

Project Satch



LEGACY LEAGUE
BASEBALL

Keep-it

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Secr-it

PRESENTED TO BAYOU PHOENIX



A League Of Your Own....A Team Of Your Own!!!

- Players are players you know, they come from Mississippi Universities, Colleges and High Schools
- Supporting communities with hundreds of thousands of dollars raised in charity for each LLB City
- Developing the next generation of professionals, developing right here at home instead of out of state
- Similar Leagues are thriving drawing Millions of fans each summer (Northwoods / Cape Cod / Coastal Plains)
- Supported by major NCAA conferences SEC / ACC / SWAC / CUSA / SunBelt / The American and others
- Develops talent for all genders in all areas of sports i.e. coaching, marketing, management, broadcasting etc...



Owners Memo 4.17.2024

The Legacy League is a summer developmental baseball league that will operate in Jackson, Mississippi at Smith Wills Stadium ("SWS"), also the home of The Hank Aaron Sports Academy. SWS is a former Minor League Baseball Stadium that was home to the New York Mets (AA) and the Houston Astros (AA) MiLB Teams and was so chosen as the home to HASA because of Hank's tireless pursuit of making the game available to all disadvantaged youth, regardless of race, gender or socio-economic conditions.

The purpose of The Legacy League is to provide Collegiate players a place to play during the summer months of June – July. These teams will play a 40 game schedule with teams comprised of players from all conferences, backgrounds and will include International players.

The goal is that each team will be diverse and will primarily include players from the SEC, SWAC, Sun Belt Conference and the American Athletic Conference. By working with these conferences, among others, we feel we have the best chance to accomplish our above-mentioned goals and objectives for equality in the sport of baseball, while also serving the greater south where athletes abound.

All Teams playing in one central location eliminates long road trips, hotel and bus costs as well as per diem and other incidentals. This has been welcomed by players who are coming from a collegiate season consisting of tens of thousands of travel miles and hundreds of hours on a bus every season. This also makes it easier for players to work, practice, play pickup games and "hang out" during the summer months while having a greater impact on the community with hundreds of players.

Each Team Owner has a background in professional sports and has established a reputation that is above reproach and recognizes the importance of being a part of the community as well as our desire to include and answer the call of Major League Baseball to make the sport more diverse.

The League will bear all expenses associated with owning and operating the teams, thus no upfront or future capital is required from selected owners. The League will collect all revenues from the 3 primary revenue streams (Ticket Sales, Concessions & Marketing) and other secondary sources such as live streaming and league owned LED / OOH Boards. Following each season, the owners will be presented with the annual profit / loss statement of League operations.

The League will retain a 49% share of ownership of each team and will cover all expenses associated with the League operations, using its share of revenues to operate the League and all expenses associated therewith. Each Owner will receive a minimum annual payout based on revenues following each season of play. Each Owner will receive the majority of his Team's merchandise sales.

Each Team will be operated as an LLC with **Butler Snow** www.butlersnow.com acting as League's legal representation and the League Commissioner acting as the Teams Managing Partner.

The League and all Teams will be represented by **Banks-Finley-White CPA** www.bfwcpa.com for all accounting matters and annual reporting.

Legacy League Owner – Tim Bennett, the league commissioner has a sister city agreement with Colombia, South America, which allows for International players participation in the Legacy League.

Player Entry Fee: \$750 to cover costs of (Umpires, Uniforms, Equipment, Game-day Operations) for a 40 game season.





Owner(s) will be required at least 1 annual in person visit and to attend annual League Meetings, 2 Virtual visits and will conduct media interviews (within reason) upon request during the season months of May – July.

FELLOWSHIP

The Legacy League has a Fellowship program that is supported by numerous University professors in the field of sport management. This component allows youth from local High Schools and Colleges the ability to work during the summer months in sport marketing fields such as but not limited to:

Each Team will have its own staff

The Staff will be responsible for:

- Group Sales
- Corporate Sales
- Staff Coordination
- Team Management
- Communications
- Broadcasting
- Game Day Operations
- Ticket Sales
- Community Relations
- Marketing
- Sponsorship
- Social Media
- Player Development
- Scheduling

BROADCAST

Each game will be broadcast via live streaming. The stadium will be equipped with AI cameras that are remotely controlled while allowing a local play by play announcer to learn and or improve his / her skills calling “live” baseball games.

