



You're invited to join the...

3&2 Diamond Club

Benefitting The 3&2 Baseball Club of Johnson County and the youth it serves.

Do you remember your days as a player, coach, or employee of 3&2 Baseball?

For generations, 3&2 Baseball has been a significant part of the lives of families in our community. What started in 1951 by a group of parents has grown into an organization that serves more than 6000 players each year. From the early days at Segner Field at 87th & Grant, to the move to our current location on 87th Street in 1964 and an expansion project that paved the way westward in 2000, literally hundreds of thousands of players have created life-long memories on the ball fields at Johnson County 3&2 Baseball.

We believe we have something special at 3&2 that goes far beyond the ball field. We believe it's our people and the collective pride we share in 3&2. Everyone 3&2 touches has a "remember when...?" 3&2 story. That is special. That is unique to us. And we want to preserve that for the next generations of baseball families. Towards that end, we invite you to join the 3&2 Diamond Club as a charter member to help preserve what 3&2 is and to stay connected in a meaningful way.

The 3&2 Diamond Club is a like-minded group interested in the advancement of 3&2 and the preservation of its mission to provide youth of this community with a positive environment, promoting sportsmanship, instruction, teamwork and the enjoyment of baseball. The primary focus of the Diamond Club is specific, measurable, and game changing for the program and the people it serves today and tomorrow—100% of contributions of any kind generated by this club will go toward the 3&2 Baseball Family Scholarship Program and facility enhancements that add direct value to the park, such as batting cages and field lights.



3&2's West Complex

The Family Scholarship Program

3&2 suffers from the perception of widespread affluence in our community. While blessed with a wonderful community, we see growing pockets of our baseball families struggling financially, particularly in the current economy. True to our mission, 3&2 seeks to provide these families the same opportunity to play at 3&2 through our Family Scholarship Program.

The stories are as varied as the players...but they are sincere and the support 3&2 provides makes a direct and immediate impact on the player and family. The majority of the recipient families pay what they can afford and through a brief and private application process, each case is carefully reviewed and a decision communicated back to them on their baseball future with us. 3&2 will not turn away a player due to his family's lack of ability to pay. We believe that's just another example of what makes 3&2 special.

The Real Impact

In 2009, 3&2 waived more than \$20,000 in fees for more than 100 baseball families in our community. We forecast an even greater need in 2010. As spring/summer registration closed in February, we had already reviewed cases totaling \$15,000 in requested aid. The fall baseball season will require further support, and bear in mind, 3&2 receives zero state or federal funding and less than 5% of our revenue comes from donations of any kind. By joining the 3&2 Diamond Club, your membership gift will directly support these players to make sure new 3&2 memories carry on.



Value-Driven Facility Improvements

3&2 is widely known for its outstanding fields. Who can forget their first game in "The Pit" or the "Big League" atmosphere on field 1? Thanks to our hard-working staff and the strong relationships we have built over the years with vendors, sponsors, and others in the community, 3&2 gets the absolute most out of every maintenance and upgrade dollar spent. At the same time, significant projects have been delayed or shelved for as many as 10 years due to lack of funding. The light poles on fields 8 and 9 at the East Complex are original. Preserving fields like this

and lighting up new fields to create greater field capacity, enhance player opportunities and experiences and sustain the organization.

Batting cages are another example of a common-sense, experience-enhancing improvement that will allow for on-site fun and instruction and help pay for other park improvements. Clearly, new sources of funding will be needed to make these and other significant facility improvements become a reality.

The Mechanics of the Diamond Club

We want to keep membership in the Diamond Club simple, powerful, and interesting. We have organized a luncheon format to meet twice a year with the goal of celebrating 3&2's past, present, and future over a great lunch. Maybe even more than a hot dog! You'll hear local leaders from the world of sports, business, and politics share their own 3&2 tie that binds us and the importance of youth sports programs overall.



3&2's East Complex

A semi-annual luncheon will also enable you to stay connected with what's going on at 3&2, and understand how we are impacting the youth in our community. Feel free to bring a friend—maybe the pitcher from an opposing team from your youth that struck you out, or better yet, the one you homered off of! We want to provide an environment to see an old friend, teammate, umpire, coach, or even 3&2 co-worker. While everyone is welcome at these luncheons, as a Diamond Club member, you'll receive a discount on the luncheon itself and other benefits described below.

Benefits of being a 3&2 Diamond Club member

- Annual membership card
- Discount on annual golf tournament entry fee (guests at full price)
- Discount on lunches at semi-annual luncheons (guests at full price)
- 3&2 Diamond Club window sticker
- Membership listing on website
- 10% off your 3&2 concession stand purchases in 2010

For our extended 3&2 family members outside the Kansas City area, you can participate too! We will be posting pictures and materials from the events for everyone to read and share, so please, don't let your geography prevent you from becoming a member and helping to continue to grow 3&2.

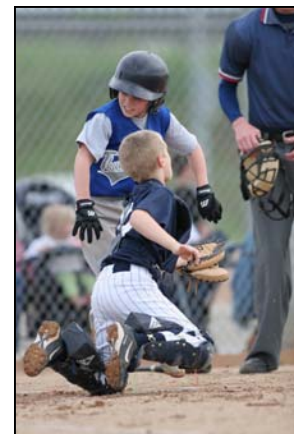
We also hope the Diamond Club will offer more opportunities for those who want to volunteer to

become active in 3&2 activities.

We are optimistic about the formation of a new group within the fabric of 3&2. It has been exciting to share the Diamond Club idea with many of our 3&2 friends, alumni, past/present board members, receiving only encouragement and persistence to move forward. So forward we go... "let's play ball!"

Inaugural Luncheon Host Site

We're pleased to announce that the Kansas City Royals have offered to be the host site for our inaugural luncheon this fall. Weather permitting, we plan on future luncheons at 3&2 itself and other locations throughout the area. Come join us!



Thank you for considering membership in the 3&2 Diamond Club. Your annual membership gift of \$100 or any other gift you may be considering is tax deductible.

Yes! I want to join the 3&2 Diamond Club. Enclosed is my check for \$100, which is tax-deductible.

A reminder that 100% of 3&2's Diamond Club dues are used for the scholarship program and facility improvements.

Name _____ Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____

E-mail address _____

Please include check and mail to: 3&2 Baseball * PO Box 14011 * Lenexa, KS 66285