



**DESTINATION: WORLD BASEBALL LEAGUE™**



# It's All About the Game™



“People will come, Ray!”

# THE OPPORTUNITY

In addition to North America, baseball is considered the most popular sport in parts of Central and South America, the Caribbean, and East Asia, particularly in Japan, South Korea, and Taiwan.\*

Below are just a few attendance figures that demonstrate the popularity of baseball around the world.

| LEAGUE                                       | NATION      | TOTAL ATTENDANCE | ATTENDANCE/ GAME | AGOMP |
|----------------------------------------------|-------------|------------------|------------------|-------|
| Liga de Béisbol Profesional Roberto Clemente | Puerto Rico | 481,290          | 2,831            | 926   |
| Nippon Professional Baseball                 | Japan       | 21,071,180       | 24,558           | 199   |
| Korea Baseball Organization                  | South Korea | 6,076,074        | 8,439            | 162   |
| Liga Venezolana de Béisbol Profesional       | Venezuela   | 1,317,775        | 4,899            | 161   |
| Mexican League                               | Mexico      | 11,157,227       | 12,974           | 100   |
| Major League Baseball                        | U.S.        | 61,902,828       | 26,353           | 79    |
| Australian Baseball League                   | Australia   | 189,202          | 1,168            | 44    |

AGOMP = Attendance per Game per One Million People. MLB attendance total does not include Toronto Blue Jays home games.

SOURCES: NIPPON PROFESSIONAL BASEBALL, BASEBALL-REFERENCE.COM, KOREA BASEBALL ORGANIZATION, U.S. CENSUS BUREAU



\*Wikipedia - <https://en.wikipedia.org/wiki/Baseball#>

# WORLD BASEBALL LEAGUE (WBL)<sup>TM</sup>



Interest in baseball outside of the United States has never been higher. Countries that have previously shown no interest in the sport for years are working to qualify for the upcoming 2028 Olympics, enhancing our goal to create an international professional baseball league – the WBL<sup>TM</sup>.

Our league will be unique because players, fans, and PSG will all own an interest in the League. Our mantra is simple: It's about the Game<sup>TM</sup>. It's about the Players<sup>TM</sup>. We will cater to those with whom the game cannot thrive without. Our pay scale will match the highest pay for talent and we will actively pursue and compete with other Leagues to garner the best talent available.

We intend to grow into a 36-team league situated in divisions in Hawaii and North America, the Caribbean and Mexico, and in the Middle and East Asia.

Our experience playing games in Japan and Hawaii against teams in the Japan Baseball Challenge League has shown us the validity of our concept. We will invite other Leagues to send their champions to our World Series competition, to be held annually in Hawaii and other venues as we expand our footprint.





# IT STARTS IN HAWAII – OUR FIRST DIVISION

## HAWAII BASEBALL LEAGUE (HBL)



- Four teams to start: Oahu, Maui, the Big Island, and Kauai.
- Based upon our business relationships, we will seek an additional two teams, one from Japan and one from China.
- We will utilize our previous experiences of owning and operating four different independent teams in Hawaii and on the West Coast and take advantage of our significant political contacts developed as well as our many friends, fans, and supporters.
- Our goal is to obtain land and leverage real estate development opportunities to build stadiums and conjunctive commercial and residential development at each location as well as make significant improvements to the existing stadiums to obtain long-term lease commitments.