ON LOCATION

The Legacy League will be operated from the Hank Aaron Sports Academy and will provide the necessary office space and technology for all summer High School and Collegiate interns to work, learn and produce from.





Team (Owners / Members)

- Dusty Baker
- Ralph Garr
- Tracy McGrady
- Deuce McAllister
- Brian Jordan
- Jair Jurrjens
- Team Renteria
- Andruw Jones
- Jeff Francouer
- Brian McCann

10 Cities

- Jackson
- Pearl
- Clinton
- Richland
- Flowood
- Madison
- Ridgeland
- Brandon
- Vicksburg
- Warren County

Pitching Coordinator: Kent Willis
Hitting Instructor: Ron "Papa Jack" Jackson

Recruiting and Development:

Kevin Brown – Kurt DeLuca – Deunte Heath – Brandon Jones – Edinson Renteria – Karl Brooks – Roosevelt Brown -

40 Game Schedule / 25 Man Roster / 2 Divisions

Targeted Team Makeup

- 3 – High School Seniors from each representing city (2 Pitchers / 1 Position)
- 3 – Former High School returning home for summer break
- 5 – International players
- 6 – HBCU Players per team SWAC / MEAC or other
- 8 – SEC / Sun Belt / American Athletic or other

Each City will receive \$1 per ticket to go to a selected charitable organization

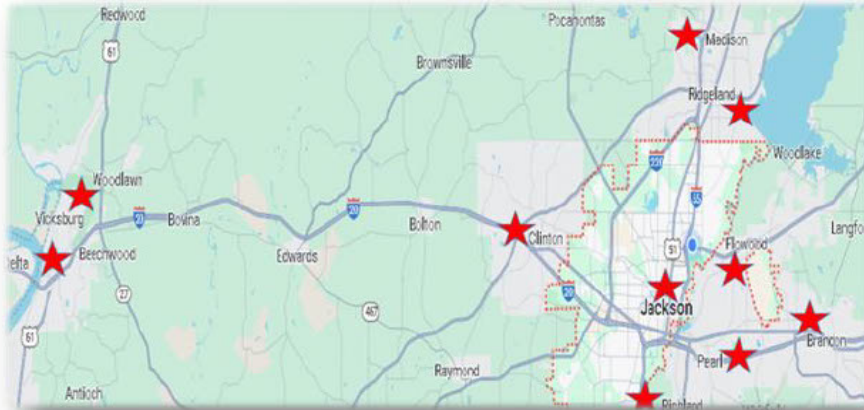
Each High School's booster club will be allowed to operate concession for a percentage of sales





The Legacy League will consist of 10 Teams, all playing at one location, which will alleviate each Team of travel, hotel, per diem. Creating ease of coaching, scouting, practices, player's exposure and fan participation.

LEGACY LEAGUE (12-MILE RADIUS)



SOUTH DIVISION (POP. 86,000)

CITY	POPULATION
Brandon	25,000
Clinton	27,000
Pearl	27,000
Richland	7,000
Vicksburg	21,000

TOTAL LEAGUE POPULATION – 340,000

NORTH DIVISION (POP. 210,000)

CITY	POPULATION
Jackson	149,000
Madison	27,000
Ridgeland	24,000
Flowood	10,000
Warren County	23,000





The Legacy League will draw from schools, colleges and universities within a 6 hour radius. This footprint will allow the League to tap into 12 different “primary” states with a combined population of over 111 Million



Population of States in a 6 hour radius of Jackson, Mississippi

Alabama	5.0M
Arkansas	3.0M
Florida	21.7M
Georgia	10.8M
Illinois	12.6M
Kentucky	4.5M
Louisiana	4.6M
Mississippi	2.9M
Missouri	6.1M
Oklahoma	4.0M
Tennessee	6.9M
Texas	29.5M

