

BALLPARKS NATIONAL

THE OFFICIAL

GROWTH PLAYBOOK

Fundraise • Operate • Grow

The Complete Strategic Manual for Building a National Destination Sports Complex

Lake of the Ozarks, Missouri | ballparksnational.com

From the Front Office

BallParks National is more than a sports complex – it is a year-round destination where the game meets the lake. Anchored by the all-new Lab indoor fieldhouse, with 12+ championship diamonds, a performance training center, the Ozark Amphitheater, and on-site lodging, the campus is built to draw tens of thousands of families, athletes, and coaches every season.

This Playbook is the operating system for that vision. It consolidates everything required to fundraise the capital, operate the campus at a championship standard, and grow the brand into a nationally recognized name in youth and amateur sports. It is written to be handed to a board member, a lender, a sponsor, a new general manager, or a grant officer and have them immediately understand how BallParks National makes money, runs events, and compounds its advantage season after season.

Use it as a living document. Every figure, contact, and process here connects to a supporting deliverable – the financial model, the naming-rights packages, the grant proposals, and the sponsorship playbook – all of which are reproduced as examples in the Document Library at the back of this manual.



We are not building fields. We are building the place families plan their summers around – and the brand sponsors fight to be part of.

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The BallParks National campus – Lake of the Ozarks, Missouri.



SECTION 01

01 Brand Foundation

Who we are, what we stand for, and how we look and sound.

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1.1 Mission, Vision & Promise

Mission. To create the premier year-round destination where young athletes compete, train, and grow – and where families build lifelong memories at the lake.

Vision. To become the most recognized name in destination youth and amateur sports in North America, synonymous with championship-caliber facilities and unmatched guest experience.

Brand Promise. Every event feels like a championship. Every family feels like a guest of honor. Every partner sees measurable return.

1.2 Brand Pillars

CHAMPIONSHIP STANDARD

Tournament-grade surfaces, officiating, and presentation at every level of play – from 8U to elite showcase.

DESTINATION EXPERIENCE

Lodging, dining, and the lake on-site. Families come for the game and 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.

1.3 Positioning Statement



For traveling teams and the families who follow them, BallParks National is the all-season sports destination at the Lake of the Ozarks that delivers championship facilities and a true vacation experience – because the game should be worth the trip.

1.4 Visual Identity

Consistency is what turns a logo into a brand. Every touchpoint – signage, uniforms, broadcast, documents, and digital – uses the marks, colors, and type below without exception.

THE WORDMARK



Primary lockup reverses to white on navy or photographic backgrounds. Maintain clear space equal to the height of the keyline on all sides. Never recolor, stretch, rotate, or add effects to the wordmark.

COLOR PALETTE

<p>NAVY #16224F</p>	<p>DEEP NAVY #0F1838</p>	<p>BPN RED #CF2030</p>	<p>CREAM #FAF8F2</p>	<p>SAND #E9DCC3</p>
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TYPOGRAPHY

ANTON – DISPLAY

All headlines, scoreboards, and signage. Tall, condensed, all-caps. Commands attention from across the complex.

BARLOW – TEXT

Body copy, captions, and UI. Clean, athletic, and highly legible at every size and weight.

BRAND VOICE

Confident, never arrogant. We let the facilities and results speak.

Family-first. Warm and welcoming to parents, energizing to athletes.

Big-league. We describe youth sports with the gravity of the pros.



SECTION 02

02 The Fundraising Engine

Building the capital stack from grants, partners, and earned revenue.

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2.1 The Capital Stack

BallParks National is funded by layering complementary capital sources. No single lever carries the project – the strength is in the stack. Pursue all five tracks in parallel.

