

Pro Softball

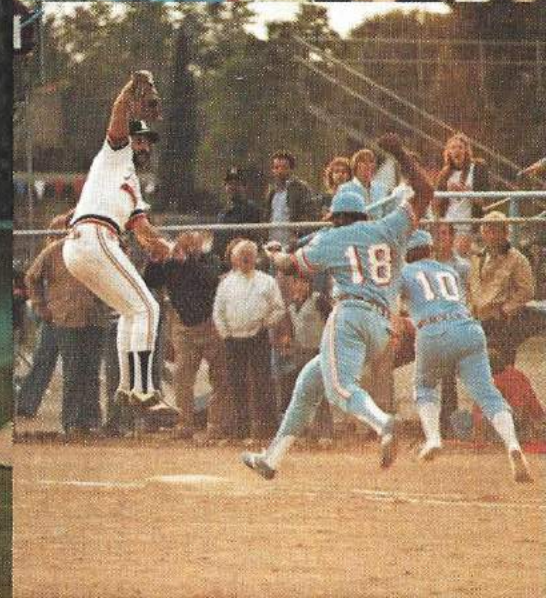
fastest growing
sport in America
today



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Softball is America's largest participant sport with over 35,000,000 players. The American Professional Slo-Pitch League plays it better than anybody. Over 500,000 watched the pros in action last summer. This year pro softball will be more exciting than ever with more speed, better defense and increased excitement.



History of The American Professional Slo-Pitch League

The American Professional Slo-Pitch League was formed in 1976 by Columbus, Ohio businessman Bill Byrne who engaged investors from cities which had strong softball interest. Prior to that time softball, America's most popular participant sport had been played exclusively at the amateur level. Fan interest had been demonstrated through amateur leagues and tournaments.

Cleveland, Louisville and Pittsburgh were charter members of the league. Nine other teams were added before the league began play in 1977. They included Baltimore, Trenton, New York, Cincinnati, Columbus, Milwaukee, Chicago, Minneapolis-St. Paul, and Detroit.

Ex-major leaguers Jim Northrup, Norm Cash and Milt Pappas played or managed in 1977, while former New York Yankee Joe Pepitone played for Trenton in 1978. In the middle of the 1977 season, Whitey Ford was appointed as the first Commissioner of the A.P.S.P.L.

The Detroit Caesars, behind Ron Ford and Mike Nye, compiled the best record during the regular season and went on to win the World Series of Professional Softball.

By the start of the 1978 season, several changes had been made. Don Rardin of Lexington, Ky. became the new League President and three new teams entered the picture. Rochester, Philadelphia and New England replaced New York, Columbus and Baltimore as the League continued with 12 teams.

Detroit once again won the championship although they received stiff competition from Minnesota and New England.

In November of 1978, Ted Stepien of Cleveland was elected as the new President and Jim Dilorio of Pittsburgh became the new Commissioner of the League.

As we enter our third season, the A.P.S.P.L. appears to be stronger than ever with solid ownership and the best softball players in the country. The major reason for optimism and stability is the great character of the men who are the owners and executives of the league.

Any organization is only as strong as its leader and the A.P.S.P.L. has a man of great strength in Ted J. Stepien who is the President of Nationwide Advertising, the 45th largest advertising company in the world. In addition, Mr. Stepien has been actively involved in athletics all his life and he is anxious to transfer his business success into softball.

The Commissioner, Jim Dilorio, has been involved in sporting goods and has been a pioneer in softball around the country.

Mike Ilitch, who owns the Detroit Caesars, is the founder and President of Little Caesars Enterprises which is one of the most successful pizza operations in the country with stores in Michigan, Ohio, Florida and other states.

Lawrence Gatti of Kentucky is involved with McDonald's Hamburger chain in Louisville. Other owners include Dick Hill of Rochester who is the largest retail dealer of Zenith televisions in the nation. In addition, Hill has a successful franchise in the Eastern Basketball League.

Carl Grande of New England has been successful in radio and television both on a local and national level.

Construction, real estate, warehousing and retailing are but a few of the other occupations in which the owners of A.P.S.P.L. franchises are involved. They are all transforming their business expertise into softball which they enjoy as both a sport and a business.

TEAM OPERATING COST

The following is an approximate cost to operate an American Professional Slo-Pitch League club in the third year. This outline is based on a 64-game regular-season schedule which will be played from mid-May to the end of August, with the playoffs to follow. Depending on the particular location of the member and availability of ballpark, these figures might vary somewhat.

Yearly Dues (Terms Negotiable)	\$ 10,000
Ballpark Operations	20,000
Office, Telex, Secretary, Supplies, Etc.	15,000
Field Manager & General Manager (Depending on management)	15,000
Public Relations Director	10,000
Player Operations, figured at 4 months (Depending on management)	30,000
Team Travel	15,000
Miscellaneous	15,000
	<hr/> \$130,000

The above figures should act as somewhat of a general guideline. Your individual needs and priorities will determine how closely the figures will relate to your individual operation.

The following will give you a good idea of means of bringing in revenue for your club:

Incoming Revenue (Based on 16 playing dates at home):	
Sale of 3,000 season tickets, each priced at \$30	\$ 90,000
Sale of 1,000 general admission tickets, each \$2 for 16 playing home dates	32,000
Own Concessions (Based on 3,000 per-game attendance)	35,000
Season Program Advertising	8,000
Items of sale such as novelties, programs, jackets, hats, etc. (Based on 3,000 per-game attendance)	15,000
	<hr/> \$180,000

Additional means of revenue could come from a local marketing standpoint through various items such as team television and radio programs, jackets, novelties, magazines, beer, soft drinks and national advertising.

INCOMING REVENUE	\$180,000
CLUB OPERATIONS	130,000
NET PROFIT	\$ 50,000
(excluding Marketing)	

Note: The revenue listings are based on an average sale of 3,000 per-game attendance with a high of 5,000 attendance. It is certain that the sale concessions will be a very strong category, providing you own the rights to the concessions at your ballpark.