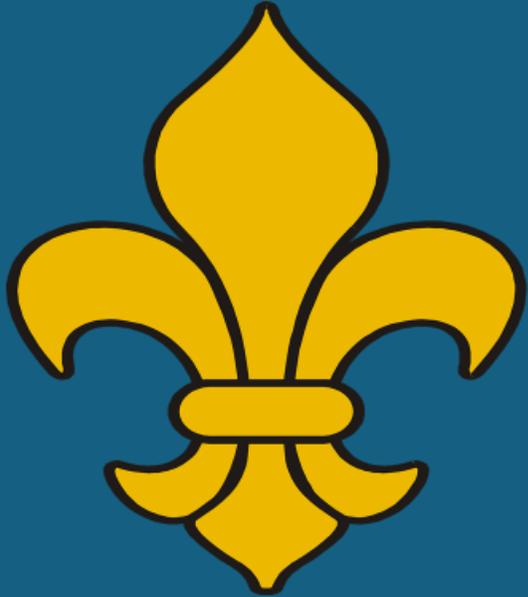


# Project Satch



MANAGEMENT

*Keep-it*

*-A-*

*Secr-it*

PRESENTED TO BAYOU PHOENIX

**ABW** | **BUILDING  
BRIDGES**



**MOVING YOU FROM WHERE YOU  
ARE TO WHERE YOU WANT TO BE**

**GET CONNECTED**



# ALFRED GREW UP LIKE MANY YOUNG BOYS, DREAMING OF BEING A PROFESSIONAL ATHLETE ONE DAY.

His sports of choice: baseball and football. Mom put a stop to the football dream, and a high school injury halted his baseball playing days. But this sports lover couldn't stay away from the field and immediately began helping with game operations at his high school. Next came a student assistant role in the Sports Information Office at Texas Tech and things snowballed from there. Four decades later, Alfred has built a life and a family in the sports industry.

**OPERATIONS / MARKETING /  
MANAGEMENT**

He will regale you with many highlights from his time as a sports administrator, having served in a myriad of roles for the NCAA, Commissioner of the Southern Conference, President of the Asheville Altitude, and Senior Associate Commissioner for Conference USA. Prior to opening his consulting firm, Alfred was the Senior Director of Marketing and Strategic Partnerships for the College Football Playoff for five years. He's built relationships with all the major media outlets, is highly connected with corporate partners, and understands the unique dance that needs to be done during negotiations.

Alfred also has strong experience in change management, strategic planning, event operations, merchandising and licensing, and marketing and promotions. His creativity knows no bounds — be sure to ask him about his inspiration, the Double T Dolls at Texas Tech. Alfred has worked countless events. Among his favorites are the 15 NCAA Men's Basketball Final Four weekends he has been a part of. He also had a moment of fame on the screen as an extra in the made-for-TV movie, *Murder at the World Series*. The son of a United Methodist minister, Alfred's faith has been a constant force in his life. Alfred and his wife, Judy, have recently relocated to be near family in Leawood, Kansas.

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**Management \* Marketing**  
**Strategic Planning**  
**Event Operations**  
**Licensing \* Promotions**

The complex block features three logos at the top: the College Football Playoff logo (a gold circle with three horizontal lines inside), the NCAA logo (blue text with a registered trademark symbol), and the Conference USA logo (blue and red text with a star). Below the logos is a dark blue rectangular area containing a list of services in white, bold, sans-serif font, separated by asterisks.

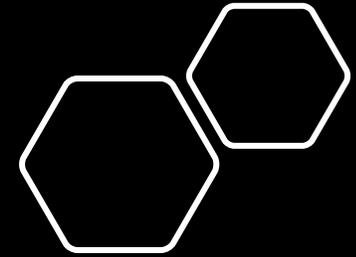
## Diamond Entertainment Group



Mark Schuster has been involved in the Sports and Entertainment business for over 34 years having served senior leadership roles with some of the country's most successful minor league professional sport franchises. He began his career in 1989 with the Durham Bulls as Director of Food & Beverage shortly after the release of the movie Bull Durham. In less than two years, Schuster became one of the youngest General Managers in all of baseball when he took over the helm of the Cleveland Indians class-A affiliate Burlington Indians in Burlington, NC. After a record breaking third year in Burlington, Schuster was recruited to become the VP/General Manager of the Minnesota Twins class-A affiliate in Fort Myers, Florida where he would serve for three years. During those three years he also served as the Minnesota Twins Spring Training Coordinator.