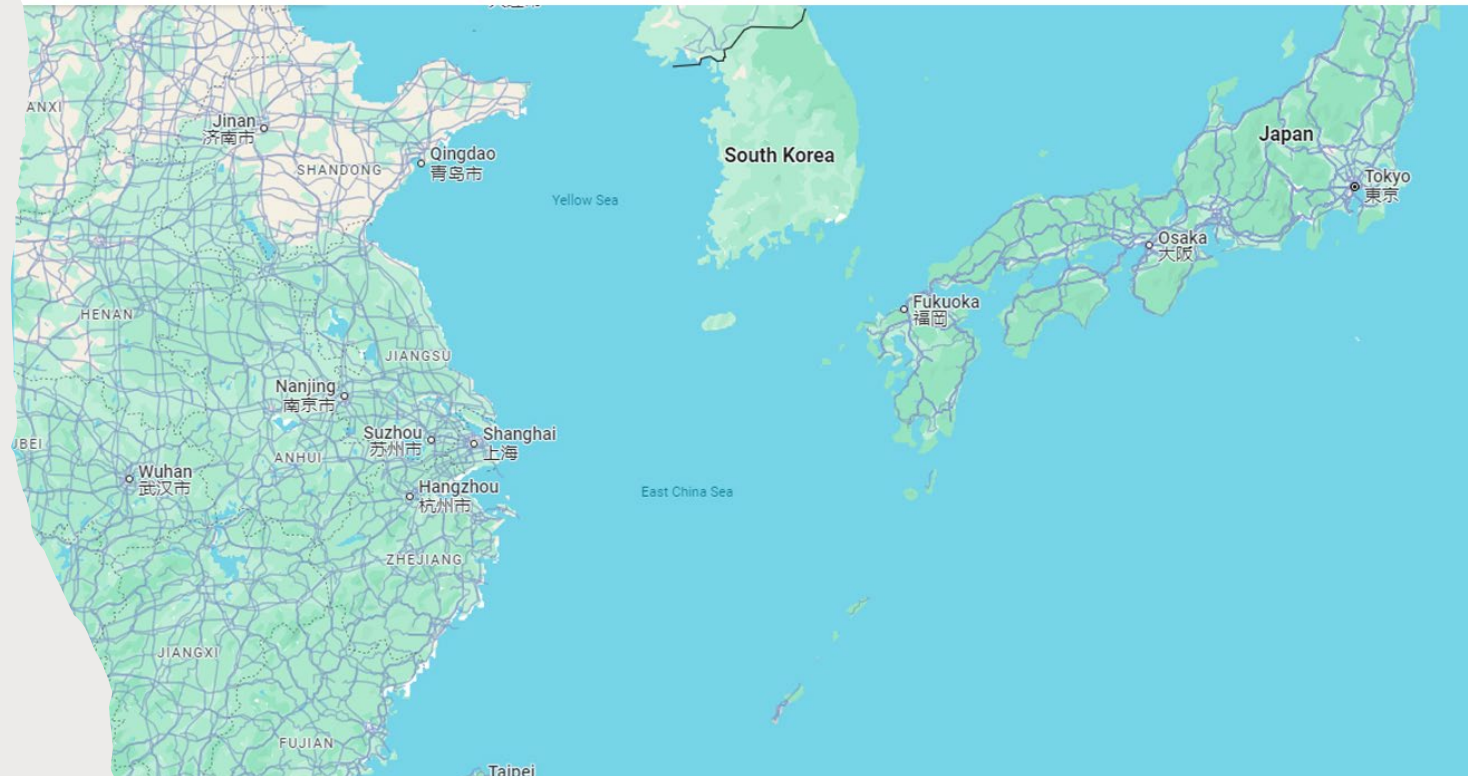


# OTHER DIVISIONS

## Caribbean Division:

- We will start with the Dominican Republic based upon a land opportunity achieved and embodied in a Memorandum of Understanding. This includes forming the team and building a stadium surrounded by a beautiful resort with its commercial supportive development.
- We are currently in discussion with prominent individuals from Mexico, Puerto Rico and Panama to obtain other team locations.

We are exploring other opportunities in Asia from our many associations in Japan and all of Asia which could bring more teams into the WBL™.



# MARKETING & PUBLICITY

We will engage heavily in a 21<sup>st</sup> Century social media-based Publicity and Marketing campaign.

