



# KVA SPORTS

KURT VARRICCHIO & ASSOCIATES



CHARACTER ★ COMMITMENT

# ABOUT KVA SPORTS

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KVA Sports is an athlete representation firm headquartered in Orange County, California. Based in Southern California, our representation of professional athletes extends across the United States and into Asia. We represent players in the annual MLB Amateur Draft through arbitration and into free agency. We also represent players in Asia, specifically in Japan and Korea. Our objective is to work with our clients in meeting their respective needs both on and off the field.

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# OUR VISION

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We aren't focused on being the biggest.

At KVA, we are focused on being the

**best fit for our particular clients.**

Better decisions are made when one has all of the requisite information. Our job

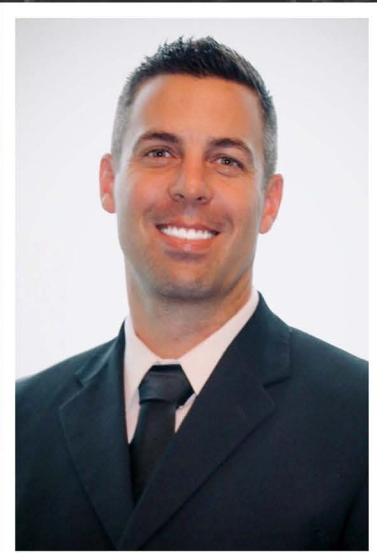
at KVA is to ensure our clients are informed of their options and understand their opportunities both on and off the field. We exist for one purpose and one purpose only - to maximize our clients'

opportunities. We accomplish this through an unwavering commitment to each of our clients through each stage of their professional career.

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# MEET THE TEAM



**RYAN SMITH**

As a former professional athlete, Ryan has experienced first-hand the importance of quality representation from one's rookie contract to post career planning. A two-sport athlete, Ryan's professional baseball career spanned 5 seasons playing within the Minnesota Twins organization, along with time spent in the Canadian Football League with the Winnipeg Blue Bombers.

Following his playing career, Ryan received his Bachelor of Science degree in Exercise Science from Ottawa University and an MBA with an emphasis in Sports Management from Lindenwood University.



**KURT VARRICCHIO**

As the President of KVA, Kurt oversees the day-to-day operations of KVA Sports. Kurt has spent his entire professional career working in the sports industry, including the last 25+ years in Professional Baseball (first with the San Diego Padres, then as a certified MLBPA agent). He has advised several top players in the annual MLB Amateur Draft and has negotiated several Major League contracts, as well as professional contracts in Asia. In addition, Kurt has negotiated player endorsement deals with some of the largest sports-related companies in the industry including Nike, Under Armour, Adidas, Rawlings, Wilson, New Balance and All-Star.

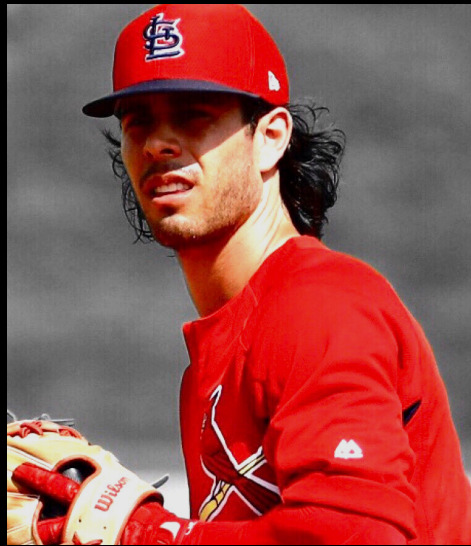


**Spencer Sundahl**

Spencer played collegiate baseball at Cal State LA and obtained his Bachelor's Degree in Business Marketing. He subsequently, earned his Master's Degree in Sports Administration from Concordia University in Irvine, CA. Spencer has been working in recruiting and advisement for amateur athletes since receiving his Bachelor's degree in 2019. As a member of the KVA Sports team, Spencer plays a critical role in our baseball operations department serving as the initial point of contact for many of our baseball clients.

