



# **CURVE BASEBALL**

**BUILT FOR GROWTH**



## THE WHY

### **Youth Sports PRODUCES ELITE LEADERS**

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Research indicates a large portion of CEOs and other executives have a background in team sports. According to a Ernst & Young survey, over 90% of female C-suite executives (including CEOs) played sports at some level, with more than half having participated at a university level.

Additionally, a study by Cornell University found that over 60% of male and female executives played competitive sports in their youth, with many believing that sports helped shape their leadership abilities.

Research consistently shows a large percentage of executives, including CEOs, have a background in team sports. *Playing sports is often linked to leadership qualities, resilience, and teamwork—key traits for executive success.*

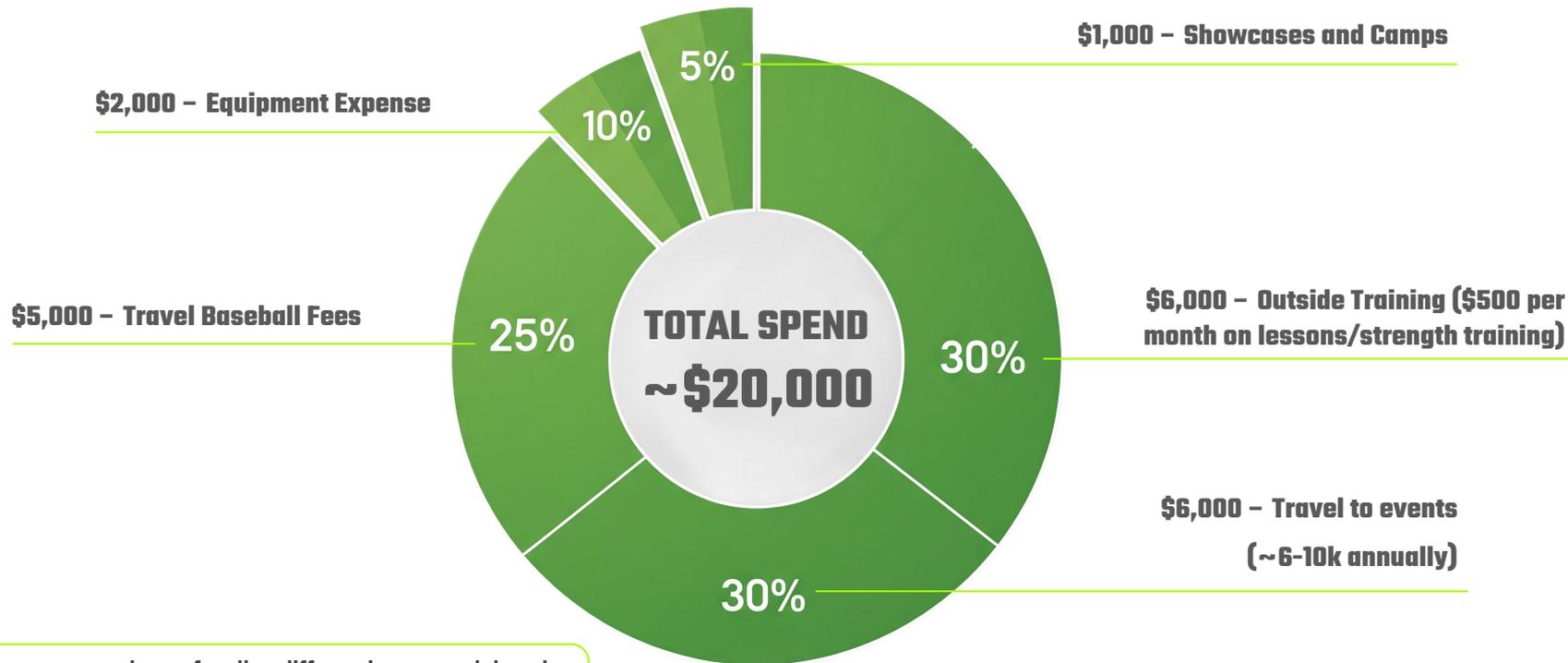
# THE OPPORTUNITY

**Youth Sports  
Market GROWTH**

**\$40bn** → **5 years** → **\$80bn**

- The Youth Sports market is projected to double over the next 5 years to \$80B annually
- Infrastructure is needed to professionalize and scale your business without compromising your quality or diminishing your brand
- Leverage scale to capture new sources of revenue and cost savings
- Introduce new technologies and services to stay ahead of the competition
- Change the industry: Be part of like minded leaders looking to grow the game the right way

# THE OPPORTUNITY



Capture more share of wallet, differentiate your club and produce better outcomes for you players and families.

