

WORCESTER BRAVEHEARTS

2018 SEASON IN REVIEW



ON THE FIELD



HOME-GROWN TALENT

The Worcester Bravehearts and Futures League put an emphasis on recruiting local baseball players who either graduated from a Central MA high school or currently attend a New England college. A dozen Bravehearts each season are local student-athletes, just like Worcester's Jared Freilich (pictured) who currently attends Penn State.

MAJOR LEAGUE PROSPECTS

In five years, Major League Baseball teams have drafted 12 Bravehearts players in the June Amateur Draft. Organizations like the Red Sox, Yankees, Cardinals and Mets have set their sights on players who spent a summer in Worcester, including Hopedale's Ian Strom (pictured, with GM Dave Peterson and Pitching Coach Casey Cummins) who advanced to AA Binghamton in 2018.



AWARDS

After a stellar regular season that saw the Bravehearts finish 33-19, Manager J.P. Pyne - a Worcester resident - won his first Manager of the Year Award from the Futures League and outfielder Mike Dellicarri (SUNY-Oswego) won league MVP. On the following evening, Bravehearts infielder Dustin Harris (pictured with the Keenan Family) of St. Petersburg College won the prestigious Adam Keenan Sportsmanship and Scholarship Award given to the one player who best exemplifies sportsmanship in the Futures League.



CHAMPS AGAIN

The Bravehearts roared through the playoffs, defeating the Bristol Blues two games to none before facing the Martha's Vineyard Sharks in the championship series. With the series tied at one game each and Game 3 tied 1-1 in the 1st inning, the rains came on Martha's Vineyard and forced a cancellation of the deciding game. Both the Sharks and Bravehearts were named co-champions - the third championship in five seasons for the Bravehearts.

FAMILY FUN



A CHAMP STOPS BY

Opening night is always special, and in 2018 the Bravehearts welcomed New England Patriots placekicker Stephen Gostkowski to be part of all the action. The 2-time Super Bowl champ threw out the ceremonial first pitch, tossed t-shirts into the crowd, and joined the broadcast for a few innings.



CROWDS

For the fifth consecutive season, attendance increased at Hanover Insurance Park. The Bravehearts averaged 2,502 fans in 27 openings at the ballpark and 71,942 fans (including playoffs) poured through the gates. The 6% increase in attendance helped the Bravehearts catapult to 7th in the nation in total attendance and 6th in average attendance among 175 summer collegiate baseball teams across the country.

FAN FEST WITH BRONSON

In April, the Bravehearts celebrated Opening Day of the nine Little Leagues in the City of Worcester with a parade and Fan Fest at Hanover Insurance Park. The special guest? Former Boston Red Sox World Series champion Bronson Arroyo. Bronson flew in to lead the parade, deliver a pep talk to kids and parents, and toss out the ceremonial first pitch before he signed autographs.



THE BASEBALL DRAUGHT

The Bravehearts kicked it up a notch with their two craft beer nights in 2018 by enlisting the help of Greater Good Imperial Brewing Company. Greater Good brewed a 4.3% session IPA named "Jake" in honor of the Worcester Fire Department (and Bravehearts) and served it at both events at the ballpark as well as several restaurants in the area.



PIES VS. DOGS

On June 19th, the Bravehearts changed their name for one night only. For the months leading up to the game, fans were asked to vote on two iconic Worcester brands whom they'd like the team to celebrate: the Coney Island Hot Dogs or the Table Talk Pies. When the uniforms were unveiled, it was the Coney Island Hot Dogs who took 58% of the vote and were honored with navy blue jerseys that contained the iconic neon Coney Island Hot Dog sign on the front. All jerseys - for both brands - were auctioned off for charity.

IN THE COMMUNITY



GRATEFUL HEARTS

For the second year, the Grateful Hearts, a volunteer charity group at The Willows at Worcester, along with the Bravehearts and Carl's Oxford Diner collected new school supplies for the Worcester Public School System. In total, 39 boxes of supplies were delivered to Mark Berthiaume, Director of the Parent Information Center, then split between various schools.



GOOD JAKE FUND

In December, 2018, the Bravehearts started a memorial fund that benefitted the daughter of fallen Worcester Firefighter, Christopher Roy. The fund's goal was set at \$5,000, however the total was shattered after raising over \$20,000 in online and matching donations. The term "Jake", which is also shared by the Bravehearts' mascot, Jake the Lion, is slang for a firefighter and used to give great praise and the highest levels of respect.



