

**PROPOSAL FOR THE CITY OF GERING SUMMER
COLLEGIATE OR INDEPENDENT BASEBALL TEAM**

**CITY OF GERING, NEBRASKA
OREGON TRAIL PARK STADIUM**

SUBMITTED BY



**DIAMOND
BASEBALL
LEAGUE**

**NATIONAL
SPORTS SERVICES**



Kathleen Welfi
City Clerk
City of Gering, Nebraska
1025 P Street
Gering, Nebraska 69341

Dear City Clerk Welfi:

We're excited to respond to the RFP/RFQ request issued by the City of Gering and are confident the Diamond Baseball League is ideally suited to provide a new baseball tenant at Oregon Trail Park Stadium for the 2027 season and beyond.

Several elements of our group provide a great fit:

- Matt Perry, co-founder of the League, is a native of Nebraska, having grown up in Holdrege, Nebraska where he still has family.
- The founders of the League have over 100 years of experience in operations of successful baseball franchises, including Major League Baseball, minor league affiliated baseball, independent professional baseball and summer collegiate baseball.
- Gering is uniquely positioned geographically as the six-team League has teams in Hastings and Grand Island, and future growth plans targeting a division in Colorado.
- The League owns all of its teams, ensuring proper capitalization, utilization of best practices and the ability to take advantage of efficiencies of operations and scheduling. All teams are "rowing in the same direction" in creating one of the premier summer collegiate leagues in America, and a great experience for fans, business partners and players.
- League co-founders have a history of re-invigorating markets that have seen a recent fall in attendance, interest and/or operational success.
- The Diamond Baseball League has invested over \$1 million to date for team acquisitions, capital improvements and ongoing operations. Historically, the League co-founders have overseen operations of teams with multi-million dollar acquisition costs and annual operating budgets.

We look forward to your review of our response and the opportunity to further discuss the Diamond Baseball League building a successful, long-term relationship with the city.

Sincerely,

A handwritten signature in blue ink that reads "Matt Perry". The signature is fluid and cursive, with the first name "Matt" being larger and more prominent than the last name "Perry".

Matt Perry
Co-founder
Diamond Baseball League

BACKGROUND AND EXPERIENCE

National Sports Services (NSS) provides extensive services to the sports industry, for municipalities, teams and the private sector. Beyond team ownership and operations, the firm's experience includes brokering buy-side and sell-side franchise transactions, feasibility analysis, venue programming, procuring investment capital, negotiating major vendor and lease agreements, securing facility tenants and users, scheduling and managing major events, and all phases of facility operations.

Over the past 40 years, NSS has provided consulting services for more than 50 different sports franchises, negotiated more than a dozen facility lease agreements, brokered the sale or acquisition of numerous sports franchises and opened eight new arenas and stadiums. The principals of National Sports Services have been directly involved with attracting and entertaining over 20 million fans at sporting and other spectator events.

Over the years, the firm has raised tens of millions of dollars in project capital and has been involved as an owner of several franchises. The client list includes the CEO of W.R. Grace & Company, a \$3 billion international chemical company, the President of the Chicago Bulls, oil and gas industry executives, successful developers, investment bankers, founders of successful companies, and Major League Baseball organizations.

As part of its services provided to teams and stadiums, National Sports Services has secured tens of millions of dollars in sponsorship revenues, including primary naming rights, secondary naming rights, presenting sponsorships, major vendor agreements and other long-term agreements which provide project funding. In addition, the firm has managed all phases of multi-purpose venues, including day-to-day operations, maintenance, labor management, event management, ticketing, concessions, merchandising and marketing.

Market and feasibility analysis is a core attribute and competency of NSS as nearly all projects in which the firm participates involve dynamic research. National Sports Services has executed detailed research and forecasts for minor league teams in both major metropolitan areas (Atlanta, Chicago, Cleveland, Denver, Kansas City) as well as secondary markets such as Ft. Smith, AR, Harrisburg, PA, Lexington, KY, Macon / Warner Robbins, GA, South Bend, IN, Stockton, CA, Wilmington, NC, Corpus Christi, TX and numerous other communities.