Source	Role in the Stack	Target Range
Public & Grant Funding	Infrastructure, tourism, workforce, conservation	\$3M – \$12M
Title & Naming Rights	Anchor brand partner across the campus	\$1.5M – \$3M / yr
Asset Sponsorships	Fields, dugouts, locker rooms, The Lab, hydration	\$1M – \$2M / yr
Philanthropy (501c3)	Foundation gifts, scholarships, naming gifts	\$500K – \$2M
Earned Revenue	Entry fees, gate, training, F&B, lodging	\$25M+ / yr

PRINCIPLE: Lead every conversation with earned-revenue proof. Partners and lenders fund momentum, not hope.

2.2 Track 1 – Grants & Public Funding

BallParks National qualifies for an unusually broad set of programs because it sits at the intersection of tourism, economic development, youth wellness, workforce training, and conservation. The full proposals – with exact contacts and narratives – are reproduced in the Document Library.

<p>FEDERAL</p> <p>USDA Rural Development, EDA Public Works, Land & Water Conservation Fund, and CDBG infrastructure dollars.</p>	<p>MISSOURI STATE</p> <p>DNR, Division of Tourism marketing match, Amateur Sporting Contribution Tax Credit, NAP, and MoExcels workforce.</p>
<p>REGIONAL & LOCAL</p> <p>Sports Complex Authority financing, local tourism asset development, and county TDC partnerships.</p>	<p>FOUNDATIONS</p> <p>Health-conversion foundations and corporate giving aligned with youth wellness and rural opportunity.</p>

Recommendation: Establish a 501(c)3 supporting foundation early. It unlocks private philanthropy, tax-credit programs, and foundation grants that are unavailable to a for-profit operator, while keeping the commercial entity lean.

2.3 Track 2 – Naming Rights

Title naming rights make a single brand the front door of the entire campus. The tailored packages – Rawlings, Under Armour, Nike, Jordan, Adidas, Puma, Reebok, Gatorade, BODYARMOR, and Powerade – each lead with the title opportunity and then offer the full asset menu below.

Naming Asset	Annual Value
Title Naming Rights (campus)	\$1.5M – \$3M
The Lab Indoor Fieldhouse	\$400K – \$750K
Championship Fields (each)	\$40K – \$90K
Ozark Amphitheater	\$150K – \$400K
Locker Rooms / Dugouts	\$10K – \$35K
Hydration Stations	\$5K – \$15K

2.4 Track 3 – Tournament & Event Sponsorship

Every event is a sponsorship inventory. The Lake of the Ozark invitational series and the Ozark Cheer Classic carry presenting, division, and activation sponsorships layered on top of the annual naming deals.

Presenting sponsor per event – title billing on brackets, banners, and broadcast.

Division & bracket sponsors – mid-tier brand placement and on-field signage.

Activation partners – sampling, demo zones, retail, and experiential footprints.

Digital & streaming – pre-roll, scorebug, and social integrations.

2.5 Track 4 – Philanthropy & Community

Founding donor wall and permanent naming gifts tied to landmark spaces.

Scholarship fund covering entry fees and travel for under-resourced athletes.

Annual giving campaign anchored to a marquee community event.

Corporate matching and employee volunteer programs.

2.6 The Outreach Process

Stage	Action	Owner
1. Target	Build the prospect list by category & fit	Partnerships
2. Tailor	Customize the package & identify the decision-maker	Partnerships
3. Pitch	Lead with traffic, audience, and ROI proof	Leadership
4. Negotiate	Structure term, exclusivity, and activation	Leadership
5. Activate	Deliver, measure, and report against KPIs	Operations
6. Renew	Share results early; expand the relationship	Partnerships



SECTION 03

03 Operating the Campus

Running a championship experience, every day, at scale.

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3.1 Organizational Design

A lean leadership core supported by scalable seasonal staffing. The model flexes from a quiet midweek to a 60-team weekend without sacrificing the guest experience.

Function	Leads	Scope
General Management	GM / COO	P&L, strategy, partnerships
Events & Tournaments	Event Director	Scheduling, officials, logistics
Facilities & Grounds	Facilities Director	Turf, building, safety
Hospitality	Hospitality Director	Lodging, F&B, guest services
Sales & Marketing	Marketing Director	Demand, brand, sponsorship support
Performance (The Lab)	Training Director	Camps, clinics, athlete development

3.2 Event Operations Playbook

T-MINUS 30 DAYS

Confirm registrations, seed brackets, schedule officials, lock lodging blocks, brief sponsors.