BASEBALL IN EDUCATION DAYS

On June 5th and 6th the Bravehearts hosted two Baseball in Education Days for 77 different schools in the Central Massachusetts area. On the second day, the all-time single game attendance record was broken, with the number climbing to 4,439 fans. Each fan who entered the ballpark was given a free hat from the team itself and each person was also given a free lunch provided by Sysco.



SCOUT SLEEPOVER

Boy Scouts & Cub Scouts in Central MA earned a merit badge when they pitched their own tents and slept in the outfield at Hanover Insurance Park on June 29th. Their evening included a Scout Parade, cookout, and special pre-game clinic with the Bravehearts players. Bravehearts owner John Creedon, Jr. is an Eagle Scout.

MILITARY APPRECIATION NIGHT

Jersey auctions have become a wonderful tradition for the Worcester Bravehearts. In 2018, one of our two auctions helped the organization known as Project New Hope. This organization helps those who have been impacted by their military service and gives them the chance to fulfill life without judgement. Fans bid on jerseys of their favorite players during the game, and the winners then received their jerseys at the end of the game.



BY THE NUMBERS

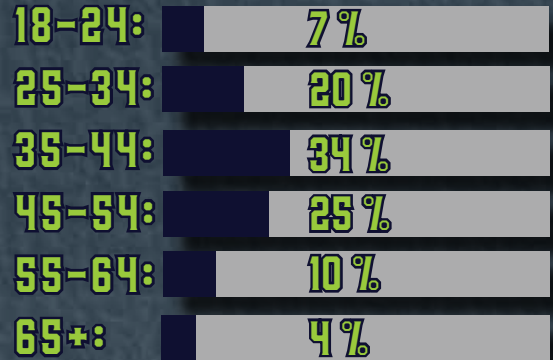


Total Attendance:
71,942 (+2% over 2017)

Average Attendance:
2,502 (+6% over 2017)

Season Ticket Holders:
439 (+2% over 2017)

AGE DEMOGRAPHICS

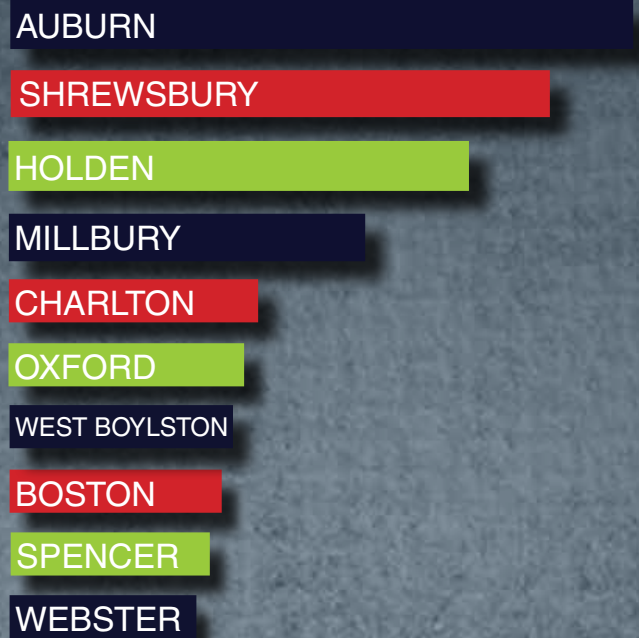


AMONG SUMMER COLLEGIATE FRANCHISES, THE BRAVEHEARTS RANKED:

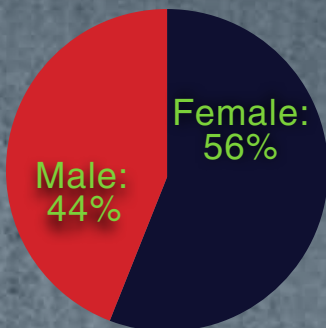
- #1** in New England in Total + Average Attendance
- #7** Nationally in Total Attendance
- #6** Nationally in Average Attendance (Reported By Ballpark Digest)