The firm's extensive experience helps ensure the long-term success of a franchise, and the maximization of job opportunities, economic benefit, and community involvement to best benefit the team, the landlord and the region.

www.nsssports.com



LAWRENCE, KANSAS : CLEVELAND, TENNESSEE : CHICAGO, ILLINOIS

TEAMS OWNED AND MANAGED

If selected by the City, the Gering franchise will be owned by the League, providing all the benefits of stability, efficiency and experience derived from that structure.

The co-founders of the Diamond Baseball League have owned and/or been in key management positions with numerous baseball franchises, including at the Major League, Minor League, independent professional and summer collegiate levels. The extensive list includes the following:

- San Francisco Giants
- Arizona Diamondbacks
- Chattanooga Lookouts (Minor League Double A)
- Midland Angels (Minor League Double A)
- Harrisburg Senators (Minor League Double A)
- Delmarva Shorebirds (Minor League Single A)
- Lexington Legends (Minor League Single A)
- Fayetteville Generals (Minor League Single A)
- Columbia Mets (Minor League Single A)
- Kinston Indians (Minor League Single A)
- Kansas City T-Bones (High Level Independent Professional)
- Lake Erie Crushers (High Level Independent Professional)
- Lafayette Aviators (summer collegiate)
- Johnstown Millrats (summer collegiate)
- Wilmington Sharks (summer collegiate)
- Joplin Outlaws (summer collegiate)
- Ft. Smith Marshals (summer collegiate)
- Hastings Sodbusters (summer collegiate)
- Grand Island Fightin' Cranes (summer collegiate)
- Jefferson City Renegades (summer collegiate)
- Salina Sliders (summer collegiate)
- Sedalia Steamers (summer collegiate)

RELATED EXPERIENCE

NSS has **operated, owned and/or consulted** with more than 50 sports franchises, including some of the most prominent minor league sports franchises in America (with their respective affiliates), including the Windy City Bulls (Hoffman Estates, IL): Chicago Bulls affiliate; Harrisburg (PA) Senators: Washington Nationals; the Chattanooga (TN) Lookouts: Minnesota Twins; the Lexington (KY) Legends: Kansas City Royals, and the Stockton (CA) Heat: Calgary Flames.



NSS has **represented buy-side or sell-side transactions** for more than a dozen sports franchises, ranging in value from \$500,000 to \$15 million. The list of transactions, along with their current affiliate, includes the Greenville (SC) Road Warriors (now Swamp Rabbits): NY Rangers; Lake Erie (OH) Crushers: Independent, Gwinnett (now Atlanta) Gladiators: Boston Bruins; South Bend (IN) Silver Hawks (now Cubs): Chicago Cubs and the Omaha Royals (now Stormchasers): Kansas City Royals.



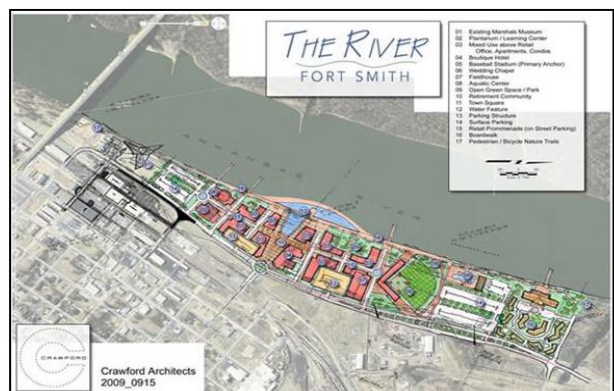
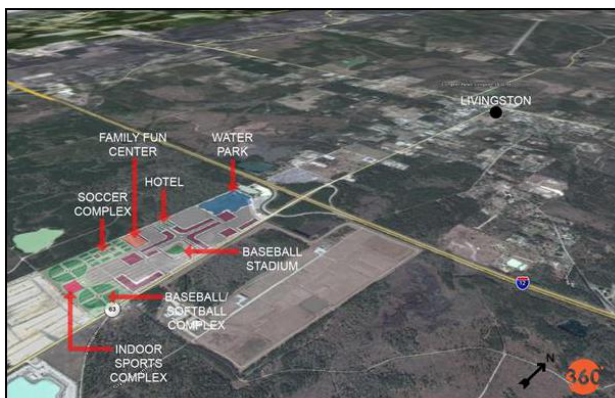
NSS has been involved with **programming, budgeting and construction** for several new stadiums or major renovations, including All Pro Freight Stadium (Avon, Ohio), Metro Bank Park (Harrisburg, Pennsylvania), Stanley Coveleski Stadium (South Bend, Indiana), and Loeb Stadium (Lafayette, Indiana);



NSS has **opened numerous new stadiums and arenas**, including Perdue Stadium (Salisbury, MD); The Arena of Gwinnett County (Duluth, GA); Stockton (CA) Arena; Rabobank Arena (Bakersfield, CA) and Applebee's Park (Lexington, KY).

