

2008

2009

SEASONAL



LITTLE LEAGUE

Read about the inaugural year of Herts Little League, our special Opening Day with the Mayor of Dacorum, and where things go from here...

ADULT BBF RESULTS

FALCONS (AAA)
Champions, 21-3

HAWKS (AA)
4th Place, 6-7

RAPTORS (A)
Rookie Season, 2-9

FIELD DEVELOPMENT

Now in the home stretch of funding a second baseball field, we need local support and sponsorship more than ever. Get involved without delay!

HBC 2008-2009 PROSPECTUS

Herts Baseball Club: the home of baseball in Hertfordshire, England. Our three adult teams and expanding Little League programme make our fantastic organisation amongst the best-run and fastest growing sports clubs in the UK.

Herts Little Leaguers at the 2008 PlayBall™ World Series



UPDATE: HERTS BASEBALL GROWS (AND SHRINKS) IN SIZE

The last year has seen massive expansion for HBC - arguably unprecedented by any club in the history of UK baseball. With a third adult squad, a thriving Little League and a new field in development, Herts is touching all the bases.

Many things changed for Herts Baseball Club at the end of the 2007 season. With steady adult recruitment and many changes to the British Baseball Federation (BBF) league structures, the HBC Executive Committee decided to add a third, expansion team. The Falcons were successful in securing re-promotion to the BBF Premiere League, so now Herts has an adult squad at three levels of British competition: the A, AA and AAA.

The start of the 2008 season brought a new managerial mantra to the adult programme. Now operating more like a Major League farm-system, players were put through a rigorous pre-season training regimen, vetted in official tryouts, and encouraged to work toward promotion to the upper squads. The ultimate goal - apart from winning seasons in the BBF leagues - is player development and the foundation of a club structure ready to welcome our Little Leaguers when they are eligible for the adult leagues at age fifteen.

Two new vice-presidential Board positions were established to drive the development of our Little League programme. The entire youth scheme was revamped from the ground-up. No longer just exploratory baseball summer camps, now kids have the opportunity to join a steady week-to-week team, receive intensive midweek and weekend coaching from upper-level Herts players, and compete in proper, officiated games on Saturday League days.

Finally, plans and fundraising are nearing completion for the development of a second baseball diamond at Grovehill. With lottery funding from Awards For All, new corporate sponsorship agreements and incredible support from our membership and wider HBC family, Herts will soon boast the finest Club-run baseball facility in the nation. More help is needed. Read on to discover the ways you can support this fantastic local organisation and the great things it does for young people.



In Search of the Gold Glove
Herts Falcon Dan Kerry makes a leaping attempt at the Great Britain Senior Squad Try-outs, held at the Herts home field in Grovehill, Hemel Hempstead, 19 July 2008.

HERTFORDSHIRE LITTLE LEAGUE

2008 PlayBall™ World Series



2008 PlayBall™ World Series



Guest Coach: MLB Scout, Sam Dempster



Ceremonial First Pitch: Mayor of Dacorum



In 2007 Herts Baseball Club commenced its youth programme.

The project began with introductory sessions at local schools. Nearly 1,000 children were given the opportunity to join the Falcons and Hawks for a day on the diamond, and learn the fantastic game of baseball. This was possible because of many Herts Baseball players and coaches, and with the support of BaseballSoftballUK, the development agency for baseball and softball in the United Kingdom. Nine exploratory summer camps were offered from July through September and the response from Hertfordshire County kids and parents was fantastic.

In 2008 the Club was ready to take the next step and created **the first ever baseball Little League in Hertfordshire**. The League was officially opened by the Mayor of Dacorum on a sunny day in front of the many parents and fans who packed the spectator areas around Grovehill Ballpark.

Herts Little League comprises more than 130 players of which 66 registered to play during the 2008 season. The League consists of 4 teams. During the season every Little League team plays 16 games over eight Saturdays. Herts Little League teams also represent Hertfordshire at various national youth competitions, including the British National Championships and the PlayBall™ World Series in Coventry which is organised by BSUK and Major League Baseball. **In our debut year at the PlayBall™ World Series in Coventry, Herts Little League won the AA division trophy.**

Herts Little League is a true celebration of the game of baseball with emphasis on family values and fair play while at the same time creating a competitive team environment and providing incentives for player improvement. With support from BSUK and the British Baseball Federation, in 2008 the members of Herts Little League had the opportunity to



2007



2008

receive coaching of the highest quality. Apart from the coaches and players of the Herts adult teams, the **Little Leaguers took part in training sessions with coach Sam Dempster of the Milwaukee Brewers – the MLB club.** On 19 July 2008 the club organised a joint event at Grovehill Ballpark with the GB National Team. This was the first time that GB Baseball has held an event in Hertfordshire and it was an amazing experience for our youth players who received coaching from the staff and players of the 2007 European Championships silver-medal winning Great Britain National Team.

