

BALLPARKS NATIONAL

Lake of the Ozarks • Youth Sports Destination

BUSINESS MODEL SUMMARY

Revenue Model

Every youth tournament sport hosted at Ballparks National — and the complete menu of ways the facility charges teams, associations, sponsors and fans to generate revenue across a full year-round calendar.

Youth Tournament Sports Hosted

Boys & girls travel-tournament sports across the diamond, outdoor multi-sport and Phase 2 indoor complexes.

Sport	Gender	Season
Baseball	Boys	Mar – early Aug (peak Jun/Jul), fall ball Sep – Oct
Softball (Fastpitch)	Girls	Mar – early Aug (peak Jun/Jul), fall exposure Sep – Oct
Basketball	Boys & Girls	Apr – Jul recruiting; fall/winter leagues Nov – Feb
Soccer	Boys & Girls	Fall (Aug – Nov) & spring (Mar – Jun); showcases year-round
Volleyball (Indoor)	Girls	Nov – Jul club season; qualifiers Feb – May
7-on-7 Football	Boys	Mar – Jul offseason; national finals Jun/Jul
Lacrosse	Boys & Girls	Club Nov – Aug; recruiting Jun – Jul
Field Hockey	Girls	Club/indoor Nov – Mar; outdoor showcases May – Aug
Wrestling	Boys & Girls	Folkstyle Nov – Mar; freestyle/Greco Apr – Jul
Cheer & Spirit	Boys & Girls	Competition Nov – Apr (peak Feb/Mar); camps Jun – Aug

Ways to Charge Teams

<p>Tournament Entry Fees</p> <p>Per-team registration for every sanctioned event, tiered by division, age group and event caliber (World Series vs. open).</p>	<p>Roster & Insurance Fees</p> <p>Per-player roster fees, mandatory event insurance, and background-check surcharges collected at check-in.</p>
<p>Gate-Guarantee / Bracket Buy-Ins</p> <p>Premium bracket buy-ins and multi-event package pricing that lock teams into a full-season circuit.</p>	

Ways to Charge Associations

<p>Sanctioning & Host Fees</p> <p>Charge governing bodies and circuits (USSSA, AAU, Perfect Game, PGF, etc.) to host or co-brand their national/regional championships.</p>	<p>Facility Lease & Rights Fees</p> <p>Multi-day complex leases, exclusive-window rights, and revenue-share splits on association-run events.</p>
<p>Officiating & Operations Assessments</p> <p>Bundled umpire/referee/judge assignment fees, scorekeeping, and event-operations service charges.</p>	

Additional Revenue Streams

Every other channel the facility monetizes beyond team and association fees.

Gate & Admissions Daily and weekly spectator passes, family wristbands and season gate packages across every venue.	Parking Event-day parking, reserved/VIP lots and RV/team-bus parking.
Concessions & Catering Food, beverage, team catering and hospitality tents across all diamonds, fields and the indoor complex.	Merchandise & Pro Shop Branded apparel, event tees, equipment sales and on-site vendor booth rentals.
On-Site Lodging & Stay-to-Play Team housing, family lodging and stay-to-play hotel commissions from partner properties.	Training — The Lab Camps, clinics, showcases, performance training and recruiting-exposure packages.
Streaming, Media & Data Live-stream subscriptions, pay-per-view, video/scouting data packages and highlight sales.	Facility & Field Rentals Non-event field, court and space rentals for leagues, practices, corporate and community use.
Sponsorship & Naming Rights Title, venue, field and event sponsorships, signage, and QR-driven digital activations.	Vendor & Exhibitor Fees Recruiting services, college showcases, equipment brands and exhibitor booth fees.

Suggested Pricing — Teams

Recommended fee ranges by event tier. Set exact pricing by division, age group, market and season demand.

Item	Unit	Suggested Price
Tournament Entry Fee — Local/Open	per team	\$495 – \$795
Tournament Entry Fee — Regional/Qualifier	per team	\$795 – \$1,250
Tournament Entry Fee — National / World Series	per team	\$1,250 – \$2,500
Roster / Player Fee	per player	\$25 – \$60
Event Insurance	per team / event	\$75 – \$150
Background-Check Surcharge	per coach	\$15 – \$30
Bracket Buy-In (premium)	per team	\$150 – \$400
Full-Season Circuit Package	per team	\$2,500 – \$6,000

Suggested Pricing — Associations

Item	Unit	Suggested Price
Sanctioning / Co-Brand Fee	per event	\$2,500 – \$10,000
National Championship Host Fee	per event	\$15,000 – \$60,000
Single-Field / Court Day Lease	per field / day	\$500 – \$1,200
Full-Complex Multi-Day Lease	per day	\$8,000 – \$25,000
Exclusive-Window Rights Fee	per week	\$20,000 – \$75,000
Revenue-Share Split (association events)	of net gate/fees	10% – 30%
Officiating Assignment (bundled)	per game	\$60 – \$140
Scorekeeping / Ops Assessment	per team / event	\$40 – \$90

Ranges are planning guidance only and should be validated against local market rates and operating costs.

Suggested Pricing — Fans & Event-Day

Gate, parking, concessions, merchandise and vendor pricing across all venues.

Item	Unit	Suggested Price
Daily Gate Admission — Adult	per person	\$12 – \$18
Weekend / Event Pass — Adult	per person	\$25 – \$40
Family Wristband (event)	per family	\$45 – \$70
Season Gate Pass	per person	\$120 – \$250
Standard Parking	per vehicle / day	\$10 – \$20
Reserved / VIP Parking	per vehicle / day	\$25 – \$45
RV / Team-Bus Parking	per vehicle / day	\$50 – \$100
Concessions — Avg. Per-Cap Spend	per attendee	\$14 – \$22
Team Catering Package	per team / day	\$300 – \$900
Merchandise — Avg. Per-Cap Spend	per attendee	\$8 – \$15
Vendor / Exhibitor Booth	per booth / event	\$250 – \$1,500

Suggested Pricing — Facility & Ancillary

Lodging, training, media and rental revenue streams.

Item	Unit	Suggested Price
Stay-to-Play Hotel Commission	per room-night	\$8 – \$15
On-Site Lodging (team housing)	per person / night	\$35 – \$75
The Lab — Camp / Clinic	per athlete	\$75 – \$350
The Lab — Performance Training	per session	\$40 – \$90
The Lab — Showcase / Exposure	per athlete	\$150 – \$500
Streaming Subscription	per month	\$12 – \$25
Event Pay-Per-View	per event	\$10 – \$20
Video / Scouting Data Package	per team / event	\$99 – \$400
Field / Court Rental (non-event)	per hour	\$50 – \$150
Full-Day Facility Rental (corporate/community)	per day	\$1,500 – \$6,000

All figures are suggested planning ranges (USD) intended as a starting point for a full pricing study — not final rates.