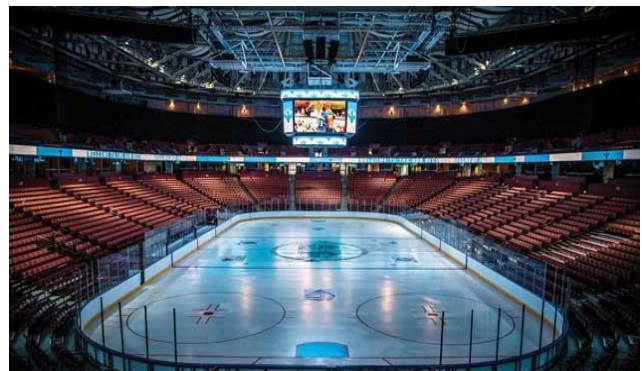


NSS has been involved in **market and feasibility analysis** for numerous sports and multi-purpose projects, including prospective development projects in Wilmington, North Carolina, Fort Smith, Arkansas, and Livingston Parish, Louisiana.



NSS has secured **naming rights, premium sponsorships, vendor agreements and/or lease agreements** for dozens of franchises, municipalities or facilities, including:

- Topeka, Kansas and the Topeka Scarecrows
- Greenville, South Carolina Arena District and the Greenville Road Warriors
- Avon, Ohio and the Lake Erie Crushers
- Stockton, California and the Stockton Thunder
- Fayetteville, North Carolina and the Fayetteville Generals
- Bakersfield, California and the Bakersfield Condors
- Wichita Falls, Texas and the Wichita Falls Thunder
- Gwinnett County, Georgia and the Gwinnett Gladiators
- Midland, Texas and the Midland Angels
- South Bend, Indiana and the South Bend Cubs Silver Hawks
- Hoffman Estates, Illinois and the Windy City Bulls
- Wilmington, North Carolina and the Wilmington Sharks
- Lafayette, Indiana and the Lafayette Aviators
- Gastonia, North Carolina and the Gastonia Grizzlies
- Wyandotte County, Kansas and the Kansas City T-Bones



STADIUM ENTERTAINMENT AREAS

Unique ballpark elements can provide a true sports and entertainment destination that will enhance the overall experience. The League is open to working with the City to consider adding some of these attractions, which may include a playground for kids, inflatables, miniature golf, bocce, corn-hole, ping pong, a staging area for concerts and event viewing parties, and other family entertainment options.



YEAR-ROUND EVENTS

National Sports Services has extensive experience in scheduling and supervising a multitude of stadium events, including concerts, circuses, carnivals, All-Star games, fan fests, holiday events, tournaments, clinics, company outings and more.

In meeting the overall goals for the venue, and in avoiding conflict with existing venue users and other events scheduled in the region, the League will pursue opportunities to schedule ancillary events at the ballpark. The League anticipates supervising all facets of the event scheduling and operations, and is open to partnership in such events with the City, promoters and other third-party prospects. The League will pursue communications with promoters, local business and organizations, and City representatives to schedule events that have a positive impact on the region. Such events may include:

- High school baseball and softball regular season games and tournaments
- College baseball and softball tournaments
- Baseball and softball showcases and clinics
- Kick-ball and flag football tournaments
- Boxing and Mixed Martial Arts
- Cheerleading competitions
- 3-on-3 basketball tournaments
- Food, wine and beer festivals
- Car/RV/Boat shows
- Trade shows and yard sales
- Winter events with artificial ice and snow
- Concerts and Battle of the Bands
- Municipal anniversary and July 4th celebrations
- Carnivals and circuses
- Haunted House and related Halloween events
- Christmas light show and related holiday events
- Job fairs and Health fairs
- Graduation ceremonies
- High school proms
- Blood drives
- Corporate outings
- Holiday and birthday parties
- Boy scout/girl scout sleepovers
- Fan Fests and All-Star games
- Charity walks/runs, baseball and softball games
- and more!





