

INFORMATION PACKAGE



To our Butler Baseball Players, Families, & New Recruits

For the past 15 years, Butler Baseball Academy has had the privilege of playing baseball in both Canada and the USA and continues to be a nationally recognized premier baseball program.

Our program has seen hundreds of Butler Prospects grow and develop into bigger, stronger, and better baseball players through hard-work, dedication, and perseverance. We see them come in as boys and then leave as men who are ready to lead, wherever their path may take them. It is our distinct pleasure to be a part of their development during these formative years.

Butler Baseball Academy is comprised of not only our coaching staff of former professional and college-level players, but also the wider community of volunteers, including current and former players and parents, experienced business professionals, league officials and community leaders. The number one priority of all of them is to provide our elite teams and camp/lesson participants with a baseball program unlike any other.

Some of our alumni have achieved the goal of playing baseball either in North America in the MiLB/ MLB or in other professional leagues around the globe. However, for most of our players, the near-term goal is to develop and grow their baseball skills in such a way as to be afforded the opportunity of continuing their academic and baseball career at one of the hundreds of post-secondary programs in Canada and the United States. We provide the training and facilities for players to achieve this goal, but only if they are ready and willing to put in the required work and effort.

With our roots firmly cemented in the Canadian Baseball landscape and the achievements of our coaching staff and alumni proudly displayed and recognized from coast-to-coast and beyond our borders, Butler Baseball is ready to continue to “make players, one swing at a time”. Our new management team is in place and we have a roadmap for facility and program improvements; we're excited to see where this new partnership will take the Butler Prospects program and all of our players – and we want you join us as we embark on this journey.

Rob, Rich, Reyna & Adam



BUTLER BASEBALL ACADEMY PROGRAM OVERVIEW



Our focus is the development of youth baseball players (14U to 18U) in preparation for the college and professional levels. We provide the opportunity to train and compete in an elite environment which builds confidence and a strong baseball foundation.

We offer:

- 12-month program
- Coaching by former Professional & College-Level players
- 2 full practices a week
- Facility membership:
 - Daily open practice time at designated time slots (Monday - Friday)
 - Work on individual skills on your own time/at your own pace
 - Coach Rich Butler available 3 days a week for guidance
- Weekday Study Hall
 - The facility will be open to Butler Prospects during the day to provide a quiet, inclusive atmosphere to study when not required in school
 - Access to desks, power outlets and Wi-Fi is included
- Participate in the EBLO (Elite Baseball League of Ontario)
- Showcase tournaments in Canada and the USA with exposure to college recruiting and scouts
- Develop skills needed to play multiple field positions
- Position-specific training
- Strength and speed training with a certified coach

The Prospects program has a proven track record and is respected by both recruiters & coaches at the College/National/Professional level. We take great pride in our program and work endlessly to help players achieve their individual goals.



BUTLER BASEBALL ACADEMY FRONT OFFICE



ROB BUTLER

Co-Owner & Director, Baseball Operations

Rob is the founder and co-owner of Butler Baseball Academy, opened in 2004. Since 1988, Rob has been a fixture in Canadian baseball following his inclusion on the Canadian National Youth Team and as part of the Canadian Olympic baseball team in Seoul. Rob fulfilled a childhood dream when he was part of the 1993 Toronto Blue Jays, culminating in a World Series championship. During his MLB career, Rob had stints with the Philadelphia Phillies and as a farmhand with the Houston Astros. He would also win another ring as a 1998 AAA World Series Champion, before finishing his career in 1999, where he started, in Toronto. After the MLB, Rob played in the Intercounty Baseball League for the Toronto Maple Leafs, where he set the record for the highest batting average (.488). He was also a player on the 2003 Canadian National Senior World Cup Team. Rob has been a coach on the Canadian Youth Team in 2009 and 2018, and as part of the annual T12 tournament in Toronto. Rob is currently the Head Coach of our 18U Pickering Prospects team.

RICH BUTLER

Co-Owner & Director, Player & Program Development

Rich is the co-owner of Butler Baseball Academy. After playing on the 1990 Canadian National Youth team, Rich was drafted by the Toronto Blue Jays and made his MLB debut in 1997. Over his 11-year professional career, Rich also played for the Tampa Bay Devil Rays, Seattle Mariners and Texas Rangers. He was a Florida State All-Star in 1993 and the MVP of the AAA Syracuse Sky Chiefs in 1997. Rich has also been a player on the Canadian National Senior Team 4 times and a coach of the Canadian National Youth Team. For the past 19 years, Rich has been coaching both baseball and softball players at all levels of development and has acquired a Level 3 Ontario provincial coaching certification. His coaching style and passion for the game has helped 100s of players achieve scholarships and professional contracts.

