

**BALLPARKS
NATIONAL**

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THE FACILITY DECK

The outdoor complex and The Lab — one year-round destination

DEVELOP
TRAIN
PERFORM



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TRAIN
PERFORM

THE STANDARD
IS THE STANDARD

11:26

STRATEGIC OVERVIEW · BALLPARKS NATIONAL

WHAT IS BALLPARKS NATIONAL

THE GAME MEETS THE LAKE

BallParks National is a year-round destination sports complex at the Lake of the Ozarks, Missouri – built to draw tens of thousands of families, athletes, and coaches every season. It is a full experience where traveling teams compete on championship surfaces and stay on-site.

- **Championship Standard**

Tournament-grade surfaces, officiating, and presentation from 8U to elite showcase.

- **Destination Experience**

On-site lodging, dining, and the lake – come for the game, stay for the trip.

- **Athlete Development**

The Lab pairs competition with year-round performance training, camps, and clinics.

- **Community & Legacy**

A regional economic engine and a launchpad for the next generation of athletes.



THE CAMPUS

A COMPLETE SPORTS DESTINATION

12+

CHAMPIONSHIP DIAMONDS

1

THE LAB · PLAYER DEV TECH

1

PERFORMANCE TRAINING CENTER

On-site

LODGING & DINING

10K+

ATHLETES & FAMILIES / SEASON

Year-round

EVENT CALENDAR



THE EXISTING FOOTPRINT

THE OUTDOOR COMPLEX

The outdoor complex is the established heart of BallParks National — a championship-grade campus already drawing traveling teams and families across every season of outdoor play. The Lab is the indoor extension of this proven footprint.

- **12+ Championship Diamonds**

Tournament-grade baseball & softball fields with pro presentation.

- **Multi-Sport Turf Fields**

Full-size fields for soccer, lacrosse, football, and flag.

- **Stadium & Spectator Areas**

Anchor stadium, shaded seating, and family gathering spaces.

- **On-Site Lodging & Dining**

Hospitality, concessions, and retail woven through the grounds.

- **Amphitheater & Event Lawn**

Live entertainment and community events beyond game day.



THE PLAN

THE LAB

The all-new indoor fieldhouse

The centerpiece of the next phase is The Lab – a climate-controlled indoor practice and training facility that keeps BallParks National in full operation 365 days a year. It removes weather from the equation, extends every sport into the off-season, and turns idle winter months into a revenue engine.

Anchored by synthetic turf, a perimeter running track, and elite training space, The Lab converts in minutes between baseball and softball reps, full-field soccer and lacrosse, and speed and agility work.

INSIDE THE LAB

BUILT FOR EVERY ATHLETE

Synthetic Turf Field

Multi-purpose surface that converts in minutes between baseball, softball, soccer, and lacrosse.

Perimeter Running Track

A full indoor track wrapping the turf for speed, agility, and conditioning.

Performance Training Center

Purpose-built for skills work, team practice, and off-season development.

Climate-Controlled

Comfortable play and training every day of the year, regardless of weather.

Camps & Clinics

Year-round programming that builds athlete loyalty and smooths the off-season.