Local authorities have recognised the success of Herts Little League and our Club's other projects and initiatives. In 2007 the Herts Sports Partnership approached Herts Baseball to be one of the first sports clubs in Hertfordshire to apply for ClubMark accreditation and, once completed, ours will be confirmed as an organisation maintaining the highest standards of health and safety and child protection.

This first official season of Little League baseball in Hertfordshire has been exciting for everyone involved - we've had excellent support from our sponsors, Dacorum Borough Council, the Mayor of Dacorum, and the local media. We are confident it will prove an **exciting, unforgettable baseball experience for local children** which will no doubt lead to an ever expanding youth programme in the years to come.



Herts Little Leaguers at Grovehill with the Great Britain Junior & Senior Squads, 19 July 2008

FIELD DEVELOPMENT PROJECT



LOTTERY FUNDED

Grovehill Diamond 2

Plans are already in place to build one of the best baseball complexes in the country. With the pro bono support of Property Lande Architecture, Herts Baseball will secure planning permission and draft detailed architectural blueprints and a strategy for future growth.



In 2009, Herts Baseball will introduce a second field and permanent outfield fence.

Herts Baseball Club's home diamond is located at Grovehill Park in Hemel Hempstead. The Ballpark has been the home of Herts Baseball Club since its inception in 1996. The Club is proud to say that Grovehill is among the best baseball fields in the country, and this has only been achieved with the support of our fantastic local government, Dacorum Borough Council.

We recognize that the key to sustaining the recent, **unprecedented growth** in our adult and youth programmes is to develop baseball facilities of the highest standard.

Plans are already in place to build **one of the best baseball complexes in the country**. The project is to be implemented in several stages which include the creation of a second diamond, construction of a permanent, outfield fence for both baseball diamonds, and finally, steps will be undertaken for the improvement of the turf and dirt of the baseball fields.

PropertyLandeArchitecture
Pro Bono Project Architect

The National Lottery, through its **Awards for All** programme, recognized the important part which our club plays in the local community and has provided a £10,000 grant for the first stage of the project. The rest of the funds are being raised by the Club and its members through various fundraising events. Additional support is being provided by Dacorum Borough Council, and we are fortunate to have the generous (and pro bono) guidance of the architectural firm **PropertyLandArchitecture**. Finally, we are inviting vital contributions from local businesses and charitable trusts.

Work is scheduled to commence in September 2008 and the target is to complete the project in time for the start of the 2009 season in April. Once completed, Herts Baseball Club will be capable of hosting **the top events in the British Baseball calendar**, including British Baseball's adult and youth National Championships, in which case Grovehill Ballpark would become as significant for the British baseball community as Wembley Stadium is for British football fans.

Room for 6 Little League diamonds

On Little League Game Days the ballpark will be turned into a baseball paradise for the kids with a capacity of as many as six Little League fields all of which would have permanent backstops.



SPONSORSHIP OPPORTUNITIES

Become a part of the Herts Baseball family by **helping us to grow and improve.**

Herts Baseball is undoubtedly the most progressive baseball club in the UK. The Club currently boasts the most successful website in the history of British Baseball. HBC also receives **more local and national notoriety** and press coverage than any other baseball organisation in the country.

Our on-field performance has been covered extensively by the local press and various on-line publications, including the Hemel Gazette, Watford Observer, Edgware & Mill Hill Times, HemelHempsteadToday.co.uk, the Hillingdon Times and others.

National exposure comes in the form of extensive reports from BBC 3 Counties Radio and Channel Five's nationally televised biweekly Major League Baseball programme.

Herts Baseball Club maintains very strong relationships with the local community, local and county councils, local schools and local businesses. In our endeavour to develop baseball in Hertfordshire and increase active participation by children and adults alike, **we are asking for your help.**

We are currently seeking commercial partnerships that will help bring baseball to the forefront of the sporting community, as well as increase the exposure of your organisation.

Together, we can build a better community!


ADVERTISING RIGHTS CAN INCLUDE THE FOLLOWING:

- **Perimeter advertising at Grovehill Ballpark**
- **Online advertising** (*hertsbaseball.com, team pages, Little League homepage, Club Forum, Official Newswire, etc.*)
- **Radio advertising**
- **Video advertising** (*Herts Baseball Channel, crawl ads, etc.*)
- **Matchday Programme advertising**



Herts Baseball Club is a CASC registered club
 in accordance with HM Revenue and Customs requirements. There is a range of tax reliefs to encourage individuals and companies to support CASCs, including:

- * the Gift Aid scheme
- * relief from Inheritance Tax
- * deductions in corporate profits tax, for formal sponsorship of a sports club or for payments made to enhance their standing in the local community