THE  
**ALLEGIANCE**  
**MEMBERSHIP**



# ALLEGIANCE

Exclusive Membership for growth  
minded operators.

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For clubs who want more for their athletes and  
their business—the Allegiance delivers  
**the edge you can't build alone.**



# THE ALLEGIANCE PLATFORM

**Your club's platform for  
growth & success on  
and off the field**



Exclusive group of your peers  
**working together**



Access **exclusive**  
**events** for DA Members



**Player Development**  
app with remote training



**Professional websites**  
designed for clubs



**Brand, creative &**  
**marketing support**



Club Management solutions with  
**dedicated service team**



**Fundraising** & scholarships



**Revenue opportunities** &  
**exclusive savings**



# THE ALLEGIANCE SUCCESS TEAM

**Identify revenue opportunities,  
augment your staff & help you grow**

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- **First point of contact for support, issues and advice**
- **Onboarding experts for your organization**
- **Liaison for our platform partners**
- **Experts on the CURVE platform services**
- **Growth partner - identify opportunities for growth and profitability**
- **Leverages best practices from other Allegiance organizations**
- **Assist with administrative tasks (registrations, rosters, app support, etc)**
- **Monthly member success check-ins and quarterly business reviews**



*"Diamond Allegiance and CURVE gets the business of youth baseball—and their services and ideas from other members have made a real impact on our organization."*

*- Jon Paino, Owner CBA*

**SHOWCASE YOUR VALUE, GROW YOUR BRAND**



**ALLEGIANCE**  
CREATIVE

**Your Brand, Creative &  
Marketing Agency**

**BRAND, CREATIVE AND MARKETING SUPPORT**

- Professional website built and maintained
- DA exclusively designed website template
- **Creative services**
  - Logos, social graphics, flyers, brochures, video editing, and more
- Video **content captured at DA and non DA events**
- **Brand building** for orgs and coaches



**Just submit a ticket!!**

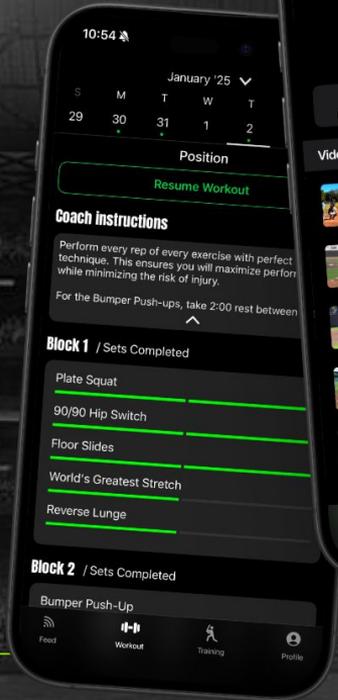
**THE ALLEGIANCE  
CREATIVE  
SERVICES**

# THE ALLEGIANCE APPLICATION

## KEEP YOUR CLUB ORGANIZED, STREAMLINE PAYMENTS AND SEPARATE YOURSELF FROM THE COMPETITION

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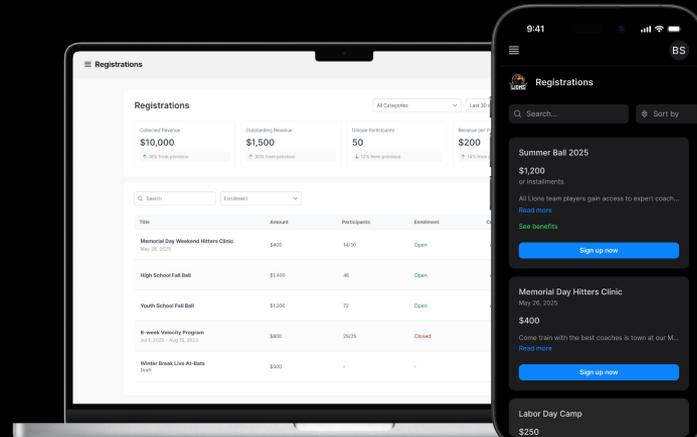
- Your **branded** club app
- **Customize your homescreen** with your services and content
- Access your **DA savings and services**
- **Messaging** to your parents & players
- **Post and push content** to your organization
- Enable **remote development** of your players
- **Submit videos** to your coaches from players
- Training programs **designed by Clemson Head Coach, Erik Bakich, UCLA strength and conditioning coach and MLB Stars**