## Online Strategy

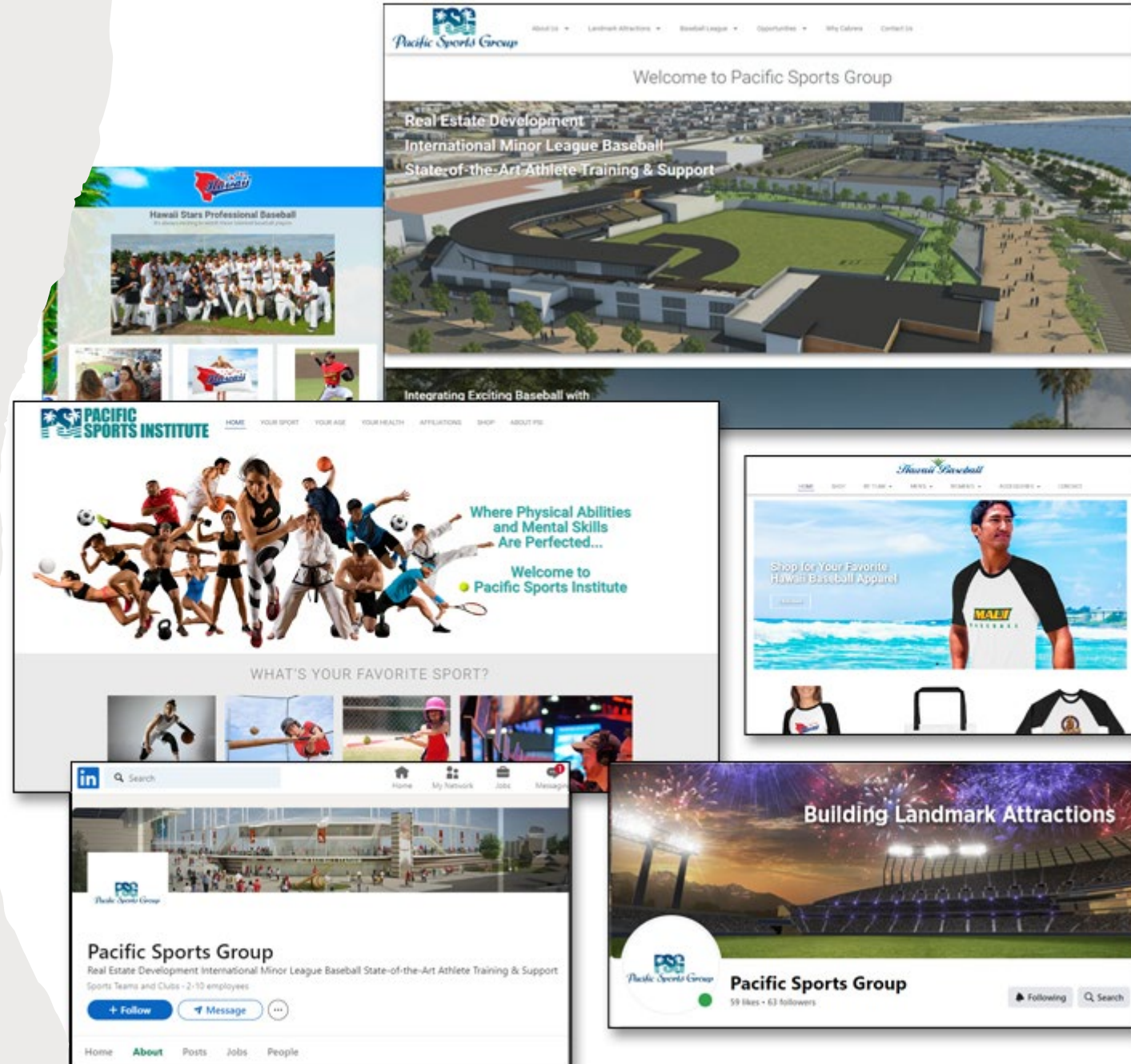
In all our advertising and promotions, our websites will be prominently featured to not only build traffic but also as a point of activation always touting our players and fans.

## Publicity

We will do general media seeding of videos and press releases across all appropriate video and sports news sites.