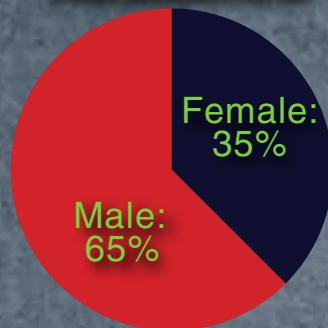
TOP 10 TOWNS WITH BRAVEHEARTS FANS* [BESIDES WORCESTER]:



FACEBOOK AUDIENCE:



TWITTER AUDIENCE:



*According to Google Analytics, Facebook Insights and Twitter Analytics

JAKE BY THE NUMB#RS

2018



THE OFFICIAL MASCOT OF THE WORCESTER BRAVEHEARTS

314,364 FANS VISITED

SOCIAL MEDIA
FOLLOWERS



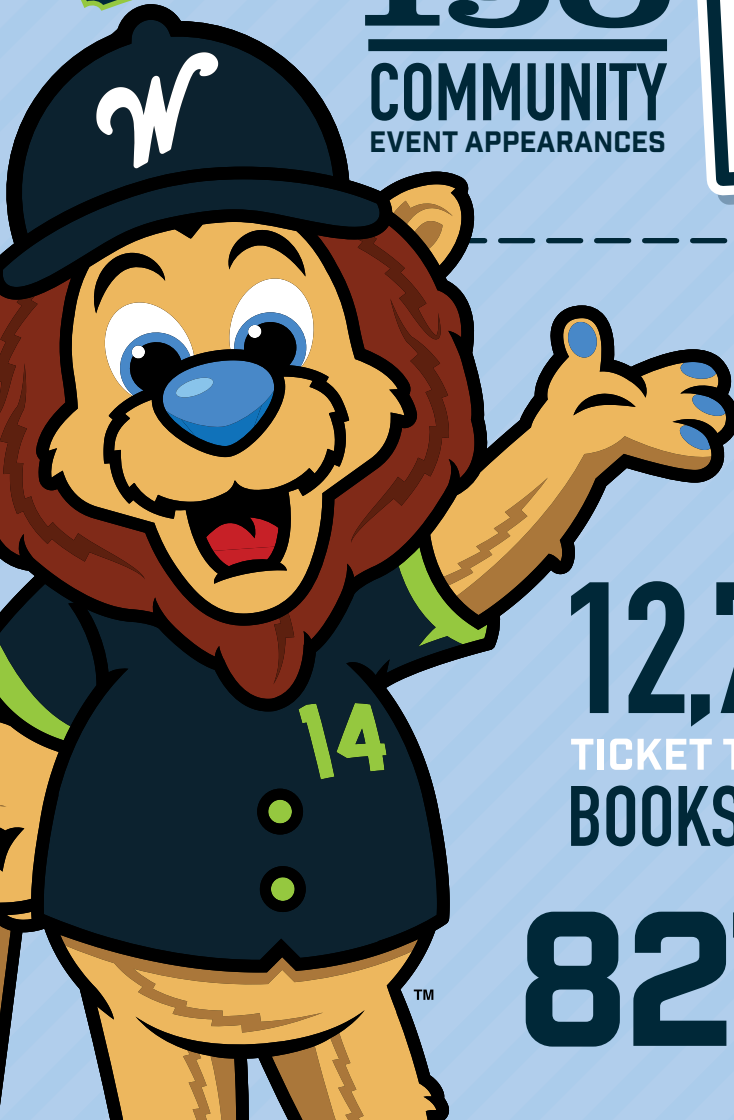
1,576

\$40,948
DONATED TO CHARITY

190
COMMUNITY
EVENT APPEARANCES

MOST VISITED
TOWNS
WORCESTER,
AUBURN,
WEST BOYLSTON,
MARLBOROUGH

1,785
MILES
TRAVELED



8,564
TICKET TO READ STUDENTS

12,790
TICKET TO READ
BOOKS READ

BASEBALL CARDS GIVEN AWAY

6473

827,729 FITBIT
STEPS

*As of Dec. 2018

All About Jake...

Ticket To Read: This program supported by Chick-fil-A encourages students to read books in an effort to earn free tickets to Bravehearts & Railers games. Over 8,500 students from 29 different schools participated in this program in 2018, reading a cumulative total of 12,790 books.