# CLUB MANAGEMENT SOLUTIONS

## RUN YOUR BUSINESS MORE EFFICIENTLY WITH ENTERPRISE GRADE SOLUTIONS

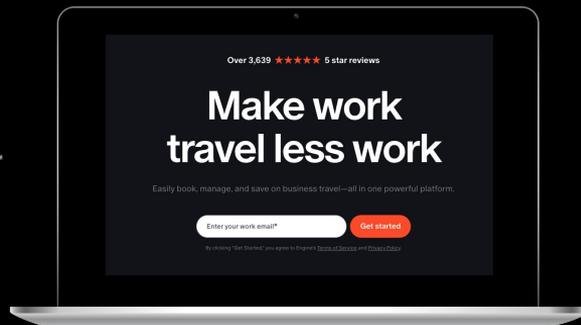
- Access for entire org included in DA fees
- VIP support & services
- Professional & Customized Website
- Registration & Payment Processing
- Management & visibility of affiliates, players, facilities and transactions



# CLUB TRAVEL SAVINGS PROGRAM

## FEATURED SAVING PROGRAMS FOR YOUR ORGANIZATION AND FAMILIES

- 4% cash back perk for being in the Allegiance
- Cashback on organization & family bookings
- **Engine** handles group bookings, **from 9-900**
- Earn Engine Rewards and **hotel brand points**
- **26% average savings**, cancel anytime, direct billing
- Instant quotes, flexible rooming lists, and a **powerful dashboard to manage it all**
- 750k+ hotels, 200 airlines, 40 car rentals





*"Our coaches travel expenses are now covered by the rewards we are getting from Engine which saves a ton of cash. The platform and service also save us a ton of time... and we all know time is money."*

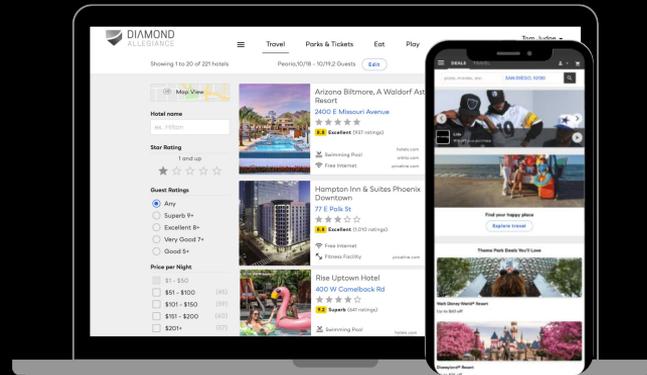
*- Van Hurley, Owner, South Charlotte Panthers*

# CLUB SAVING PROGRAMS

## FEATURED SAVING PROGRAMS FOR YOUR ORGANIZATION AND FAMILIES

### Diamond Allegiance Deals

- Families can save **\$3K+** yearly
- More than **850,000 members-only discounts** to choose from.
- **Year-round benefits** that are not limited to Travel Ball-related expenses.
- Discounts from all your favorite places, **restaurants, retailers, and services where you live and work.**
- **Average savings of 34%** per transaction



## PREFERRED PARTNERS WITH SAVINGS FOR CLUBS AND FAMILIES

# CLUB SAVING PROGRAMS



**SQAIRZ**

10% OFF Performance-Driven Baseball Shoes

[Sqairz Website](#)

VIEW MEMBER DISCOUNT



**TIDAL TANK**

Water Filled Rotational Training

[Tidal Tank Website](#)

VIEW MEMBER DISCOUNT



**VELO SPORTS**

20% OFF Bat Speed Training

[Velo Sports Website](#)

VIEW MEMBER DISCOUNT



**BLAST.**

Swing Analyzer

[Blast Motion Website](#)

COMING SOON



**BLAZEPOD**

15% OFF Reaction Training Lights

[Blazepod Website](#)

VIEW MEMBER DISCOUNT



**POCKET RADAR**

Smart Coach Radar

[Pocket Radar Website](#)

COMING SOON



**SENAPTEC**

10% OFF Vision Training Products

[Senaptec Website](#)

VIEW MEMBER DISCOUNT

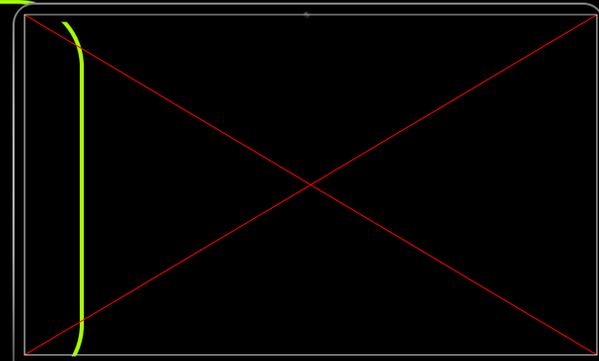


[View Discounts](#)

# LEVERAGE OUR SALES TEAM, RESOURCES AND CUSTOM COLLATERAL TO GROW YOUR CLUB

## Club Growth Program

- Leverage the power of the DA membership
- Attract clubs to join your organization
- Custom video & collateral
- Support from our sales team on leads
- Sales support for key meetings
- High margin growth to drive profitability



# CLUB GROWTH PROGRAM





## The Situation

Too many youths face barriers to participation in sports.

