



ABC Player Development and Player Management Program

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6 month professionally and expertly managed program (start of school right into spring season)

We manage the Process, you provide the Desire.

15U-16U ABC two sport athlete program August - January (no ABC fall team; includes Nov/Dec ABC World Series)

\$1800 participation fee - ***\$3000+ fair market value** - less than \$15hr instruction (\$600 deposit; installment options available)

****At the bottom is a dollar breakdown of the incredible value that the ABC360 program provides called "ABC360 by the numbers"*****

- Aug - Oct: attend 1.5hr weekly player development workout on Sunday. Workshops included: Swingtherapy, Arm Care, Bull pens (**\$500 value**) *participate in "open gym" self paced workouts 30 min prior to scheduled Sunday session
- Nov-Jan: being attending two 1.5hr weekly player development workouts (one indoor session/one field practice) .
1.5hr weekly Indoor session (Tues or Thurs) workshops included: Swingtherapy, Arm Care, Bull pens, defensive drills, etc.
1.5hr weekly field practice/clinic (Wed) will include long toss program, max fungo reps, skills/drills by position. (**\$900 value**)
- Nov/Dec (Sunday's) - participation in the acclaimed ABC winter World Series. Player are divided on teams for a 6 game round-robin showdown to determine World Series Champion. A unique teaching environment where innings scan start with runners on base to challenge the Tactical knowledge of the defense (where to be & when) as well as pressure filled run scoring opportunities on offense. (**\$400 value**)
- Aug-Jan - **added value** access to all optional specialized workshops, clinics, classroom sessions (ex: Baseball specific SAQ sessions, mental skills and specialized workshops hosted by Coach Prater and ABC staff, etc). (**\$300 value**)
- Aug-Jan - ABC360 "All Access Pass" . Unlimited reps at ABC indoor academies designed to build muscle memory and encourage players to budget extra time to work on their craft. Self pace/self directed workout plans are available for players to follow (approx. 30min in length; topics include batting routines, pitching routines, catchers/infielders workouts, etc). (**\$300-\$450 value**)
- Pro style skills combine (early Sept & early Jan). Data is used to establish bench marks and update individual player profiles. ABC communicates with a data base of over 100 state wide and national Colleges, Universities, and JUCOS. (**\$200 value**)
- Monthly 30min one on one session or consultation designed to connect individually with each player to address specific skills development needs (mental/physical), track progress in areas of deficiency, establish personal goals and bench marks. One on one sessions do not accrue or carry over due to the nature and purpose of the sessions (to connect 1 on 1 every 30 days). Sunday's and Monday's are the day's we target to schedule one on one instruction. (**\$240 value**)
- Nov/Dec - invitation to ABC360 exclusive clinic/eval sessions hosted by various college coaches hosted at ABC on Saturday's (limited to 24 participants). Head and asst coaches from Baylor, Texas A&M Corpus, Texas State, UTSA, Blinn College, etc provide an exclusive "look in" at the recruiting process , what it takes to play at the next level (mental and physical skills), a "day in the life" in their program, hitting/pitching skills and drills clinic, Q&A. Small participation fee assessed; sit in for Q&A at no cost.



- Nov-Jan: optional specialized field and indoor clinics designed to provide position specific instruction & max reps. (**\$200 value**)
- Enrollment in the ABC360 College Placement , Road Map and Mentor program. Includes three one on one family consultations to establish, track and monitor your individual and unique path to baseball at the next level. Video session to capture clips to be used in personal recruiting/highlight video; editing of video clips into personal highlight/recruiting video. ABC has mentored thousands of families through the recruiting process and we have a treasure trove of knowledge and experience to draw from. We understand the Process and will advocate for each ball player enrolled in the ABC organization. (**\$500+ annual value**)
- One on consultation with Coach Prater for comprehensive eval and assessment discussing current Player Development status and projection. (**\$100**)



ABC360 By the Numbers

6 months of professional Player Development for less than \$10 hr

Perspective: if you attend one private lesson (1hr) a week for 6 months you spend \$1800; 24 1hr lessons x \$75 hr. In the ABC360 program (fall) \$2100 participation fee provides you access to 225+ hours of professional instruction, game day instruction and Player Development. ABC360 includes an added **value package** of close to additional \$2000.