Matt Perry, President

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pucknballs@aol.com

Matt Perry serves as President of National Sports Services. As President, Perry utilizes his 40 years of experience in all phases of company operations, including servicing current clients and developing new stadiums and sports franchises across the nation.

Perry is currently working on a multi-purpose development in eastern Nebraska, and with a client in Columbia, Missouri as they develop a sports complex and multi-purpose stadium as part of an existing entertainment business. Perry has been actively involved with sourcing markets and venues while negotiating multi-year lease agreements with cities in establishing the Diamond Baseball League.

Perry recently completed forecasting for a major sports development project proposed for Kansas City, Kansas, along with feasibility analysis for a sports complex in Corpus Christi, Texas. He also concluded two sell-side transactions for minor league baseball team affiliated with the Cleveland Indians and a separate, independent professional baseball franchise. Other recent projects include developing the project and scope for a multi-purpose stadium which is to be constructed in Dyersville, Iowa on the grounds of the Field of Dreams. Perry was most recently an owner with the Lafayette (IN) Aviators and the Johnstown (PA) Mill Rats, members of the summer collegiate Prospect League, and the Wilmington (NC) Sharks, a member of the Coastal Plain summer collegiate league. He sold his interest in those teams within the past two years.

Over the years, Perry has provided feasibility and marketing analysis to several markets who were considering sports and entertainment facility developments, including Ft. Smith, Arkansas; Pahrump, Nevada; Livingston Parish, Louisiana; Cape Girardeau, Missouri; Wilmington, North Carolina and Muncie, Indiana. Previous team consulting projects include a wide range of teams, including affiliated baseball, independent baseball, summer collegiate baseball, professional hockey and junior hockey, including: the Tacoma Rainiers, Wichita Wingnuts, Peoria Chiefs, Greenville Road Warriors (now Swamp Rabbits); Cedar Rapids Roughriders, Colorado Eagles and Lexington Legends.

Prior to forming National Sports Services in 1998, Perry served as a top executive in all areas of day-to-day operations for the Midland Angels (Los Angeles Angels Double A affiliate), Columbia Mets (New York Mets Single A affiliate) and the Fayetteville Generals (Detroit Tigers Single A affiliate). Perry served his internship in college with the Columbus Clippers (New York Yankees Triple A affiliate).

Perry's path to the sports world began after he graduated Summa Cum Laude with a Bachelor of Science degree in Advertising and a Minor in Business from Southern Illinois University-Carbondale. He then earned his Master's degree in Sport Management from Ohio State University.

Perry resides in Lawrence, Kansas with his wife Kelly. They raised three boys who are now married and work and reside in the Kansas City region.



Bill Davidson, CEO

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Bill Davidson is the Chief Executive Officer of National Sports Services (NSS). He has been involved in professional sports since 1982 and has owned and operated several minor league hockey and baseball franchises. Many of the teams Davidson directly supervised have established franchise attendance records and reached record levels of profitability.

Since 2018, Davidson has overseen the day-to-day operations of the summer collegiate teams in which he and Matt Perry had ownership interests, and long-term management services agreements, including the Lafayette Aviators, the Johnstown Millrats and the Wilmington Sharks. Davidson also represented the partners in negotiating the lease terms for the new stadium in Lafayette and worked closely with the City on the design and opening of the stadium for the Aviators' 2021 season.

From 2003-2017, in his role as Chief Executive Officer for NSS, Davidson provided consulting services on behalf of the firm for the Atlanta Gladiators, an ECHL hockey team affiliated with the Boston Bruins. NSS was a minority ownership partner, and their services culminated with the sale of the team to a new owner, which Davidson supervised on behalf of the partners.

Davidson worked closely with the Chicago Bulls on the launch of their NBADL franchise (Windy City Bulls) in suburban Chicago, which began play in 2016. Beginning in 2014, he performed due diligence for the prospective team, negotiated lease terms and prepared the initial operating proforma for the asset. Davidson oversaw the marketing operation for the team and provided strategic analysis and recommendations.

Through NSS, Davidson concluded 12 years of service as the CEO of a professional hockey teams in Stockton, California. He was the principal executive in the launch of the ECHL hockey team in 2004, the Stockton Thunder, and assisted with the purchase of the team by the NHL Calgary Flames in 2015 and the subsequent transition of the asset to the American Hockey League and rebranding as the Stockton Heat.