Youth sports like baseball have changed. Budget cuts to school and community programs have reduced the number of affordable options, and a commercialized youth sports enterprise has emerged to fill the gap.

For talented student-athletes, the most prominent path to continuing to play in college is through expensive travel teams, tournaments, and private coaching.

The **Diamond Sports Foundation** is committed to leveling the playing field and providing more access to top travel clubs so young athletes can pursue their dreams and grow as future leaders.



Participating in youth sports creates pathways to excellence available to everyone regardless of their economic status.

# FUNDRAISING & SCHOLARSHIPS

Increase participation of underrepresented youth

## Scholarship Program

Needs based scholarship program available for families that can't afford their club fees.

**\$157,987**

in scholarships to date

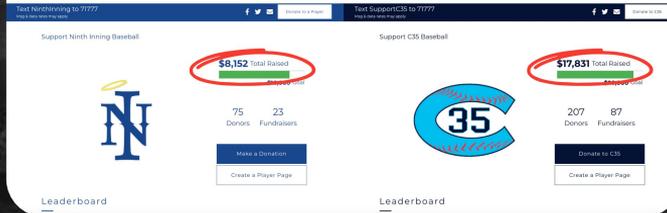
## Fundraising Program



**DIAMOND  
SPORTS  
FOUNDATION**

### PLAYER SPONSORSHIP PROGRAM

- **\$50,000 in player fees** were subsidized through fundraising campaigns in **2024!**



# THE ALLEGIANCE EVENTS

## IRON SHARPENS IRON

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- Compete against **top clubs**
- Multiple **regional** events
- One **national** event
- **College coaches** guaranteed
- Colleges coaches for the **level of players**
- Player **testing and ranking**
- Events for **all levels of players**, not just the 1%
- Designed by the clubs = **great value/experience**
- **Family friendly** - fun, no gate, no stay to play
- Hosted by DA clubs = **revenue opportunity**

# EVENTS DESIGNED BY CLUBS FOR PLAYERS AND FAMILIES





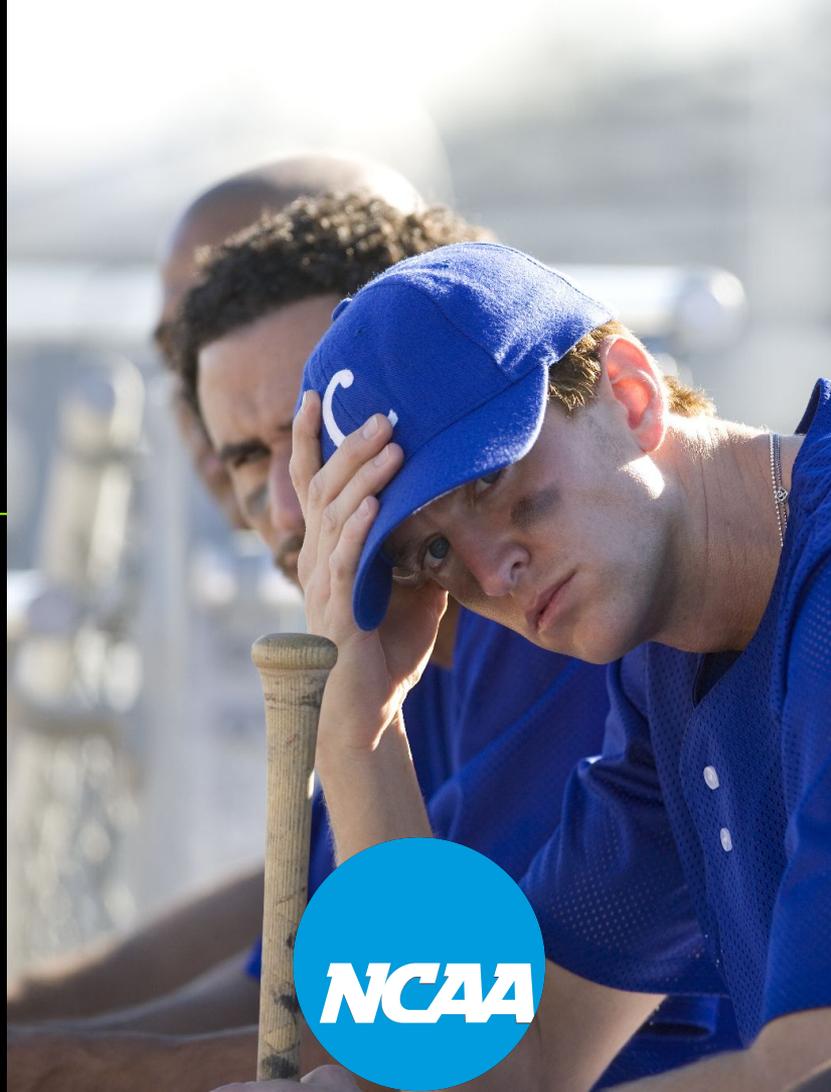
*We are entering a **recruiting pandemic** for high school age recruits due to the rosters rules and transfer portal.*