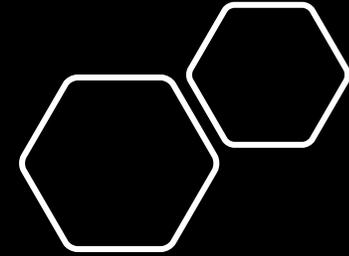
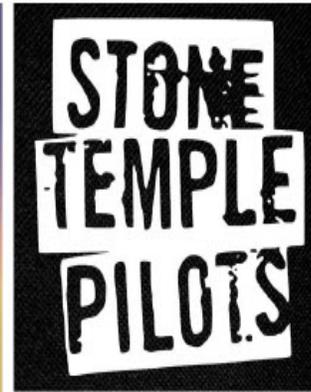
In September, 1996 Schuster was recruited to become VP/General Manager of the Charleston RiverDogs, a class-A affiliate of the Tampa Bay Rays. In his role, Schuster was responsible for seeing through the construction of a \$19MM state of the art baseball stadium on the banks of the Ashley River in downtown Charleston, SC. In 1999, Mark won the Larry MacPhail Trophy awarded to Minor League Baseball's top promoter and was also honored as the South Atlantic League Executive of the Year. Following the 2001 season, Mark was offered the position as president of Metropolitan Sports in Portland, OR. Metropolitan had sports holdings which included the Triple A affiliate of the San Diego Padres, the Portland Timbers professional soccer team and a class A professional baseball team in the Northwest League, the Tri-City Dust Devils. Mark was credited with taking the company from a \$7MM loss in the year prior to him arriving to a \$1.8MM profit in 18 months.

In 2004, Mark formed his own company Ventura Sports Group for the purpose of owning and operating independent professional baseball teams. Mark's first acquisition was the El Paso Diablos in 2005 which he owned until 2010. In September, 2007, Mark began construction on a \$20MM state of the art stadium in Grand Prairie, Texas where he owned the Grand Prairie AirHogs minor league team until 2010. In 2011, Mark began construction on Uni-Trade Stadium in Laredo, Texas where he also owned the professional baseball franchise the Laredo Lemurs. After numerous accolades and success in Laredo, Mark sold the team in February, 2015 to concentrate on numerous new opportunities throughout the US and abroad. In 2023, Mark founded the Mid-America Independent League Baseball.

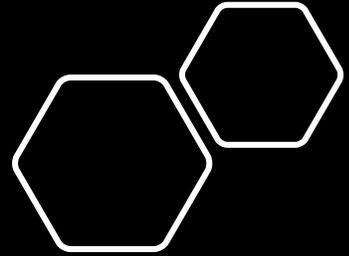
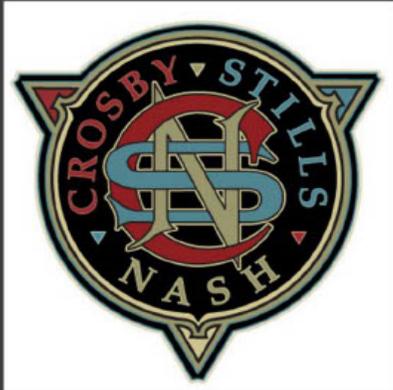


Team Ownership and Management (Partial List)