From 2008 – 2015, Senators Baseball, LLC retained Davidson as CEO of the Class AA Eastern League's Harrisburg Senators (Washington Nationals affiliate). In addition to management services, Davidson was instrumental in the programming, marketing and operations for the \$45 million renovation of Metro Bank Park. The franchise was sold in 2015 to a local, minority investor at a substantial gain for NSS's client.

In 2011 – 2012 Davidson represented the purchaser of the South Bend Silver Hawks (now Cubs), a Single A team playing in the Midwest League. Following the purchase, Davidson was instrumental in the programming of the public-private renovation plans for the stadium and supervised the implementation of new plans for sales and marketing and overall team operations. These new efforts, coupled with key staff hires and stadium upgrades, have driven all-time attendance figures for the team.

In addition to the above, Davidson has provided brokering, management and consulting services to dozens of minor league sports properties, including ownership interests with the Wichita Falls Rustlers, Bakersfield Condors and Topeka Scare Crows hockey teams and the Midland Angels and Chattanooga Lookouts baseball teams. Davidson received a Bachelor of Arts degree in Journalism and Public Relations from Purdue University and a Master of Education degree in Sports Administration from Wichita State University. He resides in Cleveland, Tennessee with his wife Susan. Their two boys are currently pursuing engineering degrees at Northwestern and Notre Dame.

RALPH NELSON

Ralph's background includes a 25-year career in Major League Baseball, including 17 years with the San Francisco Giants, ten years in which he directly oversaw or managed minor league and player development operations; and, served seven seasons as Vice President and Assistant General Manager.

Ralph was also a key executive in the inaugural three years of the Arizona Diamondbacks franchise, first as Expansion Director, and subsequently Director of Baseball Operations. In Arizona, Nelson was responsible for selecting 34 players in the 1997 MLB Expansion Draft, 11 of whom contributed to the 2001 World Series Championship team.

Nelson spent five years (1999-2004) as Vice President of Umpiring for Major League Baseball overseeing all MLB umpiring, including collective bargaining negotiations and the historic consolidation of the American and National League umpires.

In 2016 founded the Rocket City Trash Pandas (Madison / Huntsville, AL). Nelson was responsible for securing a fully funded \$47 million stadium development and overseeing the most successful brand launch in the history of minor league baseball.



DIAMOND BASEBALL LEAGUE

A group of baseball executives with decades of experience, ranging from summer college leagues to Minor League and Major League Baseball, have assembled a new summer collegiate baseball league that completed their first season this past summer. The Diamond Baseball League resides within a geographic footprint of Kansas, Nebraska and Missouri and has an expectation to be among the elite summer collegiate leagues in America.



DIAMOND BASEBALL LEAGUE

Most of the top and developing college baseball players across the country choose to enhance their playing skills during the summer months by playing in a summer collegiate baseball league. This includes players from NCAA Division I, II and III, NAIA, junior college and community colleges across the nation, while also creating opportunities for coaches and umpires to add to their experience.

Historically, summer college alumni include some of the most notable players from Major League Baseball, including World Series champions, Cy Young Award Winners, Gold Glove winners, MVPs, All-Stars and Hall of Famers. Players are not paid as they need to maintain their amateur status, and during the season, they stay with host families which creates a more familiar housing experience. For most players, summer collegiate baseball provides an opportunity to get more comfortable transitioning from aluminum to wood bats.

There are currently more than 80 summer collegiate leagues across the country, but only a select few operate like a professional, minor league baseball organization AND attract the top players regionally and nationally. These same leagues may have multiple players drafted each year and are known for their ability to hone college player's skills.

The Diamond Baseball League and its investors will initially own all of the teams in the League to ensure the quality of operations and proper capitalization for long-term success. In some markets, the League may pursue opportunities for local, qualified investors to partner with them in team ownership.

The overall operational experience and financial strength of the League will elevate team operations to levels not previously achieved by other summer college teams operating in the region, to include:

- ① investing in facility upgrades to enhance attendance and the overall game experience
- ① enhancing the overall experience via additional game day promotions and on-field entertainment
- ① expanding full-time and part-time staff to implement and support growth initiatives
- ① implementing extensive new community programs (i.e, youth programs, school programs, fundraisers for non-profit agencies, etc.)

