

2016 SEASON IN REVIEW

WORCESTER Bravehearts™

"Where Worcester Spends Summer!"





GREAT BASEBALL

LOCAL TALENT



The Worcester Bravehearts highlight local college baseball players. Each season, at least a dozen players come from a New England university or previously played high school baseball here in Central MA. John Friday (pictured) of Marlborough was an All Star in 2016 and is also a standout player for Franklin Pierce University.

ALL STAR GAME



Worcester hosted the 2016 Futures League All Star Experience, an event that featured celebrities, a Fan Fest, and a new attendance record. Worcester-native and Kansas City Royals pitcher Tim Collins threw out the first pitch and Boston Bruins icon Rene Rancourt sang the National Anthem. The Fitton Ave Fan Fest included inflatables, live music, and vendor tables leading up to the ballpark entrance. 4,319 fans attended the spectacle.

MAJOR LEAGUE PROSPECTS



The Bravehearts had three players drafted by Major League teams in the June Amateur Draft, including one student-athlete from Central Massachusetts. Hopedale outfielder Ian Strom (UMass-Lowell) was drafted by the New York Mets in the 22nd round while pitcher Aaron Civala (Northeastern) of Connecticut was selected by the Cleveland Indians in the 3rd round and 92nd overall. Pitcher Jonathan Mulford (Adelphi) was drafted by the St. Louis Cardinals in the 34th round.

MEDIA



All 30 Bravehearts' home games were broadcast on 830 AM WCRN with Boston sports legend Bob Lobel. Lobel joined the broadcast team in May, taking his first play-by-play role since retiring as nightly sports anchor at Boston's WBZ-TV 4 in 2008. Four games were broadcast live on Charter TV 3, and the team was also featured in The Boston Sunday Globe, Ballpark Digest, and New England Baseball Journal.

BACK TO THE CHAMPIONSHIP



The Bravehearts won the Futures League West Division and secured a first-round bye in the playoffs. Their 2-0 series win against the North Shore Navigators propelled them back to the FCBL Championship Series for the third consecutive season. The team ultimately came up short in their bid for a third championship, falling to Nashua 2 games to none.

FAMILY FUN



GRAB YOUR POPCORN



2016 marked the first time the Bravehearts hosted a free movie on the field when fans stuck around after the game on Sunday, July 24th to watch "The Sandlot" on a giant inflatable movie screen on the infield.

JERSEY AUCTIONS



During two games in 2016, 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 jerseys on July 27th supported Worcester's local non-profit that helps Central Massachusetts families cope with childhood cancer, Why Me/Sherry's House.

BUZZ OFF



For the third 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 August 3rd with Matt's at the Buzzer. Over \$1,500 was raised during the evening.

FAMOUS FACES



Thanks to Hanover Insurance, the Bravehearts were thrilled to host a Major League Baseball Players Alumni Association clinic for kids on July 16th. The clinic featured Luis Tiant, Bucky Dent and a dozen other former MLB players who ran instructional drills right alongside the Bravehearts players and signed autographs for kids (and adults!)

CROWDS



Hanover Insurance Park at Fitton Field was rockin' all summer long with an average of 2,241 fans in the seats for the 28 regular season games and two playoff games. The team accomplished its goal of finishing in the Top Ten in the U.S. by landing at #9 in the country for total attendance and #10 in average attendance among summer collegiate teams. The new ballpark record of 4,319 fans was set at the All Star Game on July 13.



COMMUNITY PRIDE

VOLUNTEERING



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. The summer of 2016 was no different and was highlighted by their volunteer work at St. John's Food for the Poor in Worcester.

READING PROGRAM



In November, 2015 the Bravehearts launched their "Exercise Your Mind" program aimed at encouraging elementary school students to read & exercise at least one hour each day. The "exercise" part was sponsored by Saint Vincent Hospital and provided healthy tips to kids while the reading program offered one free ticket during each month that any student read 10 books. The program launched in 17 schools and reached over 6,000 kids in six months.

JUNIOR BRAVEHEARTS



For the second consecutive year, Northeast Promotions in Leominster helped the Bravehearts outfit youth baseball & softball teams with free uniforms if they agreed to change their name to the "Bravehearts." Thirty leagues joined the program, and now there are Bravehearts teams playing as far away as Orange and Winchendon!

PEN PAL CLUB



The Bravehearts successfully paired 50 students with 50 senior citizens in the inaugural year of the Pen Pal Club. These students and seniors wrote monthly letters to each other throughout the winter and spring in their Pen Pal journals and finally had the opportunity to meet at a cookout during a Bravehearts' afternoon game in June. The program received media attention and is primed to expand in 2017.