## Partial List of Concerts

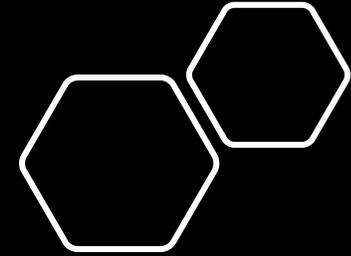


Partial List of  
Concerts



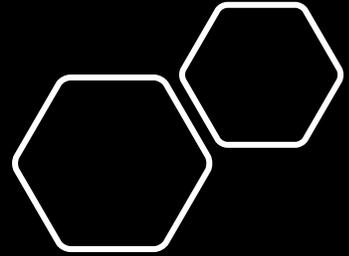


International  
Events





## International Soccer Matches

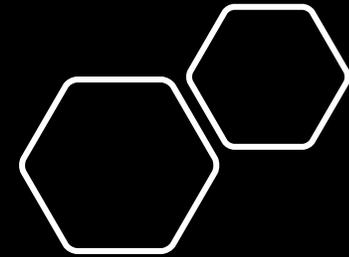


# HBO BOXING

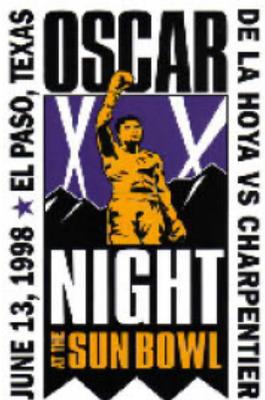


Contact Sports

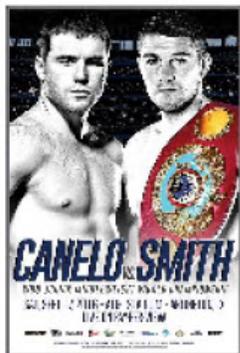
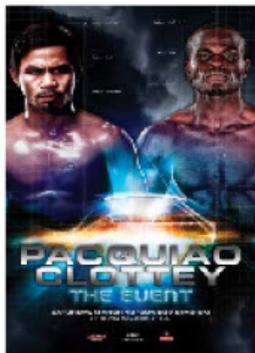
Boxing & MMA



# SPOT



Lester Bedford

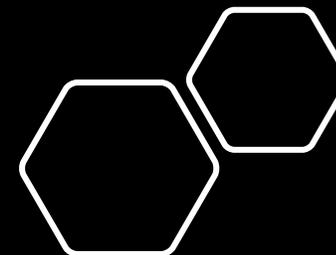


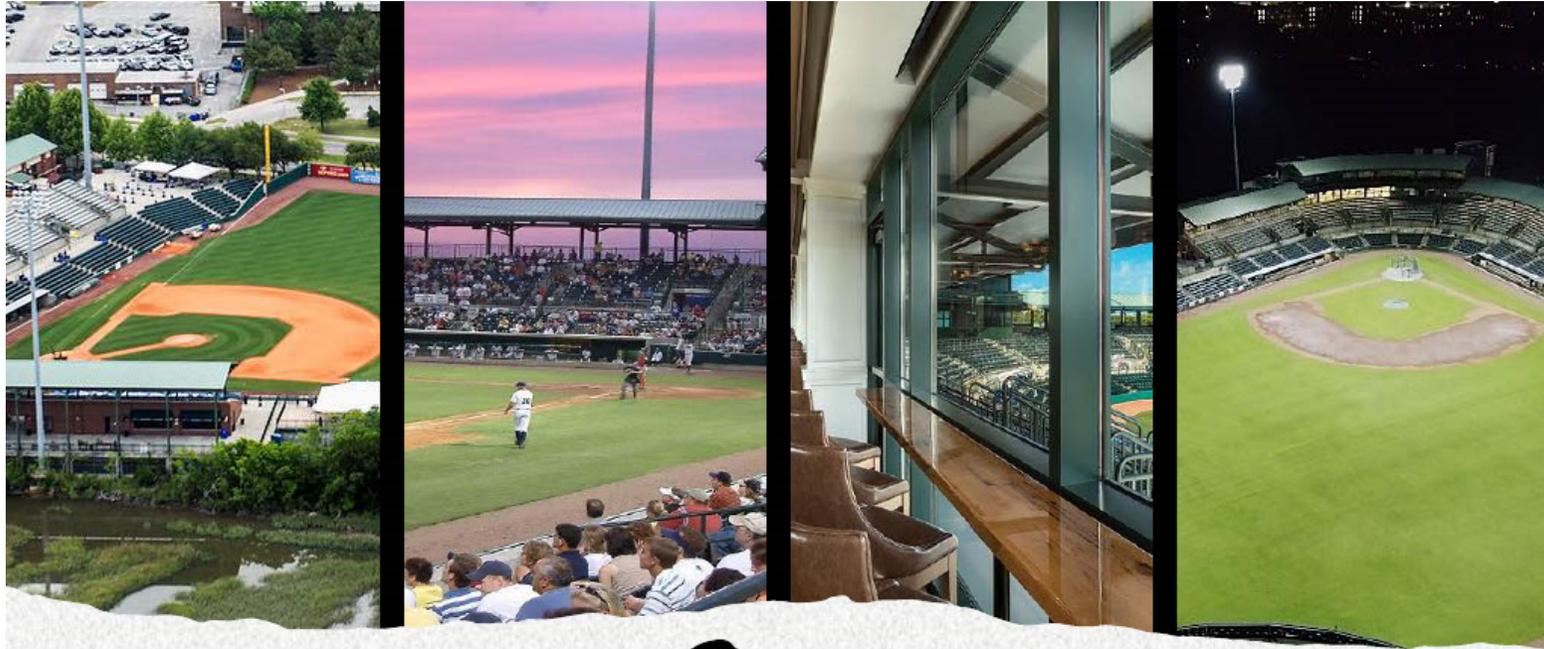
## SPORTS PROMOTIONS OF TEXAS, INC.