Weekly instructional opportunities (min)

- Mon: baseball specific SAQ (1hr)
- Tues/Thurs: indoor session; includes Swingtherapy session, Arm Care/Throwing Dynamics, bull pens, defensive drills (1.5hrs)
- Wed: field practice (1hr)
- Sat: field practice, team practice, field clinic, Advance Your Craft workshops (1-1.5hrs)
- Weekly review with coach(s) regarding progress, additional drills, areas that need attention (.5hr)

By the Numbers: ave of 5 hrs week of professional instruction and Player Development

*Each player has unlimited access to indoor academy for extra reps/additional instruction

Maximizing time & value

- Mon: attend SAQ session; arrive 30 min early to warm up and for extra reps/extra work (1.5hr)
- Tues or Thurs: attend indoor training session, arrive 30 min early to warm up and for extra reps/extra work in cages (2hrs)
- Wed: attend field practice; arrive 30 min extra to engage in extra work with coaches (1.5hrs)
- Sat: attend training session scheduled that day (team field practice, field clinic, Advance Your Craft workshop); arrive 30 min early for extra work (2hrs)
- Weekly review with coach(s) regarding progress, additional drills, areas that need attention (.5hr)

By the Numbers: each week ave 7.5hrs of engagement time, professional instruction and Player Development workshops.

A look at the economics of less than \$10hr instruction

\$2000 fall participation fee; \$250 of fee is budgeted toward tournament expenses; \$1750 budgeted for Player Development & Instruction; players can ave 7.5hrs of engagement time and instruction per week:

- Aug (start of program) - 2 weeks x 7.5 (15hrs)
- Sept - 5 weeks x 7.5 (37.5hrs)
- Oct - 4 weeks x 7.5 (30hrs)
- Nov - 4 weeks x 7.5 (30hrs)
- Dec - 4 weeks x 7.5 (30 hrs)
- Jan- 4 weeks x 7.5 (30 hrs)

Total number of hrs 172.5 (mix in five 30 min one on one sessions can take total to 175 hrs Aug-Jan.

\$1750 div 175hrs = \$10hr, but wait, there's more. Add hours of exposure to professional coaching, instruction and game day Player Development (48 additional hrs) and the total is 223hrs. \$1750 div 223hrs = >\$8 hr

A look at Game Day economics & Game Day instruction

Each ABC team is scheduled seven game day events in the fall (3 Sunday's in Sept; 4 in Oct) \$375 per event, which is industry standard for a one day event/double header in the fall: \$375 x 7 events = \$2625.

*premier showcase and exposure events carry an entry fee from \$850-\$1500; \$375 is applied and the balance is assessed in the form of a per player premier showcase/travel stipend. Not all teams play in premier exposure events (due to strength of roster, ability to compete)

Coaches spend ave of 6 hrs engaged with team on game day; 6hrs x min 7 game day double headers = 42hrs of exposed to professional coaching, instruction and game day Player Development

ABC360 program added value package

17U/18U players/families

- ABC unlimited access membership to indoor academy for extra reps/extra work (value: hitting memberships like this range from \$75 to \$100 per month; $\$75-\$100 \times 6 \text{ mo's} = \$450-\$600$)
- One 30 min lesson each month (6 lessons \times \$40 = \$240 value)
- College Recruiting & Placement and mentor program (value: similar programs charge \$400-\$500)
- College highlight video filming and editing (value: similar programs charge \$300-\$400)
- Pro-Style skills testing and combine with college coaches (value: \$100-\$125)
- Weekly skills development consultation
- Communication and advocacy with your high school coach, college recruiters and scouts

Close to \$2000 in added value included in the ABC360 program for 2016-2017 grads

ABC360 program added value package

14U-16U players/families

- ABC360 unlimited access membership to indoor academy for extra reps/extra work (value: hitting memberships like this range from \$75 to \$100 per month; $\$75-\$100 \times 6 \text{ mo's} = \$450-\$600$)
- ABC winter World Series; 6 games Nov-mid Dec. (value: \$200)
- One 30 min lesson each month (6 lessons \times \$40 = \$240 value)
- College Recruiting & Placement and mentor program (value: similar programs charge \$400-\$500)
- Simulated high school tryout (mock try-out)/ Pro-Style skills testing and combine (value: \$100-\$125)
- Weekly skills development consultation
- Communication and advocacy with your high school coach and other baseball professionals.

Close to \$2000 in added value included in the ABC360 program for 2018-2019 grads

Perspective: if you attend one private lesson (1hr) a week for 6 months you spend \$1800; $24 \text{ 1hr lessons} \times \$75 \text{ hr} = \$1800$. In the ABC360 program (fall) \$2000 participation fee provides you access to 225+ hours of professional instruction, game day instruction and Player Development. ABC360 includes an added value package of close to \$2000.

Help us—help you maximize your experience (and every dollar spent) in the ABC. Program. The ABC360 is designed to help ensure that your ball player (and family) are well informed, understand the “Process”, and stay on developmental track to ensure that, together, we help you maximize your baseball opportunities (during high school career)