PINK BASEBALLS



Everyone has been touched by cancer, so the Bravehearts decided to help honor those affected by the disease by teaming up with the Making Strides Against Breast Cancer Walk in Worcester. The team sold pink baseballs at Hanover Insurance Park to raise money for the American Cancer Society, and Assistant Coach Kevin Hartigan also joined the "Real Men Wear Pink" Campaign in honor of his mother. The two campaigns are expected to raise over \$10,000.

FEEDBACK

"I'm writing to thank you for a great experience at tonight's game. I brought 3 of my grandchildren to the ballpark for their 1st minor league game, and we had a wonderful time. All the staff were very friendly and courteous. We plan to come back for another Bravehearts game next year."

"I just wanted to say thank you to you and everybody in your organization for your hospitality at the game last night! Your hospitality, the location of our table, and the fact that you were able to get us set up with all of this in two days was appreciated by everyone in our organization more than you will ever know."

"We invited a lot of family and friends to come watch the game and they were all very impressed by the experience. Having now been to several parks, I can honestly say that you are far and away the best and friendliest venue."



Rafael Bournigal
@RBournigal

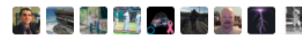


Following

I wanna thank @WooBaseball for a summer I will never forget. Playing for a first class organization comes once in a lifetime. Love this team

RETWEETS
3

LIKES
31



12:11 AM - 13 Aug 2016



3



31



Maurizio DeVita
@mdevita5



Follow

Would like to thank @WooBaseball for the opportunity to play for a great organization and for the best fans in New England #rollhearts

RETWEETS
4

LIKES
14



10:59 AM - 13 Aug 2016



4



14



Mason Feole
@mfeole246



Follow

Thank you @WooBaseball. You have given me the best summer of my life and the greatest teammates, coaches, and fans. #GoBravehearts #FireMeUp

RETWEETS
4

LIKES
33



11:58 PM - 12 Aug 2016



4



33



Frankie
@TheRealFrankMos



Follow

No words could describe a summer having been spent with the @WooBaseball community. Thanks for a great summer. #rollhearts

RETWEETS
2

LIKES
18



7:35 AM - 13 Aug 2016



2



18



"We wish to express to your entire organization our gratitude for the service you provided our group of over 60 people. You exceeded our expectations. The staff was extremely attentive, friendly and well-organized. The food was better than the typical ball park fare you'd find at a Red Sox Game and was perfect for both adults and kids. The beer was cold and the baseball was great, but the real stars were the people behind the scenes who greet the fans, drive the Heart Carts for the disabled, and serve up the refreshments."

BY THE NUMBERS



Total Attendance:
67,246 (+18% over 2015)

Average Attendance:
2,241 (+6% over 2015)

Season Ticket Holders:
412 (+1% over 2015)

Age Demographics*:

18-24: 8%

25-34: 21%

35-44: 35%

45-54: 22%

55-64: 9%

65+: 4%

**Among summer collegiate franchises,
The Bravehearts ranked:**



**#1 in New England in
Total + Average Attendance**



#9 Nationally in Total Attendance



#10 Nationally in Average Attendance
(Reported by Ballpark Digest)

www.WorcesterBravehearts.com

Website Pageviews:

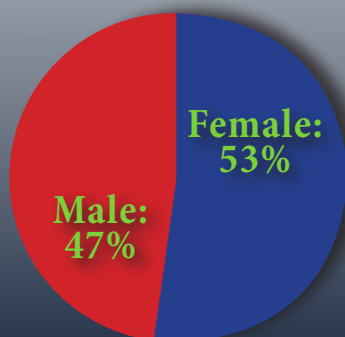
301,527

(+5% over 2015)

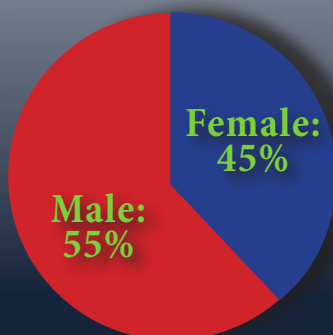
66,998

Unique Visitors
(+12.3% over 2015)

Facebook Audience:



Twitter Audience:



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

Auburn

Shrewsbury

Holden

Millbury

West Boylston

*According to Google Analytics, Facebook Insights and Twitter Analytics