T-MINUS 7 DAYS

Field assignments, staff rosters, F&B forecasts, signage install, streaming check.

GAME DAY

Open checklist, command center, medical & security on post, real-time bracket updates.

POST-EVENT

Teardown, settlement, sponsor recap, guest survey, lessons-learned within 72 hours.

3.3 Revenue Operations On Campus

FOOD & BEVERAGE

Concessions, full-service dining, and catering. The largest controllable on-site spend per guest – staff and stock to demand.

MERCHANDISE

Branded pro shop and event-specific gear. Pre-order online; capture impulse on-site.

LODGING

On-campus housing keeps teams & families on property and drives F&B and merch attach rates.

THE LAB

Year-round training, camps, and clinics smooth the off-season and build athlete loyalty.

3.4 Facilities, Safety & Technology

Surfaces & grounds: documented turf and field maintenance cycles with daily checklists.

Risk & safety: medical staffing, EAP, weather protocols, and full liability/property coverage.

Technology stack: unified registration, ticketing, scoring, and live streaming on one platform.

Data: every transaction and scan feeds a single dashboard for demand and guest insight.



Inside The Lab – the year-round engine of training and indoor competition.



SECTION 04

04 Growth Strategy

Filling the calendar, building the brand, and compounding demand.

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4.1 The Growth Flywheel

Great events attract more teams. More teams attract sponsors and media. Sponsor dollars fund better facilities and marketing. Better facilities and reach attract even greater events. Every turn of the wheel lowers acquisition cost and raises pricing power.



Marketing fills the calendar. Operations fills it again next year. Retention is the cheapest growth there is.

4.2 Demand & Marketing Engine

OWNED CONTENT

Highlight reels, athlete features, and recap films from every event – the fuel for social and email.

DIGITAL & SEARCH

SEO-rich event pages, retargeting, and a registration funnel measured end-to-end.

LEAGUE & ASSOCIATION

Sanctioning relationships and governing-body partnerships that bring teams in volume.

WORD OF MOUTH

A flawless first visit is the highest-ROI channel. Survey, fix, and amplify.

4.3 The Signature Event Portfolio

Branded, ownable events anchor the calendar and create returning traditions. The Lake of the Ozark invitational series spans every sport, complemented by the Ozark Cheer Classic and Amphitheater concerts.

Event Series	Format	Window
Lake of the Ozark Classics	Multi-sport invitationals (8U–elite)	Year-round
The Ozark Cheer Classic	Annual spirit & cheer championship	Winter
Amphitheater Concert Series	Outdoor concerts & festivals	Spring–Fall
The Lab Showcases	Recruiting & performance camps	Off-season

4.4 Retention & Lifetime Value

Multi-year team agreements that lock annual return dates and rates.

Loyalty & founders tiers with priority registration and pricing.

Family ecosystem: a strong first trip converts into a recurring summer tradition.

Off-season touchpoints via The Lab keep athletes engaged 12 months a year.

4.5 Expansion Horizons

MORE SPORTS

Add disciplines and age divisions that share existing surfaces and lodging.

MORE WEEKS

Convert shoulder seasons with corporate retreats, clinics, and the amphitheater.

MORE PLACES

License the BallParks National model and brand to additional regional destinations.

MORE MEDIA

Scale streaming into a branded channel – a sponsorship asset in its own right.



SECTION 05

05 The Financial Model

Stabilized, year-round economics across every revenue line.

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5.1 Stabilized Annual Snapshot

Figures below reflect a fully operational, year-round schedule across all facilities – including the Ozark Amphitheater and the annual Ozark Cheer Classic. The complete model, with an interactive assumptions editor and sensitivity analysis, lives on the website and in the Financial Projections workbook in the Document Library.



