. Thanks Braveheart crew / personnel and thank you to Creedon and Company. You give the Woo alot of joy and put a lot of smiles on the people faces.



WPS TRANSITIONS PROGRAM



The Worcester Bravehearts are FAB...Fun Affordable Baseball!!! I write this letter to share with you how fortunate we feel to have the Bravehearts Baseball team right in our "backyard" and how awesome it is to partner with you for community events.



THE LITTLE GYM OF WEST BOYLSTON

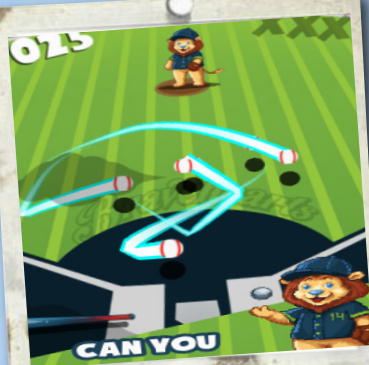
The Bravehearts team, coaches, and especially staff were so welcoming, kind, and encouraging for our children to perform. They are extremely reliable, easy to plan with, wonderful communicators, and overall care about the well-being of their clientele.

All About Jake...

Exercise Your Mind: This program supported by St. Vincent Hospital encourages students to read books & exercise daily in an effort to earn free tickets to Bravehearts games. Over 10,000 students from 29 different schools participated in the program in 2017, reading a cumulative total of 20,124 books.



Junior Bravehearts



Bravehearts Derby



PMC Ride for Kids

Junior Bravehearts: Jake and Northeast Promotions & Apparel of Leominster provided free uniforms to 30 youth baseball & softball teams who agreed to change their name to the “Bravehearts.”

Pen Pal Club: Seniors from the Willows of Worcester and other local senior centers connect with middle school students by writing good old-fashioned letters in Jake’s Pen Pal Club journals. Then, they finally meet each other at a Bravehearts game in June.

Bravehearts Derby: Mass DiGI at Becker College developed an app that challenges you to hit a home run against Jake! It’s been downloaded in 34 countries and is available in the iTunes and Google Play stores.



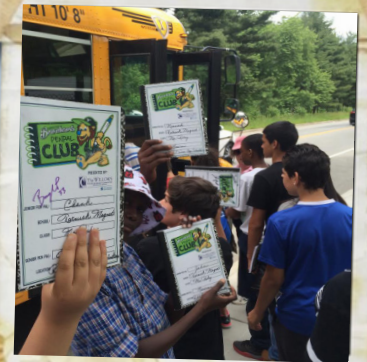
Oxford Food Drive



Be Like Brit



Exercise Your Mind



Pen Pal Club



Little League

The name “Jake” is particularly meaningful for a team whose name pays homage, in part, to Worcester’s fallen firefighters who epitomized bravery. In New England, the term “Jake” is affectionate slang for a firefighter and is used to bestow great praise and the highest levels of respect. The origins of the term are widely debated, but many believe that it evolved from the use of “J-Keys” in the early 20th century, which firefighters used to send morse code telegraphs to headquarters from street-corner fire alarm box systems. Being a “Good J-Key” referred to a fireman who was cool under pressure and could send clear morse code. “J-Key” was eventually shortened to “Jake.”