## Social Media

Our marketing plan includes highly tactical implementation of social media networks. There are 10-20+ recognition-worthy sites to post various media/content. We will develop social site advertising campaigns and employ the most advanced social media tools to constantly measure effectiveness, optimize our messaging and monitor community conversations and brand sentiment.





# SOURCES OF REVENUE

## Ticket Sales

As just one example, there are four leagues designated as MLB Partner Leagues. The average price of tickets is \$35 with an average attendance of 2,400 per game and total attendance of 5,646,614 = approximately \$197.6 million in revenue for 2023.

## Food and Beverage Concessions

The average price for a hot dog and beer (or soda) is \$12 per person at baseball parks.

## Licensed Merchandise

Fans are fanatics when it comes to supporting their favorite teams, which translates to big business both in stadium and online. Our players are our stars, and we will initiate and expand their individual and team platforms to make them the stars and focal point of the WBL™ around the world.

## Advertising & Sponsorships

Fandom in baseball is something brands take seriously. Couple that with naming rights and other sponsorship opportunities and it represents a significant revenue potential.





## SOURCES OF REVENUE (cont.)

### Broadcast Rights

The broadcast rights for WBL™ games are another source of revenue. This can take the form of a broadcast partner or creating a proprietary channel for placement on streaming platforms.

### Pacific Sports Institute (PSI)™

Each stadium will include a training facility and classrooms open to players, the fans, and the local hometown community. This core focal point of operations will provide support for maximizing not only physical and mental fitness but will also support sports and business management education in association with local universities, all operated by our charitable foundation PSI™.

### Conjunctive Commercial Development

By creating a "marquee property" with the team's stadium and training facility, supported by hotels, residential housing, and commercial business of retail outlets and restaurants, PSG is creating unique destinations that offer substantial Return on Investment (ROI). Every team chosen with its location will enable PSG to become a major real estate developer which will support our sporting endeavors.





# CASE STUDIES

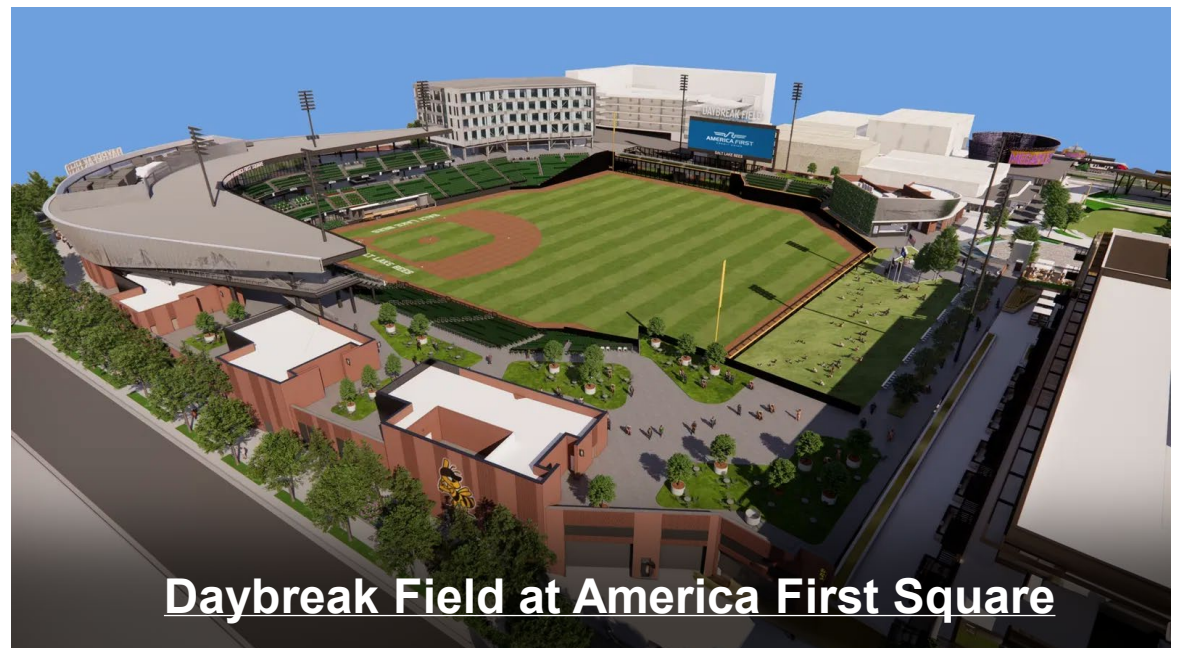
Baseball teams are abandoning cities across California. How some are fighting back