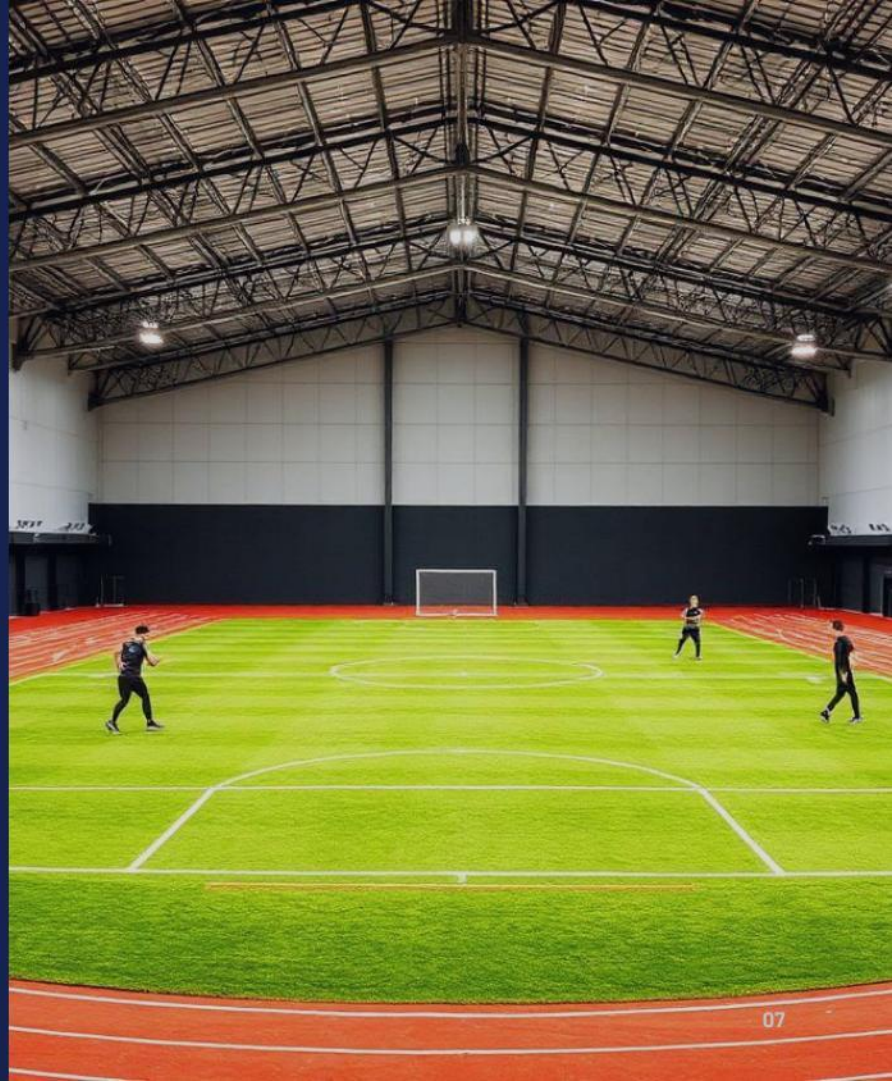
BPN-Branded Throughout

Ballparks National branding from the entrance to the end line, inside and out.

WHY IT MATTERS

365 DAYS OF MOMENTUM

- **Beat the weather**
Rain, heat, and winter no longer cancel play or practice.
- **Unlock the off-season**
Camps, clinics, and league play generate revenue year-round.
- **Deepen athlete loyalty**
Athletes train where they compete – building lifelong customers.
- **Anchor sponsorship**
The Lab is premium, always-on inventory for naming and brand partners.
- **Drive lodging & F&B**
Indoor events keep teams and families on-property in every season.



THE BUSINESS CASE

A YEAR-ROUND REVENUE ENGINE

The Lab converts the complex from a seasonal operation into a stabilized, year-round business. At full schedule, BallParks National models the following performance:

\$29.0M

PROJECTED ANNUAL REVENUE

\$6.6M

NET OPERATING INCOME

22.8%

NOI MARGIN

Revenue layers across entry fees and gate, The Lab training and camps, food & beverage, merchandise, lodging, and sponsorship – with The Lab smoothing demand through the winter and shoulder seasons.



**BALLPARKS
NATIONAL**

JOIN THE BUILD

PUT YOUR BRAND ON THE LAB

Title naming rights, asset sponsorships, and founding partnerships are available across The Lab and the wider campus. Lead the front door of a national destination sports complex.

PARTNERSHIPS OFFICE

360 Sports Group

682-220-0899

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BALLPARKS NATIONAL

QR-Powered Social Media Campaign Strategy

Turning tournament participants into a year-round, cross-platform audience
through scannable in-venue activations



Scan to preview the BallParks National Social Hub

Executive Summary

Every tournament weekend brings thousands of players, families, coaches, and fans to BallParks National — a captive, highly-engaged, phone-in-hand audience. This strategy converts that in-person foot traffic into measurable, compounding social reach. Strategically placed QR codes across the facility make it effortless for visitors to follow, tag, share, and create content, turning each event into a self-perpetuating marketing engine that grows every BallParks National social platform simultaneously.

The program is built on a simple loop: **Scan** → **Follow** → **Create** → **Share** → **Amplify**. Each touchpoint is designed to remove friction, reward participation, and cross-promote every platform so a single scan can grow Instagram, TikTok, Facebook, X, and YouTube at once.

325K+	15+	5	1 Scan
Annual on-site visitors	QR touchpoints per venue	Platforms cross-promoted	Follows all channels

Strategic Objectives

- **Grow follower base:** Convert one-time visitors into permanent followers across all five platforms.
- **Generate user content:** Turn participants into creators who post BallParks National-tagged content to their own networks.
- **Cross-promote platforms:** Use each scan as an entry point that surfaces every channel, not just one.
- **Extend event reach:** Push tournament moments beyond the fences to families and recruiters watching from home.
- **Build a sponsor-ready audience:** Deliver measurable, growing reach that adds tangible value to naming-rights and partnership packages.

