[Premier Education Group, Premier Sport, Premier Wellbeing, Premier Arts](https://www.premier-education.com/)

Hit the Pitch & Premier Franchise Holders

This document is designed to set out the opportunity, structure and benefits of a Premier franchise utilising the Hit the Pitch programme to establish softball or baseball programmes for schools and or local businesses in the franchise area. It will set out the content and structure of the Hit the Pitch programme, the benefits to your Franchise and the commitment required to access the programme.

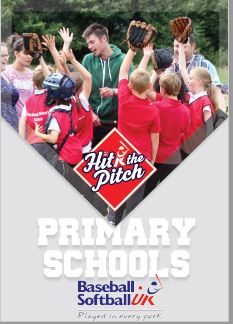
**BaseballSoftballUK**

BaseballSoftballUK (BSUK) is the development agency for baseball and softball in the United Kingdom. Since 2000, BSUK has provided services to the sports' governing bodies, the British Baseball Federation (BBF) and British Softball Federation (BSF) with the aim of developing the sports and increasing the levels of participation, skill and achievement in UK baseball and softball. This occurs at both junior and adult levels, from school and grassroots through domestic adult clubs up to the Great Britain national teams.

**Hit the Pitch**

Hit the Pitch is BaseballSoftballUK’s national participation programme. It aims to introduce new players to softball in a meaningful, engaging and fun way. It can be tailored to suit your needs and is offered to you in three distinct though interrelated packages: Day, Team and League. We are confident that one of these packages will help you to add new players, teams or a new league to your existing structure.

**Schools**

Do you want to broaden the sports offer to your schools and engage some Key Stage 2 pupils in sport for the first time in a school environment? Then Teeball, a mini-version of baseball and softball, could be the sport for you to add to your Franchise.

Baseball and softball are fast becoming a part of the school sports landscape and Teeball is the age- appropriate version of baseball and softball for primary-aged pupils, aimed particularly at Years 5 and 6. Whether your aim is encouraging children to try something new, setting up an intra-mural sports programme for all types of pupils or setting up an after-school club, Hit the Pitch can help you achieve it. Hit the Pitch is a programme tailored to the needs of primary schools and their pupils and teachers and will be a great addition to your Franchise.

**Companies**

****Do you want to add an extra dimension to your Franchise by offering Company Softball leagues in your area? It would be a great way to diversify your income streams and extend the reach and profile of your Franchise in the local area. This could be a great offer for parents, teachers and local businesses in your local area. Company softball is all about getting out of the office and enjoying some time with colleagues in a fun, social and enjoyable way. Softball is played by mixed teams made up of five men and five women and appeals to people of all sporting abilities, from the highly competitive to those who aren’t very sporty.

**Benefits to your franchise through this programme:**

* A recognised delivery partner of BaseballSoftballUK
* Part of a national development programme for BaseballSoftballUK the UK.
* Support and promotion by the nationally recognised development agency for BaseballSoftball in the UK.
* A bespoke training programme for your Activity professionals to access to upskill them in delivery of BaseballSoftball. This will be delivered through Train With Premier.
* Activity resources provided to Activity Professionals to support their delivery, once they have attended the training.
* All Activity Professionals that have successfully completed the Activators Course will be certified and licenced by BSUK
* Personal Accident insurance provided to your Activity Professionals through the Hit the Pitch programme.
* Annual Hit the Pitch membership – this includes Team Organiser, League Organiser and promotional materials resources to raise the profile of the programme locally.
* Access to high quality discounted equipment packs for your Franchise to use in both schools and company settings
* A dedicated point of contact at BSUK to help with your planning and logistics.
* A financial model that will drive revenue for your franchise through both schools and companies.
* An opportunity to diversity revenue streams by adding an adult company softball programme to your franchise.
* An opportunity to utilise dead space that you may have during evenings with a company softball programme.
* Broaden the offer that your Franchise offers to your local schools.
* Partnership opportunities with BaseballSoftballUK to engage with new schools in your Franchise area.
* A chance to support schools in preparation for School Games competitions. Team and League Organiser functionality through the Hit the Pitch website.

**Financial Detail**

**Schools Programme**

The schools programme is offered at no charge per franchise per annum.

**What your Franchise will need to commit to:**

* Purchase a schools’ softball pack through BaseballSoftballUK to ensure high quality delivery of the programme. This is offered at the discounted rate of £500 per pack.
* All Activity Professionals who are delivering in schools’ must have attended a BSUK Activators Course (which will be delivered by Train with Premier). The cost of this will be in line with other Activator courses.
* Discussion with a Development Manager at BaseballSoftballUK on the programme you are planning to run.
* Production of participation data from the programme you run through the BMS.
* Quality assurance visits from BSUK staff.
* Provide feedback on delivery and on Hit the Pitch more broadly.
* Promotion of Hit the Pitch and BaseballSoftballUK through social media and use of marketing materials in relevant places.

**Company Programme**

The company programme is offered at £500 per franchise per annum.

**What your Franchise will need to commit to:**

* Purchase a company softball pack through BaseballSoftballUK to ensure high quality delivery of the programme. This is offered at the discounted rate of £700 per pack.
* All Activity Professionals who are delivering company softball must have attended a BSUK Activators Course (which will be delivered by Train with Premier). The Activator course that will be offered will cover both school and company programmes.
* Discussion with a Development Manager at BaseballSoftballUK on the programme you are planning to run.
* Production of participation data from the programme you run through the BMS.
* Quality assurance visits from BSUK staff.
* Provide feedback on delivery and on Hit the Pitch more broadly.
* Promotion of Hit the Pitch and BaseballSoftballUK through social media and use of marketing materials in relevant places.

**Next Steps:**

To register your interest and for further information around the Hit the Pitch programme, please contact Chris Rawlings, Head of Development at BaseballSoftballUK. [Chris.Rawlings@bsuk.com](mailto:Chris.Rawlings@bsuk.com) 0787 556 9267

Closing date to register your interest is 1st Feb 2018. We expect this opportunity to be oversubscribed so please register in good time. For the first 5 franchisees to take up the corporate offer and commit to purchasing the equipment BSUK will waiver the licence fee that is a saving of £500!!