- implementing sophisticated and measurable sales and marketing programs, to include an emphasis on social media, customer service and enhancing the value proposition and game experience for fans and sponsors
- enhancing player development by providing an enhanced experience for coaches, players, umpires, host families and the schools that entrust players to the league
- proper financial capitalization to support long-term success
- maximizing the quality of life and economic impact to host communities
- creating a harmonious and professional working relationship with landlords and other facility users

Diamond League teams play a schedule of approximately 56 games (28 home, 28 away) between the end of May and the end of July, with League playoffs completed during the first week of August. **Attendance in the inaugural season ranged from 150 to 800 fans per game, depending on the day of the week, weather, promotion and market.**

The inaugural Diamond League season included the following teams and markets:

Fremont (NE) Moo - Grand Island (NE) Fightin' Cranes - Hastings (NE) Sodbusters
Jefferson City (MO) Renegades - Salina (KS) Sliders - Sedalia (MO) Steamers



DIAMOND LEAGUE STADIUMS

The Diamond League includes high quality facilities to provide fan amenities and competitive play. Stadiums generally offer a minimum of 800 fixed seats with picnic areas, VIP viewing areas, concessions, restrooms, ticketing, merchandise areas and ample on site parking. Fields in Grand Island, Hastings, Salina and Sedalia offer artificial turf playing surfaces. The stadiums in Sedalia and Grand Island have just completed multi-million dollar renovations, and Hastings is about to install a new turf field.



Dean Evans Field -- Salina, Kansas



Liberty Stadium – Sedalia, Missouri



Duncan Field – Hastings, Nebraska



Ryder Park – Grand Island



Moller Field – Fremont, NE



Ernie Vivion Field – Jefferson City, Missouri

BUSINESS PLAN

It will be imperative for the League to enter the market this fall to start to build relationships with the community and sponsors. The community needs to feel excited and comfortable that the Diamond Baseball League will offer a legitimate league environment to develop high quality players and offer a great entertainment experience for fans.

If awarded the opportunity to become Gering's new home team, the League will immediately focus on finalizing a multi-year lease agreement with the City, pursue the hiring of a team General Manager and head coach, and secure office space for team operations. A "Name The Team" contest will be initiated to engage the community, and the team will contract with a national branding company to develop team marks, color scheme, team uniforms and merchandise once the name is selected. As with other League teams, the team will actively utilize social media, and accounts will be established on Facebook, Instagram and X (Twitter).

The team will also employ an Assistant General Manager, or similar title, who will focus on operations, ticketing, merchandise and community programs. The team will employ a cadre of additional seasonal personnel and interns to support the front office staff. The Head Coach will immediately dive into player recruitment and start building the roster. The Head Coach will round out his staff with one or two assistant coaches who will support his efforts.

The team will develop sales inventory for tickets and sponsorships, along with sales materials, and actively market opportunities to the public via advertising, direct sales meetings, social media and other sources. Sponsorships will involve developing customized, mutually beneficial relationships with businesses in the region. Ticket plans will offer a variety of options and price points to accommodate businesses and families, whether for full season tickets, mini plans, individual tickets or group and picnic plans. The team will also promote fundraising opportunities to assist local non-profit entities in accomplishing their goals.

The offseason sales efforts will be complimented by the installation of school and community programs, speaking engagements, finalizing the schedule and promotional offerings, securing host families and post-game meal sponsors, and establishing the team offices, website and social media offerings. As the season approaches, the team will establish the product line and pricing for food and beverage sales and merchandise at the ballpark.

The team will ensure that an outing at the ballpark remains affordable for families with tickets forecasted at \$7-\$12 and special offerings throughout the season for discounted tickets and/or food and beverage promotions. The promotional offerings will also include giveaway items, special appearances, theme nights, community nights, youth sporting events, military appreciation and on-field entertainment to ensure a night at the ballpark is enjoyable for all patrons.

The owners of the Diamond Baseball League pride themselves on the sophistication of their operating principles, to include active training, reporting and implementing state-of-the-art systems for sales tracking, point of sale systems, and ticketing. In addition, the League has contracted with a national firm to provide a three-camera streaming service for games, that rivals other top systems in the nation.