The Engagement Loop

Every QR interaction is designed to move a visitor through five reinforcing stages. The output of each stage feeds the next, compounding reach with every weekend of play.

1 SCAN	2 FOLLOW	3 CREATE	4 SHARE	5 AMPLIFY
Visitor scans an in-venue QR code with their phone.	Landing page one-taps a follow across all platforms.	Prompts to film, photo, or check in at the venue.	Content posts to the visitor's own network, tagged @BallParksNational.	New audiences discover BPN and the loop repeats.

QR Placement Map — Where Codes Live

Location	Call-to-Action	Primary Goal
Main entrance & check-in	"Scan to follow the action all weekend"	Follows
Dugouts & player benches	"Tag your team — get featured"	User content
Scoreboards & field signage	"Live scores + highlights here"	Follows / retention
Concessions & merch stands	"Scan for today's deals & giveaways"	Follows / conversion
Bleachers & family seating	"Share your game-day moment"	User content
Restrooms & hallways	"Vote for Play of the Day"	Engagement
The Lab / training areas	"See the tech behind the training"	Brand story
Parking & exits	"Miss a moment? Watch the recap"	Retention

Signature Campaign Playbook

#PlayedAtBPN — The Signature Hashtag

Every QR landing page prompts visitors to post with #PlayedAtBPN. A live feed on facility screens and the website pulls tagged posts in real time, so participants see their content displayed on-site — a powerful incentive to keep posting. Weekly winners get reshared and rewarded.

Play of the Day / Highlight Reels

Dugout and bleacher QR codes let families upload clips. The BPN team curates the best into daily highlight reels across TikTok, Instagram Reels, and YouTube Shorts, tagging teams so they reshare to their own followings.

Scan-to-Win Giveaways

Concession and merch QR codes enter visitors into weekend prize drawings (gear, free registration, sponsor products). Entry requires a follow + tag, directly converting foot traffic into followers and sponsor impressions.

Team Spotlight Program

Coaches scan a dedicated QR to submit their roster for a team spotlight post. Guaranteed features drive entire teams — and their parent networks — to follow BPN before they even arrive.

Recruiter & Family Livestream Hub

A 'Watch Live' QR at every field routes remote family and recruiters to livestreams, keeping off-site audiences engaged and subscribed to the YouTube channel.

Cross-Platform QR Toolkit

Each QR code below is production-ready and points to a BallParks National channel. The **Social Hub** code is the hero of the program — a single scan that lets a visitor follow every platform at once and drops them into the live #PlayedAtBPN feed. Print these on signage, table tents, wristbands, and jumbotron slides throughout the facility.



Social Hub



Instagram



TikTok



Facebook



X / Twitter



YouTube

Note: QR destinations are placeholders wired to the BallParks National domain and can be repointed to final handles or a UTM-tracked landing page before print.

Sponsor & Naming-Rights Value

This program is a direct, quantifiable benefit for partners. Co-branded QR codes and campaign hashtags place sponsor logos on every scan, landing page, and reshared highlight — delivering impressions that grow with every tournament.

- **Co-branded activations:** "Scan-to-Win presented by [Sponsor]" places the partner on every entry.
- **Guaranteed impressions:** Sponsor logo on landing pages tied to 325K+ annual visitors.
- **Measurable ROI:** UTM tracking reports exact scans, follows, and content generated per sponsor.
- **Highlight integration:** Sponsor bumpers on the daily reels distributed across all platforms.

Measurement & KPIs

Metric	How It's Tracked	Target (Year 1)
QR scans per event	UTM / QR analytics	8,000+ / weekend
Net new followers	Platform insights	25,000+ annually
#PlayedAtBPN posts	Hashtag tracking	500+ / weekend
Reshares & tags	Social listening	3x per featured post
Livestream views	YouTube analytics	10,000+ / event
Sponsor impressions	Landing-page logs	2M+ annually

90-Day Rollout Plan

Phase	Timeline	Key Actions
Build	Days 1-30	Finalize handles & UTM landing pages, design co-branded QR signage, set up hashtag feed.
Launch	Days 31-60	Install QR touchpoints facility-wide, train staff, run first Scan-to-Win at a live tournament.
Optimize	Days 61-90	Review scan analytics, double down on top touchpoints, onboard first sponsor co-brand.

Ready to activate.

One scan. Every platform. A tournament audience that markets BallParks National for you.