TOTAL

111.6 Million





MLB – FLORIDA SPRING TRAINING (65 – MILE RADIUS)



MLB – ARIZONA SPRING TRAINING (25 – MILE RADIUS)





NORTHWOODS LEAGUE ATTENDANCE FIGURES 2023

Team	Yesterday	Total	Home Games	Avg
Madison Mallards		228,692	36	6,353
Kalamazoo Growlers		92,065	35	2,630
Traverse City Pit Spitters		91,000	36	2,528
Kenosha Kingfish		82,350	36	2,288
La Crosse Loggers		78,098	36	2,169
Bismarck Larks		62,308	34	1,833
St. Cloud Rox		61,161	36	1,699
Mankato MoonDogs		58,596	36	1,628
Green Bay Rockers		54,271	36	1,508
Eau Claire Express		48,214	35	1,378
Wausau Woodchucks		44,065	36	1,224
Rockford Rivets		38,386	35	1,097
Thunder Bay Border Cats		39,322	36	1,092
Willmar Stingers		37,269	36	1,035
Lakeshore Chinooks		33,909	35	969
Waterloo Bucks		34,333	36	954
Battle Creek Battle Jacks		32,457	35	927
Kokomo Jackrabbits		31,992	35	914
Fond du Lac Dock Spiders		32,659	36	907
Wisconsin Rapids Rafters		32,053	36	890
Duluth Huskies		29,822	36	828
Rochester Honkers		28,574	36	794
Minot Hot Tots		26,268	36	730
TOTALS		1,297,864	820	1,583





SPONSORSHIP PROPOSAL 2025 - 2035

PRESENTED BY

Dusty Baker – Ralph Garr – Andruw Jones – Brian Jordan – Tracy McGrady – Deuce McAllister – Jair Jurrjens

* Lary Aaron *

PROPOSAL FOR PARTNERSHIP

The programs below that have been implemented by MLB are 2 great steps towards a resolution to the diversity issues plaguing baseball at all levels. <https://www.mlb.com/diversity-and-inclusion/pipeline-program>.

We now call attention to the next step in the revolution with the introduction of the Legacy League. Answering the call for both on and off the field participation and elevation. <https://www.mlb.com/video/mlb-promotes-diversity-pipeline>

Ken Griffey Swingman Classic (MLB All-Star Game)

An MLB selection committee identifies the top 50 HBCU baseball players. These players are divided into 2 Teams to participate in an exhibition game at the MLB All-Star game.

Hank Aaron Invitational (Jackie Robinson Complex)

Held the last two weeks of July at Jackie Robinson Training Complex in Vero Beach, Florida. Operated by MLB, the MLBPA and USA Baseball. Approximately 250 High School Juniors and Seniors from across the United States will receive elite-level training from former Major League players and coaches.

Truist Park (Truist Park)

The top 44 players from "Week 2" of the *Hank Aaron Invitational* will be invited in early August to play in a special showcase game at Truist Park, the home of the Atlanta Braves, as part of an extensive "Hank Aaron Week" hosted by the Braves and Major League Baseball. Hank Aaron Week will include a variety of diversity- and culture-focused initiatives focusing on business networking, nostalgic history connected to Aaron's legacy, philanthropy, education and social justice.

Legacy League (Hank Aaron Sports Academy)

1. Former professional athletes and MLB / MiLB executives will own each collegiate developmental team.
2. Teams will be comprised of youth from the Hank Aaron Invitational and the Ken Griffey Swing Man Classic.
3. These players (100) would play in the Legacy Leagues' 30 game schedule beginning the last Friday in May (Memorial Day Weekend) and concluding on July 4th (Independence Day) of each season.
4. Additional players to fill out the rosters will be selected from local, regional and national Colleges and Universities
5. All Legacy League Teams will play at one location, eliminating travel, saving player exhaustion.