League principles provide their 100 plus years of experience to manage and execute all aspects of team formation and operations, to include branding, hiring, training, sales and marketing, facility upgrades and operations, accounting and reporting, food and beverage and merchandise operations, player development and community and media relations.

The League has secured key vendor agreements for ticketing and point of sale systems, team uniforms and equipment, insurance, umpires, charter bus service, hotels, streaming services and payroll services.

To aid in securing quality players, the League properly invests in hiring quality coaches and umpires. In addition, the League will ensure a quality experience for players with host families and bus charter companies, team uniforms and equipment, training and medical services, post-game meals, and the quality of stadiums and playing surfaces.

The League employs detailed Bylaws and Constitution, Rules and Regulations and Operating Agreement that will dictate operations of the teams and the League in a professional manner. Ralph Nelson will serve as the Commissioner of the League and will oversee the implementation of all rules and regulations, the League's umpiring program and administer fines and discipline to resolve issues with coaches, players and umpires. He will also manage all player development agreements with key vendors and manage League meetings and communications with teams. The League also employs a Director of Marketing to oversee marketing relations with teams to include website development and administration, developing team related marketing pieces, and implementing social media programs.

OPERATIONS

The League will provide a plan to address specific operational issues outlined in the proposal.

The League will utilize its industry contacts and subscriptions at TeamWorks Online and the American Baseball Coaches Association to locate and hire key front office and coaching positions. This will begin immediately after being awarded the opportunity by the City, so the team can enter the market, and recruit quality players, as soon as is possible. With their extensive experience, the co-founders of the League can begin the transition process by implementing a Name The Team contest, and developing inventory offerings and pricing for tickets and sponsorships.

The team will hire a Host Family coordinator who will manage the program to solicit and secure host families and manage that relationship. The Host Family program is a critical element of a successful summer collegiate baseball team as it provides a “home away from home” for many of the players, and an opportunity for the host family to develop relationships with players that may last a lifetime. Special perks will be offered to host families to include invitation only events, tickets to home games, and/or special gifts and recommendations. The team will seek to identify prior host families and meet with them to discuss the program going forward, to include ideas they may have to improve the success of the program.

In the Diamond Baseball League, the host team is responsible for providing overnight accommodations to visiting teams. That allows the local team to best manage that relationship and ensure that rates are affordable and the facility offers a quality experience for the visiting players and coaches. The local hotel accommodations often include breakfast (to be negotiated) and laundry services to wash uniforms of visiting teams who may in town for a series of games. Players room two to a room, and additional rooms are provided for the coaching staff and bus driver. This fall, the team will reach out to hotels in the region to discuss providing accommodations to visiting teams. Generally, one property is selected to house all visiting teams when they come to the home market. The local team is also responsible for paying for the visiting teams’ accommodations which helps to ensure they get paid promptly.

Tickets are proposed to be in the range of \$8-\$12, as is the case for the other Diamond Baseball League teams. Discounted packages will be available for full season tickets and partial season plans, as well for groups. Picnic options will also be available to businesses and organizations. The team will offer fundraising ticket packages for non-profit organizations and special nights and/or ticket pricing for community nights, family nights, military, youth organizations, reading programs and for special event nights (i.e., teacher appreciation, nurses’ night, first responders, military veterans, etc.).

Out of necessity and good business practices, the team will market itself regionally in an effort to draw fans from as far as two hours away. This will be accomplished by attending camps, parades, speaking engagements and other community functions, promoting specific community nights at the ballpark (to include local teams, high school bands, businesses, national anthem singers, etc.) and utilizing traditional advertising vehicles along with social media to promote home games. It will be important that fans and businesses in the region feel that the team in Gering is their team and that they have a great experience when they attend a game and want to return for future games. The team needs to become a “go to”, top of mind entertainment option across a multi-county region.

The team will work closely with local and regional economic organizations and efforts to promote the region, whether it be for the team’s games, other events scheduled for the ballpark or other events scheduled at other venues in the region. The team will make available its assets to assist in securing events for the region, and ensuring that such events are a success. This may come from several

mechanisms, including, but not limited to, special ticket discounts, in game recognition, promoting upcoming events in the region, player or mascot appearances at events, participating in “pitch” presentations to secure events, player camps in Gering and surrounding markets, community nights to formally engage and promote communities in the region, and active engagement to make the ballpark a true, multi-purpose sports and entertainment venue in hosting tournaments, exhibition games, concerts, festivals or other events that support economic development for Gering.