# WHAT IS A KVA CLIENT

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At KVA, we understand the importance of remaining committed to our clients regardless of their circumstances. We also understand the importance of character when it comes to advocating for our clients. What makes us a little different, however, is our requirement that our clients share the same core values as this firm. We are looking for players who embrace our cardinal principles of **CHARACTER** and **COMMITMENT**.

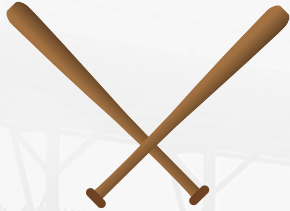
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Each KVA client remains committed to the game, committed to their families and committed to their communities while personifying strong character in everything they do. This is what KVA Sports represents - **CHARACTER** and **COMMITMENT**.

# OUR APPROACH



## PRE-DRAFT



- SCOUTING FEEDBACK
- SIGNABILITY EDUCATION
- ORGANIZATIONAL INTEREST
- NEGOTIATION PREP
- EXPECTATIONS

## POST-DRAFT



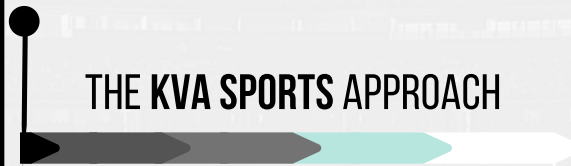
- FINANCIAL PLANNING
- EQUIPMENT ISSUES
- OFF-SEASON PLANNING
- CAREER GOALS

## EARLY MINOR LEAGUES



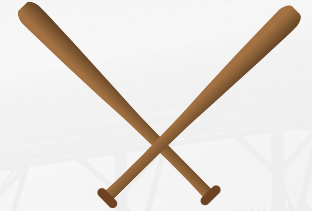
- GROWTH/EDUCATION
- CLUB COMMUNICATIONS
- INSTRUCTIONAL LEAGUE
- PLAYER FEEDBACK

PRE-DRAFT



MAJOR LEAGUES

## ADVANCED MINOR LEAGUES



- ARIZONA FALL LEAGUE
- WINTER LEAGUES
- RULE 5 EDUCATION
- CLUB EXPECTATIONS

## EARLY MAJOR LEAGUES



- ENDORSEMENT & MARKETING
- ARBITRATION EDUCATION
- ARBITRATION PREPARATION
- SOCIAL MEDIA
- MEDIA ISSUES

## MAJOR LEAGUE PRIME



- FREE AGENCY PREP
- INVESTMENT REVIEW
- OFF-SEASON PLANNING
- POST-CAREER COUNSELING

# PRE-DRAFT MANAGEMENT



KVA's objective in advising amateur players and their families in the annual MLB Amateur Draft is to educate the family while **marshalling information** and **managing expectations**.  
To achieve this objective, KVA will discuss the following:

 DETERMINATION OF REASONABLE MARKET VALUE

 DEVELOP AND INITIATE NEGOTIATION STRATEGY

 PRE-DRAFT ANALYSIS

 CONSIDER PRE-DRAFT MOVEMENT

 SPECIFIC ORGANIZATION FEEDBACK ON CLIENT

“ The draft can be both exciting and stressful at the same time. It is extremely important that you have the right people in your corner, those who are both honest and that will fight for you on and off the field. That is exactly what Kurt and the team at KVA Sports did for me. Instead of encouraging me to chase the money, we made an informed decision that was right for *me*. I was drafted my junior year but decided to return to LSU for my senior season. It was the best decision of my life, ultimately ending in a trip to Omaha and me increasing my draft position as a 4th rounder. ”

Kramer Robertson, client.  
Former LSU Tiger.  
Current SS, St. Louis Cardinals Organization.