***- Erik Bakich, Clemson Head Coach***

# THE PROBLEM

**RECRUITING AND GETTING RECRUITED IS HARDER THAN EVER, AND IT'S GOING TO CONTINUE TO GET MORE DIFFICULT**

- **The new roster rules and transfer portal** is making it difficult for HS aged athletes to get roster spots
- **Colleges are recruiting out of the transfer portal** because it is less risky due to quality player data at the college level
- **Average age of a freshmen player will likely increase to 20+** from 18.5 years old in the next couple of years
- **Pressure from parents to provide tangible value** for the investment in their young athletes is increasing



**NCAA**

# THE NUMBERS

## How does it work?

- **Annual fee = \$30,000**
  - **Paid monthly - \$2500 per month**
- **Transaction rate = 4.9% + \$0.75**

## WHAT IS INCLUDED:

- CurveSports app with Player Development plans for all ages
- Club Management Solution - payments, bookings and communications
- Marketing Services - graphics, video, website development & maintenance & collateral
- Growth Program - sales & marketing support to attract affiliates or new locations
- Club saving & family savings programs
- Fundraising & Scholarships

## What you get special access to:

- Exclusive network of the top operators in the country
- Diamond Allegiance events & competitions
- Committee seats to drive our roadmap
- Webinars for brand building & education

# GETTING STARTED

## HOW DO WE GET STARTED AND ONBOARD YOUR CLUB

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- Agree on terms and start date, execute contract and start the onboarding process
- Flexibility on start date and payments to align with the seasonal nature of cash flows
- Pay your fees on-time (monthly or annually)
- Adoption of our payments platform provider
- Adoption of the Diamond Allegiance Club app (Powered by TFA)
- Participation in DA meetings, committees, events, competitions and 3rd party initiatives



# WIN WITH WINNERS

100+ years of D1 Coaching | 4 NCAA Championships | 2 Gold Medals  
6 National Coach of the Year Awards | 8 National Travel Ball Titles



**TRACY SMITH**  
Head Coach,  
Michigan  
Chairperson  
Advisory Board

2013 College  
World Series  
2013 National  
Coach of the  
Year



**MATT GERBER**  
Head of Business  
Development

Started and Sold  
Orlando Scorpions  
8 National Titles  
25+ MLB players  
12 first rounders  
500+ College  
players



**MICHELE SMITH**  
ESPN Analyst

2-time Softball  
Olympic Gold  
Medalist  
First Woman to  
call an MLB game  
All American  
Oklahoma State  
College World  
Series



**PAT CASEY**  
Former Head Coach,  
Oregon State University

College World Series 6  
times  
2006 National Champion  
2007 National Champion  
2018 National Champion  
2006 National Coach of  
the Year  
2017 National Coach of  
the Year (NCBWA)



**ERIK BAKICH**  
Head Coach,  
Clemson

2019 College  
World Series  
2019 National  
Coach of the  
Year



**KEVIN O'SULLIVAN**  
Head Coach,  
University of Florida

College World Series 7  
times  
2017 National Champion  
2011 National Coach of  
the Year  
2017 National Coach of  
the Year (D1 Baseball)



**ERIC LASSITER**  
Director of  
Membership

Co-founder of  
Power Baseball  
12 year high school  
head coach  
4x Metro  
Conference  
Champs  
5x Coach of the Year





**CURVE  
BASEBALL**



**BUILT FOR GROWTH**

