



# ON THE FIELD

#### 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.

### MAJOR LEAGUE PROSPECTS



The Bravehearts had three players drafted by Major League teams in the June Amateur Draft. West Boylston infielder Dante Ricciardi (Georgetown) was drafted by the Seattle Mariners in the 39th round while pitcher Jacob Stevens (Boston College) of Connecticut and infielder Stevie Mangrum (Virginia Tech) of Virginia were selected by the Phillies and Red Sox respectively. All three players chose to attend college.

AWARDS

Hopedale resident Ian Strom (UMass-Lowell) won the Futures League's Top Defensive Player and Top Pro Prospect awards, high praise for the Center Fielder who has appeared on ESPN SportsCenter's Top 10 Plays three times. Catcher T.J. Riccio (New Haven) capped off his second season with the Bravehearts by winning the prestigious Adam Keenan Award bestowed upon the player who exemplifies outstanding attitude, character, and sportsmanship.



Nightly media coverage & new video streaming catapulted the Bravehearts to national attention on July 7th and August 4th when Hopedale's Ian Strom appeared on ESPN's SportsCenter. The team was also featured in The Boston Globe, Ballpark Digest, and New England Baseball Journal.



After a slow start, the team went on a tear in August by winning 10 of its final 12 games, highlighted by victories in three playoff elimination games on the road to win the Futures League Championship for a second consecutive year.

# IN THE STANDS

### BALLPARK UPGRADES



To celebrate its 10th anniversary, Hanover Insurance Park had some new amenities added in 2015. The Bravehearts built five new private loge boxes that allow smaller groups to enjoy the game underneath a sun shade with full catering included. Drink rails were also added along the concourse for fans who preferred to stand while watching the game, and a new wayfinding sign was installed at the front entrance.

### **BUZZ OFF**



For the second consecutive year, fans were challenged to shave their heads and fundraise to help kids with cancer. The team worked with One Mission and hosted a Buzz Off at the ballpark on July 26th with Edgemere Barbershop.

### JERSEY AUCTIONS



During two games in 2015, the Bravehearts wore special jerseys that were auctioned off after the game to support charities. The purple jerseys the team wore on Fathers Day represented the team's support of the March of Dimes while commemorative Back to the Future jerseys on August 2nd supported the Michael J. Fox Foundation for Parkinson's Research.

### **FAMOUS FACES**



ESTE



Look who showed up to Hanover Insurance Park in 2015! The Bravehearts were thrilled to welcome MLB Hall-of-Famer Lou Brock, Red Sox great Bernie Carbo, and Governor Charlie Baker to the ballpark to meet fans and take selfies with them.

### CROWDS



After breaking the Futures League attendance record in 2014, the Bravehearts set their sights on bigger goals in 2015. The team broke the single-game attendance record at Hanover Insurance Park not once, but twice by drawing 4,091 fans on June 9th and then 4,240 on August 7th. They also finished 12th in the country in average nightly attendance among summer collegiate teams with 2,107.



## IN THE COMMUNITY

### **MEET THE PLAYERS**



Braveheart players are visible in the community each summer when they run youth baseball clinics, talk to kids about sportsmanship, and sign autographs wherever they are. Among the trips the team made in 2015 were stops at Rainbow Child Development Center, Elm Park Ministries, and the National Grid Sustainability Hub with kids from the YMCA.

### JUNIOR BRAVEHEARTS



The Bravehearts teamed up with Northeast Blue Heron in Leominster to outfit youth baseball & softball teams with free uniforms if they agreed to change their name to the "Bravehearts." Twenty-three leagues joined the program, and now there are Bravehearts teams playing as far away as Gardner and West Brookfield!

### HEART STOVE



When other teams host their "Hot Stove" banquets in the dead of winter, the Bravehearts are hosting our "Heart Stove." In conjunction with the Boys & Girls Club, the team hosted Hall of Famer Peter Gammons, New York Mets executive J.P. Ricciardi, Toronto Blue Jays player Chris Colabello, and San Francisco Giants draft pick Tyler Beede in a discussion of the future of baseball. The event raised \$2,500 for the Boys & Girls Club.

### EVERYBODY ON THE BUS



Thanks to the generosity of Rotmans Furniture, the Bravehearts were able to provide free bus transportation for 650 Worcester students to attend a Baseball in Education Day in June. The field trip provided students with a school curriculum that emphasized how the subjects they study in school apply to the game of baseball.

### **CLEAN LIVING FORUM**



On August 5th, the Bravehearts worked with Saint Vincent Hospital, Spectrum Health Systems & the City of Worcester to present "The Many Paths to Recovery: A Clean Living Forum." The free event was open to the public and featured an in-depth discussion with civic leaders about how Worcester is addressing the issue of drug addiction and recovery. Former Boston Red Sox great Bernie Carbo joined the panel and festivities at the ballpark that night.

### BY THE NUMBERS

Total Attendance: 57,041 (+12% over 2014)

Average Attendance: 2,113 (+16% over 2014)

Season Ticket Holders: 411 (+10% over 2014) Age Demographics\*: 18-24: 9% 25-34: 22% 35-44: 34% 45-54: 22% 55-64: 8% 65+: 4%

Among summer collegiate franchises, The Bravehearts ranked:

in New England in Total Attendance



#1

**Nationally in Average Attendance** (Reported by Ballpark Digest) **www.WorcesterBravehearts.com** Website Pageviews:

**294,626** (+14% over 2014)

### Facebook Audience:

Female: 52% Male: 48%



Male: 67%

Female: 33%

### **Top 5 Towns with Bravehearts Fans** *(Besides Worcester)*:

Auburn

Shrewsbury

Holden

Marlborough

Southbridge

\*According to Google Analytics, Facebook Insights and Twitter Analytics

### ALL THE CHATTER

"You know you offer a great product when I offer an employee tickets and they clap their hands with joy, you must be doing something right."

> "My son was bat boy at the game last night. He had a blast and said the entire team was extremely nice. They showed him what to do, signed his shirt and hat, and had "staring contests" with him. He loved the high fives and pats on his head when he got the bats. Last night is a childhood memory I'm sure he'll never forget."

"What an outstanding evening for me, my family, my clients and all of Worcester. Keep up the good work!!"

"My organization was treated to the warmest hospitality from every Bravehearts employee we came in contact with. As you can imagine bringing almost one hundred kids on a field trip is no easy task. It was a brutally hot day, and your staff made sure the children in my organization were properly hydrated by sending three large jugs of water and cups to our section at no charge to us. As we were exiting the game, your staff ensured that all of my children had their belongings and even went as far as offering to remove the trash we had accumulated in a bag in our section. Once again thank you so much for all that was done for us!"



"@WooBallGameCall what a great game to see tonight! Worth the trip from Rhode Island! We will be back! #GreatTeamEffort #GreatFireworks"



"It is part of our job as workers in the recovery field to find ways to show these men that life is enjoyable without the use of drugs or alcohol - that they can and will have "good clean fun." It isn't always easy to prove this, but an outing such as the one you provided makes our jobs a bit easier driving this point home: Life is good."

"You made memories for these boys that they will never forget. Thank you a million times. We will be BACK!"