# DRAFT TIMELINE



# DRAFT NEGOTIATIONS



- AMOUNT OF SIGNING BONUS
- NUMBER OF PAYMENTS
- PAYMENT SPLITS
- EXPLAIN TAX IMPLICATIONS



- INCENTIVES FOR REACHING NEW LEVELS IN PRO BALL
- ONLY APPLIES TO FIRST MINOR LEAGUE CONTRACT SIGNED

- NUMBER OF SEMESTERS
- ALLOTTED TUITION AND LIVING EXPENSES PER SEMESTER
- SECURING AS MUCH AS POSSIBLE

- CHOOSING BETWEEN ADDITIONAL DEVELOPMENT FOR RECENTLY DRAFTED PLAYERS AND COMPLETION OF COLLEGE FOR COLLEGE JUNIORS

# MINOR LEAGUE CAREER



## SERVE AS LIASON BETWEEN PLAYER AND CLUB

UTILIZE KVA CONTACTS WITH RESPECTIVE CLUBS TO GAIN FEEDBACK AND DIRECTION FOR CLIENT.

## MARKETING AND APPEARANCES

BASEBALL CARD CONTRACTS, LOCAL TRADE SHOWS, EVENTS THROUGH AFFILIATED CLUBS, ETC.

## EQUIPMENT CONTRACTS

ENDORSEMENT OPPORTUNITIES FOR GLOVES, CLEATS, BATTING GLOVES, ETC.

## PLAYER DEVELOPMENT AND ADVANCEMENT

KVA CLIENT DEVELOPMENT WEEKEND/RETREAT, INSTRUCTION AND SUPPORT FROM INDUSTRY PROFESSIONALS, ETC.

## WINTER BALL PLACEMENT AND ADVISEMENT

PURSUOE OPPORTUNITIES TO PLAY IN MEXICO, VENEZUELA, PUERTO RICO OR THE DOMINICAN REPUBLIC THROUGH TEAM CONTACTS.



# MAJOR LEAGUE CAREER



WHETHER A PLAYER IS ELIGIBLE FOR ARBITRATION OR FREE AGENCY DEPENDS ON THE MAJOR LEAGUE SERVICE TIME ("MLS") FOR EACH RESPECTIVE PLAYER.

## PRE-ARBITRATION YEARS (MLS OF 0-2)

- Negotiate one-year contract.
- Analyze risk/reward of one-year contract versus multi-year contract.
- Discussions with club regarding trades, if necessary.

## ARBITRATION YEARS (MLS OF 3-5)

- Arbitration preparation through in-depth analysis.
- Analyze/discuss multi-year contract to avoid further arbitration.
- Settle on one-year deal or go to arbitration hearing.

## MAJOR LEAGUE FREE AGENCY (MLS OF 6+)

- Work with player to develop long term goals.
- Analyze organizational needs.
- Utilize leverage and experience to secure maximum financial security.
- Place player in the best position for success.



# MARKETING & ENDORSEMENTS

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KVA works with the industry's leading sports apparel and equipment companies to identify opportunities for its clients. KVA will work directly with the client to determine the best fit for his particular needs, while ensuring the apparel companies receive reciprocal value by way of their relationship with KVA clients.



# KVA SPORTS IN ASIA



KBO (South Korea) and NPB (Japan) present some significant opportunities for those clients wishing to continue their professional baseball careers.



KVA relies on its established relationships to identify potential candidates to play in Asia and will work directly with clubs in each league to secure an opportunity overseas if the client has interest.

“ After being drafted by the White Sox in 2004, I made my Major League Debut in 2009. From there I was up and down between MLB and AAA, not accruing enough service time. Kurt and I began to think of ways that could help revamp my career, and Kurt used his contacts to help me secure a \$1 million deal in Japan. The NPB helped speed up future opportunities for me in the MLB as well, as I signed a free agent deal with the Rockies the following year.

”

Carlos Torres, client.  
Former NPB Pitcher, Yomiuri Giants.  
Current MLB Pitcher, Minnesota Twins.