REVENUE BY LINE

Revenue Stream	Annual
Tournament Entry Fees	\$8,200,000
Concessions & Food	\$4,200,000
Training – The Lab	\$3,150,000
Gate & Admissions	\$2,400,000
On-Site Lodging	\$2,100,000
Ozark Amphitheater Events	\$2,000,000
Merchandise & Pro Shop	\$1,850,000
Sponsorship & Naming Rights	\$1,800,000
Facility Rentals	\$1,500,000
Ozark Cheer Classic & Spirit	\$1,250,000
Parking	\$500,000

EXPENSES BY LINE

Expense Category	Annual
Salaries & Staff	\$6,800,000
Field & Facility Maintenance	\$2,600,000
Concessions COGS	\$1,680,000
Utilities	\$1,450,000
Event Operations	\$1,400,000
Marketing & Sales	\$1,300,000
Amphitheater Production & Talent	\$1,250,000
Officials & Umpires	\$1,150,000
Lodging Operations	\$1,050,000
Merchandise COGS	\$925,000
Insurance & Risk	\$900,000
Administrative & G&A	\$850,000
Technology & Streaming	\$600,000
Cheer Event Operations	\$480,000

The model is conservative on attendance and pricing. Naming-rights and grant capital are treated as upside to the operating NOI shown above.



SECTION 06

06 Metrics & Roadmap

The numbers that matter and the plan to hit them.

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6.1 The KPI Dashboard

Category	Metric	Why It Matters
Demand	Teams & weekends booked	Core revenue driver
Demand	Registration conversion rate	Marketing efficiency
Guest	Net Promoter Score	Predicts retention & referrals
Guest	Repeat-team %	Cheapest growth lever
Revenue	Revenue per attendee	On-site monetization
Revenue	F&B + merch attach rate	Controllable margin
Partners	Sponsorship renewal rate	Brand-equity proof
Finance	NOI margin	Overall health

6.2 The 36-Month Roadmap

PHASE 1 – FOUNDATION (0-12 mo)

Stand up the 501(c)(3), lock anchor grants, sign the title partner, open The Lab, and run the first signature events.

PHASE 2 – MOMENTUM (12-24 mo)

Fill the calendar across all sports, scale lodging & F&B, launch the amphitheater series, and prove sponsor ROI for renewals.

PHASE 3 – SCALE (24-36 mo)

Reach stabilized NOI, multi-year team agreements, branded streaming channel, and groundwork for licensing the model.

ALWAYS-ON

Survey every guest, report to every partner early, and reinvest a fixed share of NOI into facilities and brand.



SECTION 07

07 The Document Library

An example of every document created for the facility.

**BALLPARKS
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7.1 The Complete Deliverable Set

Every strategy in this Playbook is backed by a finished, branded document. Below is an example of each – all available for download from the BallParks National website. Together they form the working toolkit for fundraising, operating, and growing the brand.



Naming Rights – Complete
Master package of all title & asset opportunities.



Brand Packages (11)
Tailored proposals: Nike, UA, Rawlings, Adidas, Jordan, Puma, Reebok, Gatorade, BODYARMOR, Powerade.



Financial Projections
Year-round pro forma – PDF & Excel workbook.



Grant Funding Proposals
Federal & state grant narratives with contacts.



Missouri Grants Addendum
State-specific programs & tax-credit funding.



Sponsorship Playbook
Step-by-step naming-rights & sponsorship guide.

This Brand Growth Playbook is the index to them all – start here, then deploy the supporting document for each conversation.

7.2 Also In The Toolkit

The Sports Directory & Travel-Team database – prospects to invite, by sport, state, and city.

The Lake of the Ozark invitational series – named events with formats and custom logos per sport.

