

2014 SEASON IN REVIEW

WORCESTER Bravehearts™

"Where Worcester Spends Summer!"



The
Hanover
Insurance Group®





ALL THE BRAVE

LOCAL TALENT



The Worcester Bravehearts highlight local college baseball players. Each season, at least half the roster is made up of collegiate athletes who attend a New England university or played high school baseball here in Central MA.

AWARDS



Shortstop Andy Lack (Southeast Missouri St.) won the 2014 Defensive Player of the Year Award and the Championship Series MVP. The Bravehearts' were later recognized by the league with two postseason awards. GM Dave Peterson won Executive of the Year, and the team was named 2014 Organization of the Year by the front offices of the other nine FCBL teams.

BASEBALL DIPLOMACY



In conjunction with the Worcester Regional Chamber of Commerce and Worcester State University, the Bravehearts hosted the first Worcester World Baseball Series on July 28th when the Taiwan National Team visited the city. The day included economic & trade summits and was capped off with an exhibition game between Worcester and Taiwan at Hanover Insurance Park.

BIG TIME COVERAGE



Leaping Catch

ESPN Video: Worcester Bravehearts center fielder Ian Strom makes an incredible catch in the FCBL championship game.

Nightly media coverage helped land not one, but two appearances by Worcester Bravehearts' players on ESPN SportsCenter's Top Ten Plays in 2014. Hopedale's Ian Strom (UMass-Lowell) was the #1 Play on August 14th, the night of the championship win.

CHAMPIONS



The Bravehearts finished with the best regular season record among ten FCBL teams and went on to defeat the Martha's Vineyard Sharks in the finals, bringing a championship to Worcester in their first season.

ALL THE HEART



GETTING INVOLVED



The team donated tickets to over 200 different non-profit organizations so they could enjoy a day at Hanover Insurance Park. Others came to the park to fundraise through jersey auctions and buzz cuts on the concourse!

MEETING THE FANS



Bravehearts players met & signed autographs for new fans in the community at Little League baseball fields, day camps and sponsor locations. They often spoke to kids about sportsmanship and teamwork.

BASEBALL CAMPS



A dozen players helped teach the skills of baseball to youngsters at the Bravehearts Baseball Camps in July. Several players even traveled around Worcester to visit kids and run clinics at parks in the city.

MEET JAKE



He might be nearly 7 feet tall, but he's still just a friendly furry guy! The Bravehearts unveiled their mascot, Jake the Lion, in April. After that, he made the tour of Central MA by visiting parades, playgrounds, and schools while bringing his warm humor along with him.

CROWDS



The Bravehearts broke an FCBL attendance record in their first year by drawing over 50,000 fans to the ballpark. With an average nightly attendance upwards of 1,800 and 3,121 fans at the Championship Game, the Bravehearts and the City of Worcester proved that baseball is back!

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By the Numbers:



Total Attendance:
50,992

Average Attendance:
1,821

Season Ticket
Holders:
375

Number of Appearances in
National Media:

ESPN and Ballpark Digest



Number of Entries in
#NAMEWOOBALL
Team Naming Contest:
1,041

Age Demographics*:

18-24: 10%

25-34: 24%

35-44: 35%

45-54: 21%

55-64: 8%

65+: 2%



www.WorcesterBravehearts.com

Unique Website Visitors:
259,048

Top 5 Towns with Bravehearts Fans*:

Worcester

Auburn

Holden

Shrewsbury

Millbury

*According to Facebook Insights

Fan Testimonials:

"I am both a Red Sox and Bruins season ticket holder and would compare the Bravehearts in-game experience favorably with either of those teams."

"We were at Sunday's game and I have to say congratulations. I was very impressed with the operation of everything and look forward to going to many more games."

"Our experience was first class! The birthday party was awesome (for kids of all ages!). The staff was very attentive, helpful and friendly, and our seats were front and center. We'll definitely be back!"

"You are to be commended for keeping baseball affordable. The food was outstanding, the rest rooms were spotless (a far cry from Fenway). Thank you for bringing baseball back to Worcester."

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Player Testimonials (via Twitter):

"2014 FCBL Champions!
Couldn't have played with a better
group of guys or for a better
organization #TurnAndBurn
@WooBaseball" - Miles Sheehan,
Clark University

"Best Summer of my life
Worcester. I can't thank the
@WooBaseball organization
enough for everything they did.
#takemebacknextyear
#TurnAndBurn"
- Mark DeYoung,
Judson University

"Best summer of my life thank
you @WooBaseball" - TJ Riccio,
University of New Haven

"Thank you @WooBaseball for an
amazing summer." - Dylan Harris,
Saint Leo University

"Unreal feeling winning a
championship with @WooBaseball in
front of 3,100 great fans. Thanks for
having me this summer."
- Tyler McVicar,
Elon University





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