For reference, attached below is the 2026 game schedule for the Hastings Sodbusters baseball franchise which provides a sample schedule for a franchise in Gering. When the team travels to farther distances in the League, it typically plays a multi-game series in the away team’s market. The same would be true for teams traveling to Gering. Mondays will generally be an “off day” in the future, and teams try to schedule at least half of the available Fridays and Saturday during the season at home.



2026 Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
May/June						
		26	27	28	29	30
			GFC	GFC	SAL	SAL
31	1	2	3	4	5	6
		GFC	GFC	GFC	FMT	FMT
7	8	9	10	11	12	13
FMT		JCR	JCR	JCR	GFC	SAL
14	15	16	17	18	19	20
SAL			GFC	GFC	FMT	FMT
21	22	23	24	25	26	27
FMT	GFC	FMT		UWD	SAL	FMT
28	29	30				

OPPONENTS

- FMT - Fremont Moo
- GFC - Grand Island Fightin' Cranes
- JCR - Jefferson City Renegades
- LEG - Legion All-Stars
- SAL - Salina Sliders
- SDS - Sedalia Steamers
- UWD - US War Dogs

HOME
AWAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
July/August						
			1	2	3	4
			LEG		GFC	GFC
5	6	7	8	9	10	11
GFC	GFC			GFC	GFC	GFC
12	13	14	15	16	17	18
GFC		JCR	JCR	JCR	GFC	GFC
19	20	21	22	23	24	25
GFC		SDS	SDS	JCR	JCR	JCR
26	27	28	29	30	31	1
JCR		SAL	SAL	FMT	FMT	GFC

GAME TIMES:
 MONDAY-SATURDAY...7:00PM
 SUNDAY...3:00PM





www.hastings-sodbusters.com



COMMUNITY ENGAGEMENT

The Diamond Baseball League is focused on creating a positive community asset that provides much more than inexpensive family entertainment. The firm's extensive community engagement programs include, but are not limited to:

- ① Summer instruction camps for local baseball and softball teams
- ① Special admission offers and recognition for youth teams and their coaches
- ① Fundraisers for youth baseball and softball teams
- ① Campaigns collect cash and items for the underprivileged, which could include food, fans, coats, shoes, sports equipment and more
- ① Programs to promote underprivileged kids attending games at no cost via the Boys & Girls Clubs, YMCA and other local organizations
- ① Promotions for all demographics to include dance contests, races on the field, post-game run the bases, giveaway nights, jersey auctions, theme nights, fireworks and more.
- ① Recognition of local heroes via nominations (i.e., firefighters, teachers, veterans, etc) to include introduction, free tickets and special seating area.
- ① Military appreciation events with special admission prices and recognition
- ① Special admission offers and promotions for senior citizens
- ① Special nights to promote various ethnicities (recognition, theme, food selections, music, etc.)
- ① Talent nights to promote local talents and contests
- ① Splash Day at the ballpark for childcare service organizations in the area
- ① Campaigns with local schools to promote reading, good grades, anti-bullying, anti-drug programs, fundraisers and special nights for school bands and sports teams
- ① Appreciation nights to recognize the efforts of workers in the community, such as police, firefighters, nurses, teachers and more.
- ① Fundraisers and recognitions to promote healthy living, such as blood drives, early detection events, walk-run events, prevention and awareness of diseases such as cancers, Alzheimer's, Parkinson's and related.
- ① Player and mascot participation in community-wide events such as speaking engagements, media interviews and stories, parades, ribbon-cuttings and the like.
- ① Chamber of Commerce engagement and events at the ballpark (i.e., After Hours, mixers, etc.)
- ① Community Nights with surrounding communities to invite them to the ballpark
- ① Group outings at the ballpark to promote recognition of employees and customers
- ① Utilizing team's games to secure and entertain traveling teams in the area for summer tournaments
- ① Enhancing the quality of life and pride for local citizens with their own "Independence" branded team
- ① Adding to community amenities in attracting and retaining businesses and individuals in the area
- ① Enhancing economic impact through visiting teams and their fans, umpires and scouts staying in the community during the season and through the team's utilization of local businesses in its operations
- ① Enhancing local employment via full-time, part-time and seasonal jobs
- ① Creating internship opportunities for local college students