# PLAYER RETREATS

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Relationships matter. This is why KVA sees significant value in holding player retreats and family events for its clients. The idea behind the retreats is to provide an opportunity for KVA clients and affiliates to come together for a relaxing weekend. The retreats happen sporadically based on the availability of our clients.

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In addition to camaraderie, KVA clients enjoy hearing from industry experts on matters ranging from financial planning and taxes to nutrition and training. Each retreat provides a different opportunity for our clients to continue their professional development.

# PLAYER TESTIMONIES



“ It is important to have an agency that will vouch for you when your playing career ends the same way they did during it. After a long major league career, I eventually faced the same post-career question that every player faces: *Where do I belong now?* I wanted to get back into the game and Kurt successfully helped me do just that. From putting me in contact with the right people to prepping me for interviews, Kurt and the KVA team were instrumental in helping me land a coaching position with the Mets.

”

Jerome Williams, KVA client.

Former 1st Round Draft Pick and MLB Pitcher.

Current Pitching Coach, New York Mets Organization.



Sam Gaviglio, KVA client.

Current MLB Pitcher; Los Angeles Dodgers.

Parker Markel, KVA client.  
Current MLB Pitcher; Mariners, Pirates, Angels.

“ Just like most professional baseball players, I have experienced many ups and downs in my career. I was a 39th round draft pick who has had an unconventional road to the big leagues. I have been released several times, have spent time playing independent league ball, and even played in the KBO in Korea. While most would have given up on me, Kurt did not. His commitment never faltered when times got tough and I believe that is a testament to what KVA Sports represents: character and commitment.



“ Life in Major League Baseball is much easier when you are surrounded by people that you trust. KVA Sports has provided me with the tools to be a successful every day big leaguer both on and off the field. Kurt has helped me secure the contracts and endorsement deals that were right for me and has been there with me every step of the way. Being with a smaller firm like KVA has been the right fit for me. Kurt and his team focus on cultivating *relationships* with their clients and are always a phone call away- no matter how big or small the question may be.

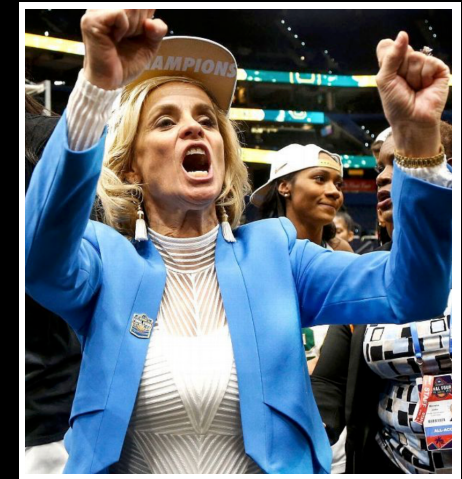
# INDUSTRY TESTIMONIES



Jim Callis.  
Senior Writer for MLB Pipeline.  
Covers television coverage of MLB Draft.

“ There are certain characteristics that one must have to be successful and respected in the baseball industry. Kurt embodies all of those. His passion, trustworthiness, and intelligence make him one of the best in the business. It has been and will always continue to be a pleasure to work with Kurt and his clients. ”

Ryan Sadowski.  
Director of International Scouting, Kia Tigers (KBO).  
Former Major League Baseball Player.



Kim Mulkey.  
Baylor University Head Womens Basketball Coach.  
Naismith Memorial Basketball Hall of Fame Inductee  
3x National Champion Coach.



“ Kurt's background is a testament to his ability to overcome obstacles. His book, *Behind in the Count: My Journey from Juvenile Delinquent to Baseball Agent*, is an amazing and inspirational story with a much happier ending than beginning. Hopefully, Kurt's tale can continue to help others overcome obstacles in their own lives. ”

“ When we decided that Kurt Would represent my son, we based our decision on his impressive professional background as an agent and an attorney. In our family, we judge people based on our dealings with them. Kurt is a shining example of this. ”

# CONTACT INFORMATION



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