REYNA STEVENSON

Co-Owner & Principal Director, Business Operations

Reyna is the co-founder of Abbyview Group Inc., and a co-owner at Butler Baseball Academy. In her 20+ years of business experience, she has had notable successes directing a broad range of corporate initiatives and major projects in Canada and the US. Reyna is a solutions-oriented senior executive with the ability to lead high-performance teams while developing and executing winning business strategies.

ADAM STEVENSON

Co-Owner & Business Consultant

As the co-founder of Abbyview Group Inc., Adam is also co-owner of Butler Baseball Academy. He has multiple years of experience helping start-ups and mature companies execute business strategy and he has held senior management and consulting positions specializing in operational improvement and customer success. Adam is a Certified Management Accountant (Ontario) and holds an MBA from Queen's University (Kingston, Ontario).



BUTLER BASEBALL ACADEMY COACHING STAFF



ALAN BUTLER

Head Coach – 18U

Coming out of East-York baseball, Alan was drafted by the Toronto Blue Jays at the age of 18, as a pitcher. He has been a member of the Canadian National Senior Team and coached as part of the Toronto Blue Jays Baseball Academy. Alan is a Certified Provincial coach with Baseball Canada and a member of the Coaching Association of Canada.

RYAN SATTZ

Head Coach – 16U

Ryan is an alumnus of the Butler Prospects program, having played for us for 3 years (16U-18U). Ryan was recruited by Niagara County Community College (JUCO) in Sandborn NY and played on their team for 2 years. While at NCCC, Ryan received 2nd Team all Western New York honours during his freshman year, and player of the week honours during his junior season. He was then offered a scholarship to play at King University in Bristol Tennessee (NCAAD2), where he played first base. During his time in Bristol, Ryan received conference player of the week 2 times, Tennessee sportswriter player of the week 3 times, he was All Conference Carolina, and twice received the honour of being named King University player of the month.

BRADEN WEIR

Head Coach – 15U

Braden is a former Butler Prospects player who grew up in Whitby ON and played two seasons in our organization. Braden was recruited by Jefferson Community College (JUCO) in Watertown NY and played there for 2 years. Braden finished his college career at Durham College in the OCAA for the 2016 and 2017 seasons. His primary playing positions were 3rd base and catcher and he has now completed all required coaching certifications.

FALL TRAINING PROGRAM & LEAGUE (14U-18U)

Our Fall Season starts very early in September, allowing us to maximize our time outside, and play as many games as possible. We will continue to have full team practices twice a week at our local diamonds, while competing in and around the GTA.

The fall season allows us to integrate new players into our program while re-enforcing skills learned over the summer season with returning players

Our plan is to participate in 1-2 tournaments before Thanksgiving. Usually this involves a US trip, but based on the current environment, we will most likely remain North of the border.

All players will undergo an assessment to baseline their arm strength and velocity, exit velocity, speed and agility. This will allow our coaching staff to create individual development plans to focus on skill development over the fall and winter sessions

WINTER TRAINING & DEVELOPMENT (14U-18U)

Once the weather turns colder, we will move all practices to our year-round facility in Ajax, ON. The cadence of 2 practices per week will continue, with one on a weekday and one on a weekend. The weekend session will also include weekly Strength and Conditioning training sessions, with additional training plans to be worked on at home, individually.

Elite team players will also have weekday drop-in access to the facility, at set-times, to allow for self-regulated training and development. Rich Butler will be available, 3 times per week, during drop-in hours for consultation and coaching, at no additional charge.

SPRING TRAINING (17U-18U)

PBR ACADEMY SPRING TRAINING SHOWCASE

BOOMBAAH SPORTS COMPLEX, SANFORD, FL

PBR Canada and PBR Florida will be hosting a Spring Training experience for teams across the country in March of 2021. Together they have created an exclusive, elite tournament option for high-level baseball teams at a state-of-the-art complex in beautiful Orlando, Florida.

Their goal is to form a competitive week of baseball with both ample field time for games and practices for every team, while allowing them to kick off their 2021 season outdoors on fantastic playing surfaces at the ever popular Boombah Sports Complex just outside of Orlando.

PBR will have 10 academies committed to the event from across the U.S. that will make up close to half the field of teams in the showcase. PBR also expects to have a wide variety of organizations from across Canada in attendance and they will put a cap on the number of Canadian and individual provincial teams in attendance as well.