Team Renteria (International)

The Renteria's specialize in scouting, developing and preparing International players for Major League Baseball and is based out of Barranquilla, Colombia. The Federation of Baseball that they represent consists of over 25 Countries and will be responsible for providing the Legacy League with qualified International players.

Player's participation will accomplish 2 primary objectives:

- Giving these players access to the same level of training during the summer as is offered by similar leagues such as the Cape Cod, Coastal Plains and Northwoods, helping them to further develop their skills on and off the field.
- Keeping the players active and playing together in advance of the Ken Griffey Swingman Classic and the Hank Aaron Invitational. This will allow each player to work together and sharpen each other's talent(s), while at the same time allowing the players to be in game day condition at the time(s) of their exhibition / exposure series.



May 22nd – July 4th, 2025



- **Players selected May 15th**
- **Jackie Robinson July 28th – Aug. 1st**
- **Truist Park Game Aug. 3rd**
- **Player Downtime – 60 Days +/-**



- **Players selected May 15th**
- **MLB All-Star July 15th**
- **Player Downtime – 60 Days +/-**

The time between selection and actual participation gives elite players the opportunity to “KEEP SWINGING” in the Legacy League to be better prepared for the showcase(s)

May 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5



Number of days from selection for Hank Aaron Invitational & Swingman Classic to exposure series. 60 days off (+/-)



LEGACY LEAGUE - REGULAR SEASON



LEGACY LEAGUE PLAYOFF GAMES



LEGACY LEAGUE CHAMPIONSHIP

July 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Atlanta



MLB ALL-STAR GAME





TITLE SPONSOR (EXCLUSIVE)



- Broadcast Sponsor (150 games – 10 teams)
- LED Board at Hank Aaron Sports
- Printed Materials (All)
- In Park Signage Billboard (Premium)
- Logo On Jerseys (10 Teams)
- Media / Website / Social Media (All)
- National Media Campaign
- Player Scholarships



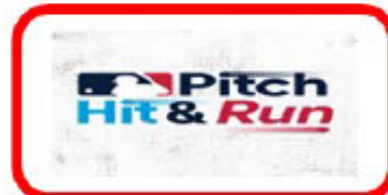


USE OF FUNDS

- Players Entry Fees
- Players Uniforms
- Baseball Equipment
- Player Housing
- Travel
- Advertising
- Jackson Public Schools
- Umpires
- Coaches
- Broadcast / Streaming
- Venue Upgrades
- Game Day Staff
- Marketing
- Hank Aaron Sports Youth Programs



PROGRAMS ALIGNMENT



PROGRAMS CURRENTLY FUNDED BY HANK AARON SPORTS

The Title program designed to bring baseball less fortunate youth.
This program was founded by Henry Aaron in 2020-21

Youth program targeting youth boys and girls ages 5–13

MLB program hosted annually for youth
Boys and Girls ages 6 – 14.

Youth program targeting youth boys ages 14-18

Hank Aaron Academy is the home for all 6 Jackson Public Schools
Baseball teams and area youth – for lack of any other facilities.

SMITH WILLS STADIUM – JACKSON, MS.

LOCATION – ADJACENT PROPERTIES

- Mississippi Sports Hall of Fame
- Mississippi Agricultural Museum
- Mississippi Children's Museum
- Mississippi Science Museum
- North Jackson Youth Baseball and Softball Complex (8 fields)
- Interstate access (Interstate -55)
- Lakeland Drive (8 Lanes Adjacent)

TRAFFIC COUNTS – IMPROVEMENTS

- Recognized in 2024 – Busiest Intersection in the State of MS.
- 50,000 Cars Per Day
- 750,000 Visitors to the Museum District in 2023
- \$10 Million State Investment Into Infrastructure (current)
- \$5 Million Crosswalk to Smith Wills Stadium (current)

EDUCATION – COLLEGES & UNIVERSITIES (15 Mile Radius)

- Jackson State University (HBCU)
- Belhaven University
- Millsaps College
- Mississippi College
- Tougaloo College (HBCU)
- Hinds Community College
- Holmes Community College

Mississippi has 31 Colleges and Universities with baseball programs (750+ players).