Mixed-use opportunities: What's behind teams, cities, developers targeting minor league markets



New Sports Investment Thinking Boosts Baseball, Retail in Midwest



Daybreak Field at America First Square



# PSG TEAM

## **Robert J. Young – CEO, Founder, Principal Investor**

Received his J.D. degree from George Washington University and maintains law offices in Los Angeles and New York where he specializes in business, entertainment law and related litigation. In 2006, he purchased the Fullerton Flyers and re-branded the Golden Baseball League team to the Orange County Flyers. He then acquired two teams in Hawaii – the Hawaii Stars and Na Koa Ikaika Maui there after owning and operating the Vallejo Admirals in northern California.

## **Tony Abbatine – Chief of Staff to CEO, Director of Curriculum and Mental Wealth Coordinator**

A performance consultant and college professor who specializes in vision and its effect on mindset and emotions. His work in the area of Visual Psychology has been featured in Sports Illustrated, NY Times, USA Today, Newsweek and ESPN. He has been a consultant to several Major League Baseball teams.

## **David Andrus – Assistant Chief of Staff to CEO, Chief Operating Officer of Hawaii Baseball and GM of Na Koa Ikaika Maui**

He moved to Los Angeles and pursued his passion for film, becoming a successful screenwriter contributing his talents to films such as “Field of Dreams” and “Forrest Gump”. His innovations in staffing and multi-tasking have made the Hawaii Baseball stadium, marketing, and office staff shine and excel on Maui and in Hilo.

## **Brad Mooberry – CMO**

As an experienced professional in both traditional and digital advertising, he has been deeply involved in creative marketing strategies and brand building solutions since 1980. Under his direction as the owner and creative director of ad2, his work received more than 160 interactive awards as well as media recognition.

## **Jonathan Todd – General Manager Marketing and Promotion – Hawaii & Far East**

An experienced industry professional with many years expertise in talent management, advertising and marketing. As such his skill set includes new products, new ventures, celebrities, legal and contract negotiations, branding, licensing, artist management, project management, public relations, and advertising.

## **John Lyons – Director, Marketing and Promotions**

Mr. Lyon’s body of work in strategic planning and marketing includes media planning and placement, brand integration, integrated marketing and worldwide promotion utilizing both traditional media and new technologies for clients such as McDonalds; NBC; CBS; DreamWorks, SKG; Disney; Coca-Cola; Pepsi; Fox; Walmart; Target; and the NFL.

## **Alan Arakawa - Government Relations Consultant**

As the former mayor of Maui County, Hawaii, he is currently contracted and part of the active management team. A former councilman and currently highly active in community charities, public causes, and government relations, mayor Arakawa brings an unequalled set of connections and influence to PSG.

## **Larry Sloven- COO, Director of Marketing and Sales for Asia**

A U.S. citizen residing in Hong Kong for over 23 years. Mr. Sloven’s specializes in product development outsourcing for OEM and retail companies. Over his vast career he was the Official Buying agent for Dick’s sporting goods chain and Sports Authority where he developed the Private Brands that you see in their stores today.

## **Dr. Richard Houston – Dean of PSI**

He earned tenure in the Massachusetts State University system and ran a successful clinical psychology practice for 15 years. He started an independent practice in organizational / corporate psychology and ran leadership development programs in over 30 countries. Dr. Houston will organize and implement the educational aspects and infrastructure of PSI.



# THANK YOU!

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