Each player that participates in the Spring Training Showcase will receive a PBR Player Profile that PBR staff will update with videos, scouting reports, verified stats and more following the event. The PBR Staff will write up pre-content coverage of teams attending and players to watch, as well as post-content coverage of event and player results. The PBR Staff will provide Scout Blogs and team recaps throughout the event, and a daily recap of the top performers from each day.

BENEFITS:

- Pre-content coverage of teams attending and players to watch
- Post-content coverage of event results and players results
- PBR Player profiles for all players attending the event
- Scout Blogs and team recaps during the week
- PBR Staff on site for all games
- All Games will be networked and brought to college coaches' attention with emphasis on coaches being present for games
- Roster packets created for College and Professional Scouts in attendance
- Baseballs will be provided for all games
- Umpires provided
- Games will be scored live and stats will be kept
- Full PBR Coverage and Player Profiles Created/Updated
- Scout Day provided by PBR
- Ticket to D1 Baseball Game

FEES

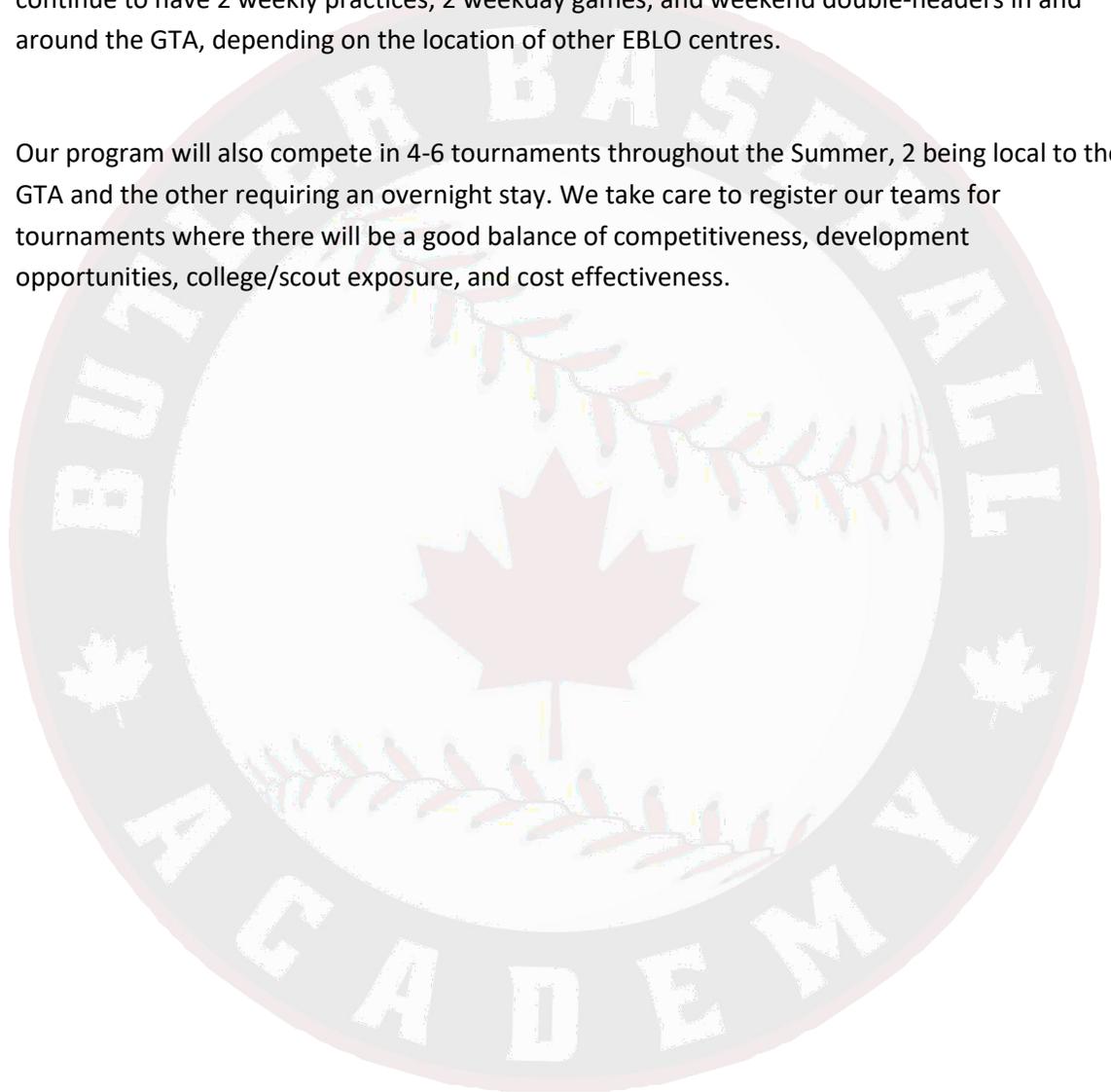
The team, staff and transportation fees are included for the 17U and 18U age groups. The fee related to the PBR provided hotel and meal plan is paid directly to the event organizer by the player family. Other age groups may be invited to attend and will have all related fees assessed and invoiced separately.