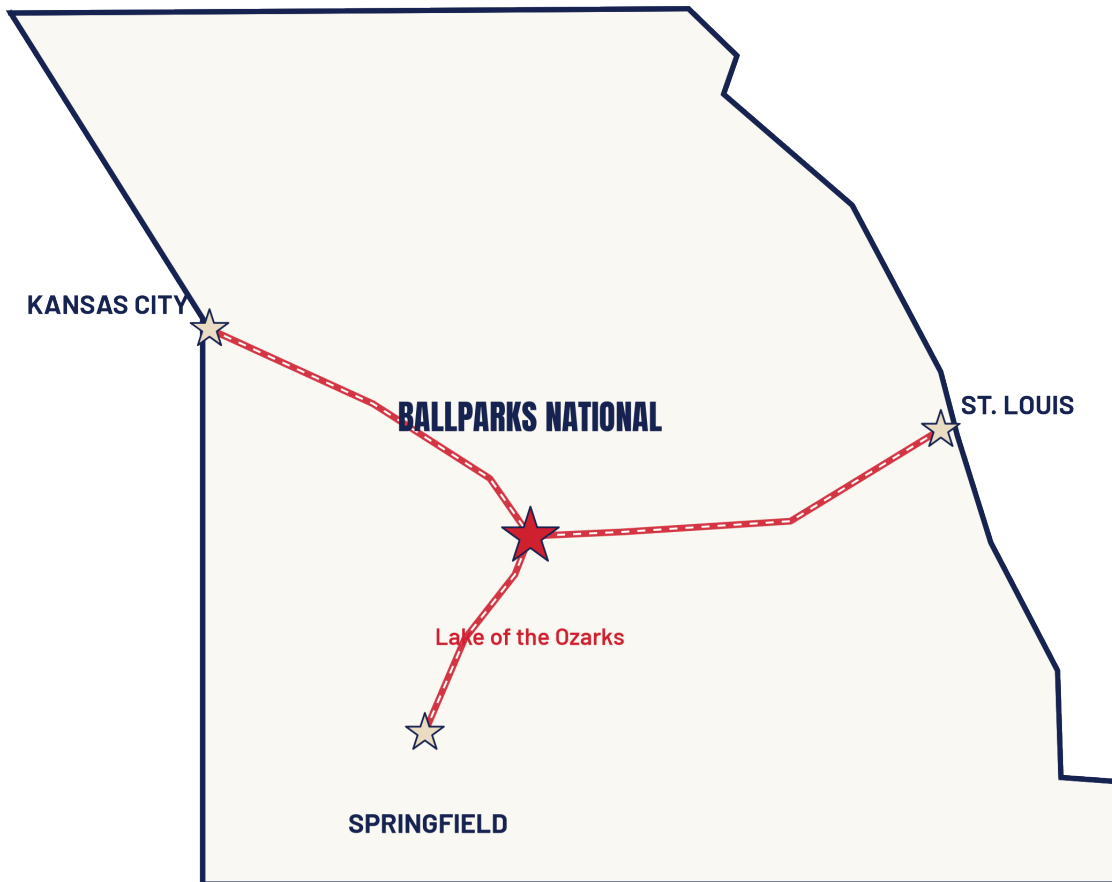
The event calendar & inquiry system – live on the website for teams and partners.

The Lab brand film – a cinematic tour of the indoor fieldhouse for pitches and social.

AT THE CENTER OF THE MAP

CENTRALLY LOCATED IN MISSOURI

Within a short drive of three major metros and their airports – the heart of America’s road-trip country.



DRIVE TIME FROM MAJOR AIRPORTS TO BALLPARKS NATIONAL

AIRPORT	DISTANCE	DRIVE TIME	PRIMARY HIGHWAYS
St. Louis Lambert Intl. (STL)	~170 miles	2 hr 45 min	I-44 W US-54 W
Kansas City Intl. (MCI)	~190 miles	3 hr 10 min	US-50 E US-54 E
Springfield-Branson (SGF)	~100 miles	1 hr 45 min	US-65 N US-54 E

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WHERE THE GAME MEETS THE LAKE

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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.