SPONSORSHIP CATEGORIES:	HALL OF FAME £5000	ALL-STAR £1000	GOLD GLOVE £500	SILVER SLUGGER £250
	<ul style="list-style-type: none"> - Naming rights to one of the fields at Grovehill - Prime advertising space on hertsbaseball.com - Permanent signage at Grovehill Park - Company name to be used on all publicity and PR - Up to 5 corporate/family softball events run by HBC 	<ul style="list-style-type: none"> - Official sponsor status for an HBC adult team or the Herts Little League - Prime advertising space on hertsbaseball.com - Permanent signage at Grovehill playing fields - Up to 2 corporate/family softball events run by HBC 	<ul style="list-style-type: none"> - Official sponsor status for a HBC Little League team - Advertising on hertsbaseball.com - Gameday signage at Grovehill playing fields - Inclusion in an annual sponsors softball tournament 	<ul style="list-style-type: none"> - Official sponsor status - Advertising on hertsbaseball.com - Gameday signage at Grovehill playing fields - Inclusion in an annual sponsors softball tournament

DESIGN YOUR OWN SPONSORSHIP PACKAGE TODAY!

We welcome all levels of commitment be they large or small. Just give us a ring to get the ball rolling. We'll tailor an agreement to your liking.

MARTY CULLEN
 Sponsorship Director
 marty@hertsbaseball.com

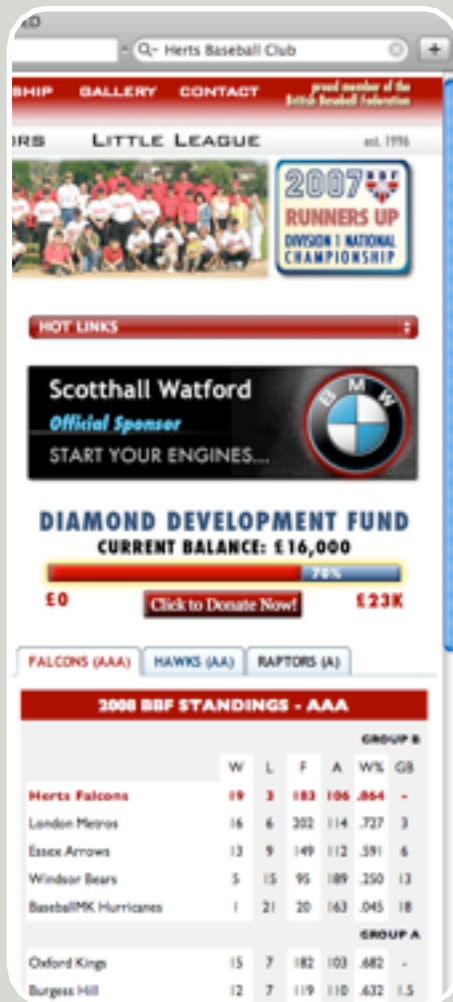
The Herts Baseball Club website is a continual source of pride for its members, and a **great opportunity to advertise your business.**

Since redesigning our online presence in January 2008, Herts Baseball Club has seen an incredible surge in recruitment and unprecedented levels of interest from within our own membership, the UK baseball community, and the wider public.

In the last year (July 2007 - August 2008) we have taken nearly 76,000 hits. In an average day we tally hundreds of pageviews and welcome dozens of new visitors each week. Surfers come to us from all parts of the world: the UK, Europe, the USA, Canada, Latin America, Australia, Russia, North Africa, India and China. It seems like anytime someone searches for baseball in the UK, they find us.

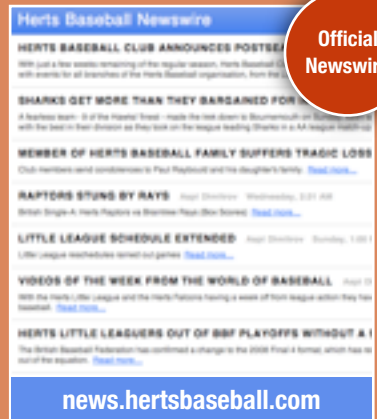
Herts Baseball is now seeking paid advertisements for display on our Club homepage, our Little League homepage, our Official Newswire, and our Members' Forum.

You will find buckets of video clips in our Gallery... and soon we will be broadcasting live internet radio related to Herts Baseball and the game in the UK. Our marketing team will be working closely with key sponsors to cut catchy video and radio commercials to be broadcast together with our live and streaming media content.