SUMMER SEASON (14U-18U)

Our annual program culminates in our Summer season, where all the off-season training, development, and dedication pays off. Players can expect to compete against high-level teams from across the GTA, Eastern Ontario, and the US.

The Butler Prospects play under the Pickering banner in the Elite Baseball League of Ontario (EBLO), and our season begins in early May and runs through the end of July. It is possible to be playing well into August, depending on make-up games and those age groups who have Elimination Tournaments (to vie for a spot at the National Tournament). Players can expect to continue to have 2 weekly practices, 2 weekday games, and weekend double-headers in and around the GTA, depending on the location of other EBLO centres.

Our program will also compete in 4-6 tournaments throughout the Summer, 2 being local to the GTA and the other requiring an overnight stay. We take care to register our teams for tournaments where there will be a good balance of competitiveness, development opportunities, college/scout exposure, and cost effectiveness.





BUTLER BASEBALL ACADEMY FACILITIES



Overview:

Butler Baseball Academy offers a 10,000 square foot facility located in Ajax, ON, easily accessible from the West or East via highway 401.

The space can easily convert to a 5,000 square foot open area to allow space for in-fielding, out-fielding, footwork, and conditioning drills for your team. The facility is fully adaptable to both individual and team needs allowing creativity and variety in practices.

The facility allows athletes to continue mastering their skills no matter what the season or weather outside. We create an inviting, safe, and comfortable environment where athletes of all ages can enjoy all forms of activities, be they baseball, softball, beginner, or pro status the facility will help any player develop their game. We offer packages that are structured for all sizes and for all levels of experience, whether someone is looking to workout individually on an ad-hoc basis, or if a coach is interested in bringing their entire team for weekly instruction.

Butler Baseball Academy is the place where baseball lives 12 months a year. The only way to improve your game is to put in the work and at Butler Baseball Academy players can do that all year round.

Facility includes:

5 70-foot Batting Cages with "L"-screens

4 manual feed pitching machines

1 auto-load Iron Mike™ pitching machine with dimple balls

2 single pitching mounds

1 double pitching mound

Fully equipped weight room including free weights, dumbbells, squat racks, tension bands

Stretching/yoga area

Parent viewing lounge with table-tops and accessible power outlets

Couches, Wi-Fi, and televisions



TEAM FEES



	14U	15U	16U	17U	18U
Annual Fees*	\$6,500	\$6,500	\$7,500	\$9,000	\$9,000
# of Teams	1	1	1	1	1
Roster Size	12 to 14	12 to 14	12 to 14	12 to 14	12 to 14
Annual Membership	All players have access to facility tunnels, gym and equipment when not in use during regular business hours				
Full Uniform Package	✓	✓	✓	✓	✓
Incoming/Off-Season/Final Player Evaluations	✓	✓	✓	✓	✓
Field Level® Promotion and Management	✓	✓	✓	✓	✓
College Recruitment Process Consultation	✓	✓	✓	✓	✓
Weekday Study Hall	✓	✓	✓	✓	✓
Off-Season Development Program	✓	✓	✓	✓	✓
Recruitment Videos and Promotion	Optional	Optional	✓	✓	✓
Individual Development Plans	✓	✓	✓	✓	✓
Strength Program	✓	✓	✓	✓	✓
Position Specific Coaching	✓	✓	✓	✓	✓
Year-Round Practices	2 per week	2 per week	2 per week	2 per week	2 per week
Fall League Games	✓	✓	✓	✓	✓
Fall Tournaments	2	2	2	2	2
PBR Spring Training	✗	✗	Optional	✓	✓
Spring/Summer League Games	✓	✓	✓	✓	✓
Spring/Summer CAN/US Tournaments	5	5	5	5	5

* HST is NOT included in the fees listed above