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HIGH SCHOOL ADPTION PROGRAM

HOW IT WORKS

1. Match a local High School to a local sponsor.
2. Sponsor receives annual marketing on Hank Aaron LED.
3. Sponsor receives Legacy League package (\$56,940) at no cost.

COST BREAKDOWN

- Package Cost - \$30,000
- **High School Receives - \$6,250**
- Hank Aaron Sports Receives - \$23,750

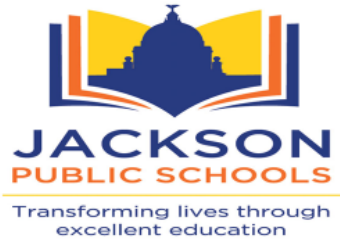
CHOOSE – A – SCHOOL TO SUPPORT

1. Madison
2. Ridgeland
3. Richland
4. Clinton

5. Vicksburg
6. Warren Central
7. N.W. Rankin
8. Terry

9. Brandon
10. Pearl
11. Murrah
12. Lanier

13. Provine
14. Jim Hill
15. Callaway
16. Forrest Hill



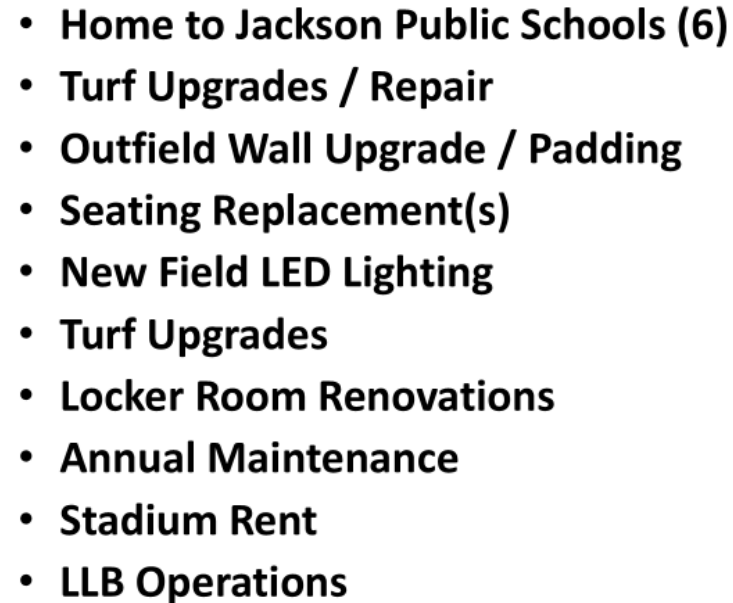
Legacy League Sponsorship Package Provided At **No Cost** To High School Adoption Sponsor



- Thirty Second (:30) for all Legacy League games (150). \$40,000
- Outfield Fence Sign at Smith Wills Stadium \$10,000
- Media / Website / Social Media \$5,000
- Public Address Announcement \$1,500
- Season Tickets (10) \$440
- **\$56,940 (FREE TO SPONSOR)**



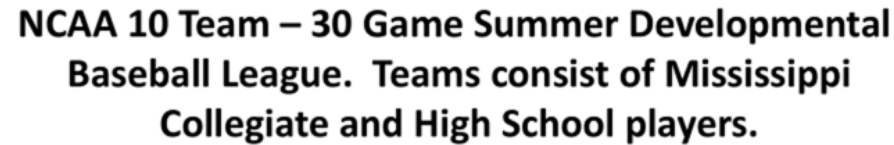
- ★ Each LLB City Receives 10% Of Gate Revenues
- ★ Each LLB High School Booster Club Receives 10% of Concessions
- ★ Parking Fees For LLB Games Goes To Law Enforcement For Each LLB City



*****LED Lighting essential for safe play at the Hank Aaron Academy**

HANK 44 AARON

Sports Academy

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BRAVES COUNTRY
BASEBALL & SOFTBALL



Hank Aaron Academy is the home of Jackson Public Schools baseball teams (6).