SPACE FOR RENT

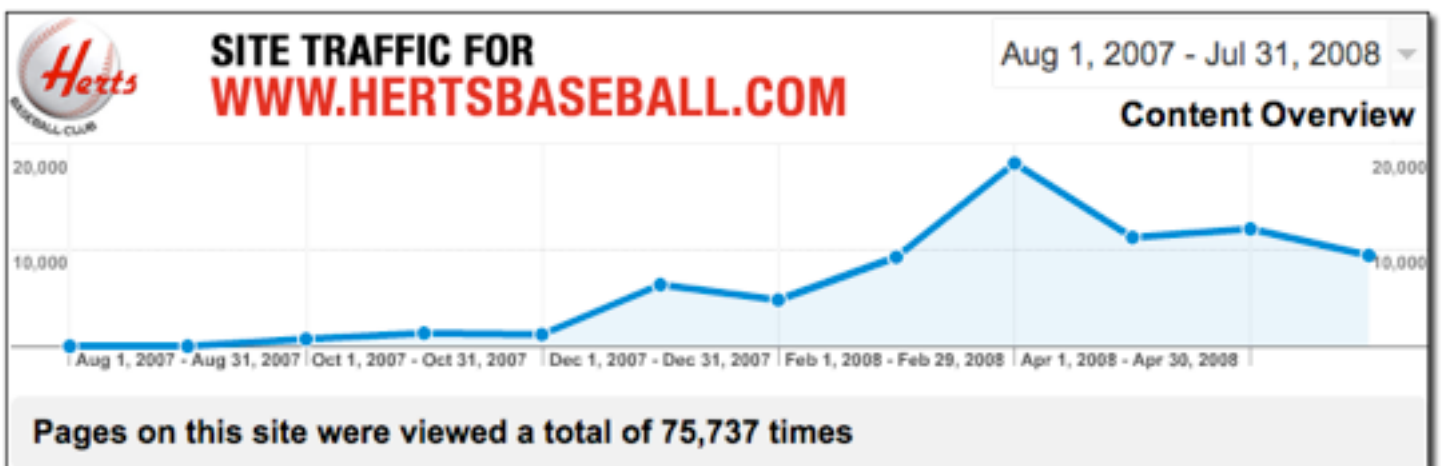
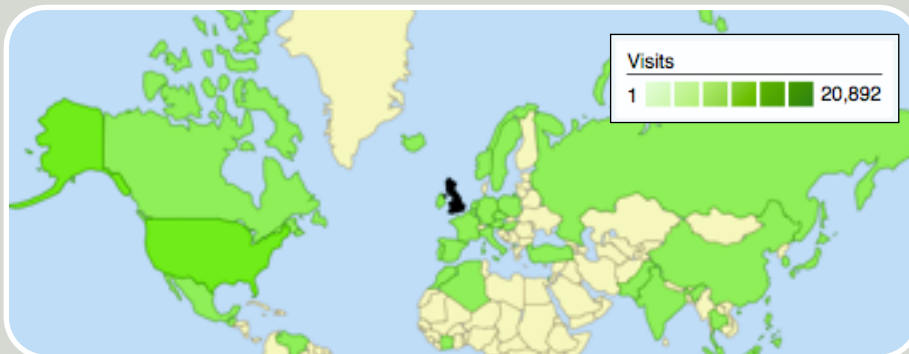
Official Newswire



Members' Forum



Advertise on www.hertsbaseball.com...



OUR COMMITMENT TO FINANCIAL RESPONSIBILITY

HERTS BASEBALL CLUB is a well-run organisation in compliance with all local and national statutory regulations.

We stand in good credit, both with our membership and the broader financial community. We are entirely a non-profit entity. All income generated from Herts Baseball Club fundraising and events goes toward the betterment of our facilities, equipment and recruitment efforts, and to create exciting opportunities for our Little Leaguers.

Uniforms, player subs, petrol to and from games, and all other expenses related to our individual playing time are self-absorbed. No sponsorship monies, donations or Little League fees are levied against the cost of being a paying adult member of Herts Baseball Club. In other words, we are committed to shouldering our own bats.



WHO'S ON FIRST... WHAT'S ON SECOND?

Stay tuned for 2009 as Herts Baseball Club continues to grow and develop. Our goals for the coming season? **Little League Expansion, Schools Outreach, Herts Softball, and much much more...**

Get in touch

If you are interested in further details about Herts Baseball Club, would like to sponsor our efforts, help us to fundraise, or simply join our ranks of adult players, little leaguers and volunteers... just visit our website for the latest info and upcoming events.

2008 Executive Committee

PRESIDENT	Aspi Dimitrov
TREASURER	Paul Auchterlounie
AAA MANAGER	Jason Greenberg
AA MANAGER	Carlos Casal
A MANAGER	Jake Kikel
VP/LITTLE LEAGUE	Marty Cullen
	Lee Manning

HERTS BASEBALL CLUB

www.hertsbaseball.com

President Aspi Dimitrov
aspi@hertsbaseball.com
07770 630 230
fax 020 8455 1402