Lester Bedford's, SPOT, Inc. (Sports Promotions of Texas, Inc.), has provided event Management and Marketing services for NBA Basketball, MMA, Arena Football, Soccer, Hockey, Tennis and Baseball. However, Bedford is best known for his ground-breaking work in Boxing over the past forty years. He has come to be known as the premier marketer of Live Gate Boxing events in the United States while working with the world's biggest promoters, TV Networks and Boxers.

During his distinguished career in Boxing, Bedford has managed the careers of three world champions. But he is best known for his work on some of the Sport's biggest events and most successful series, not just in Texas, but throughout the nation, including—

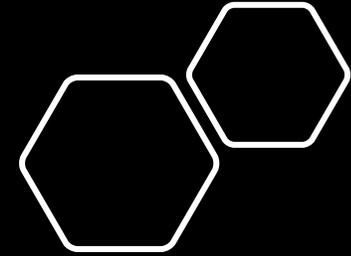
- Over 600 Professional Boxing and MMA events.
- Over 500 televised boxing events, including the following networks –NBC, CBS, ABC, FOX, USA, HBO, Showtime, Univision, Telefutera, Fox Sports Net, Pay-Per-View, ESPN, ESPN2, MSG, UniMas, FS1, TNT, DAZN
- Over 180 World Championship fights, including many of Boxing's biggest stars.
- 47 of Texas' 50 highest grossing boxing events in history.
- Six of the seven largest attended boxing events in the U.S. the past 40 years –
  - Chavez vs Whitaker (Alamodome...1993...65,000)
  - De La Hoya vs Charpentier (Sun Bowl...1998...52,000)
  - Pacquiao vs Clottey (Cowboys Stadium...2010...51,000)
  - Pacquiao vs Margarito (Cowboys Stadium...2010...41,000)
  - Canelo vs Smith (Cowboys Stadium...2016...54,000)
  - Spence vs Garcia (Cowboys Stadium...2019...47,000)
- Five highly successful boxing series for the Miller Brewing Co. and Tecate.





Previously Designed, Built  
or Renovated Stadiums

Joseph P. Riley, Jr Ballpark  
Charleston, SC

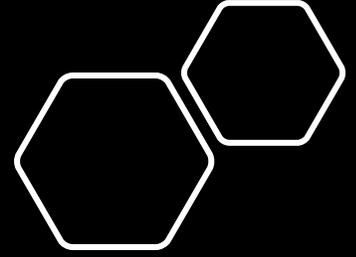




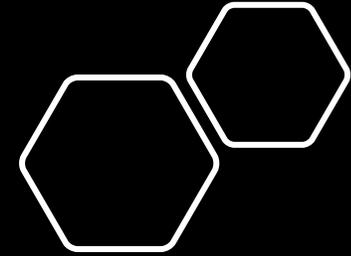
QuikTrip Park  
Grand Prairie, TX



Previous Development Project  
Grand Prairie, TX



Jackie Robinson Ballpark  
Daytona Beach, Florida



Riverfront Stadium  
Wichita, Kansas