Ticket To Read



Junior Bravehearts

Junior Bravehearts: Jake and Northeast Promotions & Apparel of Leominster provided free uniforms to 30 youth baseball & softball teams who agreed to change their name to the “Bravehearts.”

Pen Pal Club: Seniors from the Willows of Worcester and other local senior centers connect with middle school students by writing good old-fashioned letters in Jake’s Pen Pal Club journals. Then, they finally meet each other at a Bravehearts game in June.



Pen Pal Club

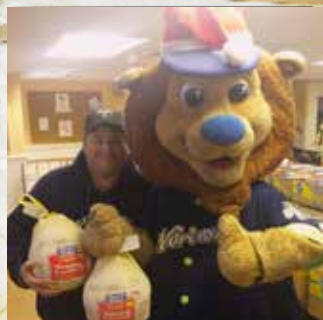


Bravehearts Derby

Bravehearts Derby: Mass DiGI at Becker College developed an app that challenges you to hit a home run against Jake! It’s been downloaded in 34 countries and is available in the iTunes and Google Play stores.



PMC Ride for Kids



Oxford Food Drive



Be Like Brit



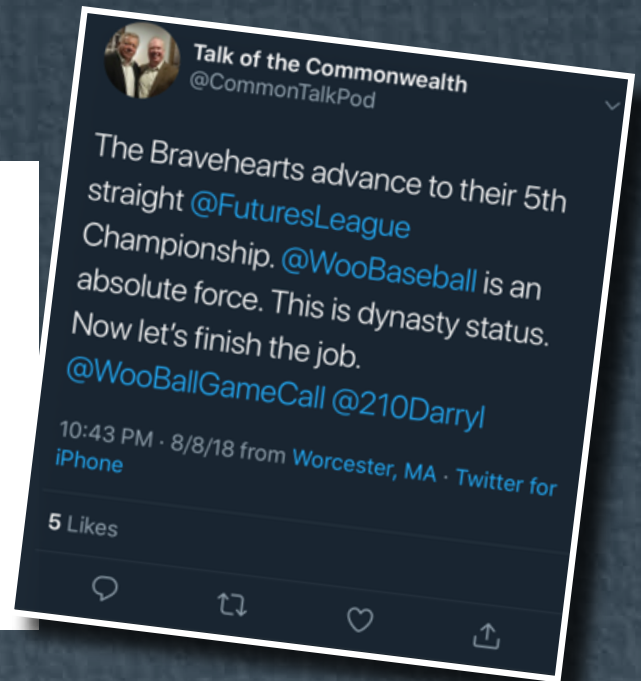
Little League

The name “Jake” is particularly meaningful for a team whose name pays homage, in part, to Worcester’s fallen firefighters who epitomized bravery. In New England, the term “Jake” is affectionate slang for a firefighter and is used to bestow great praise and the highest levels of respect. The origins of the term are widely debated, but many believe that it evolved from the use of “J-Keys” in the early 20th century, which firefighters used to send morse code telegraphs to headquarters from street-corner fire alarm box systems. Being a “Good J-Key” referred to a fireman who was cool under pressure and could send clear morse code. “J-Key” was eventually shortened to “Jake.”

TESTIMONIALS

NEW HORIZONS AT MARLBOROUGH

Thank you for the fantastic time at the ball game! I don't know when our residents have had so much fun. They especially enjoyed the free t-shirts, hats and food! This kind of day can be the highlight of a whole summer, as it has been for us ... The residents here at New Horizons cannot wait to get to our first game in 2019. The atmosphere was unbelievably charged! Fun, fun! Thank you, thank you!



LUANN LONGENECKER, LEOMINSTER UNITED METHODIST CHURCH

What a fun evening! The Bravehearts staff were very welcoming to all and extremely attentive to those with mobility issues. The grandstand atmosphere was family-friendly, unlike many Major-League ballparks. Our group thoroughly enjoyed the game and environment -- as we left the park, everyone was saying 'We have to do this again!' Well done, Bravehearts!

H & H DANCE ACADEMY

I have to be honest, we have done lots of community performances, and this was by far our favorite! My customers loved this event as well. The free hats, and the fireworks were all my customers talked about. On the director's side of this, you made the experience effortless on my part. You had it very organized for my group. We would love to come back in the spring and perform for you again.

