



USA PRIME For Immediate Release

Announcement: Nor Cal Sports Baseball Academy goes PRIME-time.

Nor Cal Sports Baseball Academy (NCS Baseball) partners with USA Prime – Starting the Fall season 2023!

When NCS Baseball was founded, Drew Healy had a clear mission. His mission was to create a professionally coached youth baseball program with a family atmosphere, develop players with the long-term process in mind, and provide the greatest baseball education for youth players in our area keeping them engaged and in love with the game of baseball.

NCS Baseball is partnering with USA Prime and will be known as USA Prime – Peninsula starting in the fall of 2023. Drew Healy will be the area director for USA Prime working alongside California Director John Villalobos from USA Prime – California (formerly Bay Area Elite). John has already expanded into Modesto and Monterey and Drew and John are already working on expanding into San Francisco and Santa Clara areas.

NCS Baseball's partnership with USA Prime is NOT a purchase of NCS Baseball. There is no transfer of equity or ownership from NCS Baseball to USA Prime. Drew Healy still controls 100% of the business, and every single decision to be made will be performed the same way as it is now. Budgets, tuition, coaches, players, tournaments, indoor time, uniform packages, etc. are all still controlled and decided by Drew and NCS Baseball. Our program will continue to operate the same way as we always have with one simple question in mind. What is in the best interest of the athlete?

So, why is NCS Baseball partnering with USA Prime? The answer is simple. USA Prime provides opportunities for our local players above and beyond the local level with opportunities to play for Regional and National teams, offloading of a significant amount of back-office work that is currently being completed by Drew, long-term scale opportunities, and legitimate national exposure to the top schools as we expand into high school age teams. Said simply, this partnership allows Drew Healy to spend more time doing what he loves, which is coaching players and developing young athletes,





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connecting with our families, growing the sport of baseball, and gives our athletes greater opportunities to play at higher levels, and high school players will have access to Power 5 schools and more overall exposure.

USA Prime offers a robust infrastructure for back-office support, including billing/accounting services, team/player registration and communication, and customer service. We will be moving away from TeamSnap and utilizing the services of USA Prime for the Fall season. There are also many benefits for parents, including the ability to use ACH payment, the credit card processing fees to pay online have always been an issue, and the extra cost is something that was passed on to families. Going forward these fees will be avoided using the USA Prime registration system. Additionally, the calendar, messaging, and chat features are far more robust and reliable than our current TeamSnap application. Using USA Prime's infrastructure is going to create efficiency and uniformity for the NCS Baseball community.

Frequently Asked Questions:

Q: Who is USA Prime?

A: USA Prime is the largest full-service baseball/softball organization in the country. They have hundreds of baseball teams and are looking to expand their softball offerings as well. Currently, there are teams in approximately 25 states. They have three #1 baseball teams ranked by Perfect Game from their national program and have put just under 1,000 players into full division 1 scholarships since 2017. They are currently building out a national platform on the softball side to match baseball.

Q: Why are NCS Baseball and USA Prime doing this?

A: Opportunities for our players above and beyond the local scene, exposure opportunities, and scale. Prime's robust back-office infrastructure will allow NCS Baseball to be more efficient and effective. This partnership takes a significant number of items off Drew's plate. This will allow him to spend more time doing the things he loves to do with his NCS Baseball family: developing athletes, connecting with families, coaching baseball, etc. The national program being built out for Prime will allow NCS Baseball players the opportunity to play for Regional and National teams and high school aged athletes the ability to get in front of schools not typically available from





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programs in the Northern California area. Finally, the scale of having a large organization as a partner will make sure that NCS Baseball is well positioned into the future. This partnership with NCS Baseball and Prime is NOT an acquisition.

Q: What does this mean for NCS Baseball?

A: The biggest change is the name. NCS Baseball will now be known as "USA Prime – Peninsula" and will use their logo on the jerseys. We will have new fan gear with the USA Prime – Peninsula logo and USA Prime logo. The day-to-day experience of NCS Baseball will not change. Players have opportunities to participate in teams above and beyond the local level.

Q: When will this partnership take effect?

A: Fall season of 2023.

Q: What benefits will I see as a current NCS Baseball player?

A: First off, you will get more of Coach Drew. This change allows him to be more involved in the things that he loves and what makes NCS Baseball great. Players will continuously be evaluated to play for Regional and National teams. Players looking to play at the next level and do so at a high level will have better opportunities than what has been available in this area. There are also additional benefits such as no credit card processing fees for signing up for payments, which will save families hundreds of dollars per year. This change will also create a more consistent experience for players, families, and coaches. There are many benefits to our coaches as well that will make processes clearer, more consistent, and more efficient.

Q: Does this mean someone else owns NCS Baseball?

A: As said above, no. This partnership does not involve any exchange of equity or ownership in NCS Baseball. All decisions are still made by Drew Healy and NCS Baseball staff. This includes tuition, coaches, players, practice plans, tournament venues, etc.

Q: If USA Prime handles billing, do I need to call an 800 number for help?

A: USA Prime does provide customer support but your first point of contact will still be with Drew Healy.





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Q: Does this affect the current team my athlete is on or the upcoming tryouts for Summer?

A: No, This will not go into effect until the Fall season. Current teams and tryouts for Summer teams will remain under the NCS Baseball name. There will be a new USA Prime tryout registration for the Fall Season of 2023 and everything from there on will be under the new USA Prime – Peninsula name and system.

Q: What does this mean for uniforms?

A: After our Fall tryouts, each player will get new USA Prime fall uniforms. Uniform packages will be handled through the USA Prime team registration. Uniforms come directly from USA Prime.

Q: How do I learn more about Regional teams for USA Prime?

A: John Villalobos and Drew Healy are the two California directors and will be working closely to provide opportunities for talented players from all over California to compete together on Regional teams for USA Prime. Similar to the National teams, Regional teams will compete at higher level tournaments all over the country representing USA Prime regionally. There will be more detailed information provided to families once the Fall season registration is complete.

Q: How do I learn more about the USA Prime National teams for baseball?

A: This information will be provided to all of our families once we are fully on-boarded with USA Prime. Drew Healy will share this information with everyone at that time. Prime national teams traditionally play 3-4 tournaments in a year. Players on a national team also play on their local teams, so it is not a one or the other proposition. The national teams are comprised of the top talented players from each age group nationally who will compete in some of the most competitive tournaments in the country.

Q: Does my player need to be on a local team to be considered for a Regional or National team?

A: Yes, only USA Prime team members actively rostered on a local USA Prime team can be considered for a spot on a Regional or National team.





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Q: How do I learn more about USA Prime?

A: You can learn more about USA Prime at <https://usaprimebaseball.com/>. The locations page is awaiting an update to include Washington, Fresno, Central Valley, Monterey, Peninsula as well as Nashville, Illinois, New Hampshire, and Las Vegas. You can follow USA Prime Baseball on Instagram @usaprimebaseball, on Facebook at <https://www.facebook.com/usaprimebase> and on Twitter @USA-PrimeBB.

