



## **2012 PLAY BALL! MINNESOTA YOUTH CLINICS PRESENTED BY THE TWINS COMMUNITY FUND**

### **FACT SHEET**

#### **HISTORY**

The summer of 2012 marks the 52<sup>nd</sup> year the Minnesota Twins and the Twins Community Fund have offered free youth baseball/softball clinics. Created in 1961 by longtime Twins scout Angelo Giuliani, the clinic program serves as a way for the ball club to promote the games of baseball and softball to boys and girls throughout the region. Since the program's inception, more than 800,000 youth have taken part in Twins clinics in the Upper Midwest and Southwest Florida.

The current clinic format, which focuses on throwing, hitting and fielding, was developed by Twins General Manager, Terry Ryan and former Twins executive, Bob Gebhard.

The Play Ball! Minnesota Youth Clinics have always been, and will continue to be, available to participants and communities free of charge. Funding for the Play Ball! Minnesota Youth Clinics is provided by the Twins Community Fund.

#### **CLINIC FORMAT**

Play Ball! Minnesota Youth Clinics are designed to teach basic fundamentals including hitting, fielding and throwing, while also providing participants with positive messages about staying in school and away from drugs and alcohol.

No registration is required to participate in a clinic.

The clinics provide quality hands-on instruction for boys and girls ages 6-16. The clinic is divided into two 1.5 hour sessions. The first session is for youth ages 6-9 years old and the second session is for youth ages 10-16 years old. Participants are divided into three groups and rotated between hitting, fielding and throwing stations.

Clinics are typically scheduled on Friday afternoons and Saturday mornings during the months of April through August.

The Twins provide safe, youth-friendly, equipment. Youth participants are asked to bring their baseball or softball gloves.

#### **CLINIC STAFF**

The Play Ball! Minnesota Youth Clinics instructors have a combined 200+ years of baseball coaching/playing experience. The staff is comprised of former players, coaches, scouts and teachers. Teams of 3-4 instructors will travel to and administer each clinic.

## **CLINIC HOST RESPONSIBILITIES**

The organization and/or community hosting a Play Ball! Minnesota Youth Clinic has a few responsibilities leading up to the day of the clinic, they are as follows:

### Clinic Sites

The Twins Community Fund requires clinic hosts to secure an outdoor **and** indoor site for the clinic date. Given the number of Play Ball! Minnesota Youth Clinics held each season; it is difficult to reschedule a clinic due to inclement weather. If sever weather persists, a clinic will move indoors.

### Promotion

The Twins Community Fund expects that hosts will do everything within their means to promote a Play Ball! Minnesota Youth Clinic to the families of their community and surrounding communities.

- To properly promote the clinic, clinic hosts should consider the following:
  - Advertise and promote the clinic in local newspapers, local radio, the nearest Twins Radio Network affiliate station, local television and cable access station (most newspapers and television/radio stations will do public service announcements for free).
  - Inform all youth baseball and softball programs in your community and surrounding communities about the clinic and make sure all coaches are given the information.
  - Incorporate the clinic into an already scheduled league or civic event.
  - Speak to local reporters about covering the clinic.
  - Create and distribute promotional flyers.
  - Stress that parents are encouraged to attend and participate with their children.
  - Remind families that the clinics are FREE and require NO REGISTRATION.

Twins Community Fund staff will help host communities promote their clinics by distributing press releases to statewide and local news outlets, providing hosts with images and logos for flyers and posters, and advertising in Twins publications.

### Day of Clinic

Clinic hosts are asked to designate people to help instructors set up and welcome/direct participants to clinic site. If possible, please make arrangements for a facility for clinicians to shower and change.

## **TWINS CONTACT INFORMATION**

All questions, concerns or information regarding the clinics should be directed to the Twins Community Fund staff:

Josh Ortiz  
Twins Community Fund  
1 Twins Way  
Minneapolis, MN 55403  
Phone: 612-659-3506  
Fax: 612-659-4031  
Email: [joshortiz@twinsbaseball.com](mailto:joshortiz@twinsbaseball.com)





**2012 PLAY BALL! MINNESOTA YOUTH CLINICS  
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**HOST COMMUNITY APPLICATION**

COMMUNITY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

HAS YOUR COMMUNITY HOSTED A CLINIC BEFORE?  YES  NO

IF SO, WHEN WAS THE LAST TIME? \_\_\_\_\_

WE ASK THAT ALL COMMUNITIES RESERVE AN OUTDOOR BASEBALL FIELD AND AN INDOOR FACILITY FOR THE DAY OF THE CLINIC

NAME OF OUTDOOR BASEBALL FIELD: \_\_\_\_\_

NAME OF INDOOR FACILITY: \_\_\_\_\_

BASEBALL/SOFTBALL PROGRAMS IN YOUR COMMUNITY:

\_\_\_\_\_  
\_\_\_\_\_

APPROXIMATELY HOW MANY KIDS WOULD ATTEND A CLINIC IN YOUR COMMUNITY?

50-100

100-200

200-300

300+

**IS THERE AN EVENT(S) IN YOUR COMMUNITY THAT A PLAY BALL! MINNESOTA YOUTH CLINIC COULD BE IN COMPETITION WITH (E.G. COMMUNITY CELEBRATION/FESTIVAL, BASEBALL TOURNAMENT, ETC.)? ARE THERE DATES ON WHICH YOUR COMMUNITY WOULD NOT BE ABLE TO HOST A CLINIC?**

**EVENT NAME:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**EVENT NAME:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**EVENT NAME:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**LIST SURROUNDING COMMUNITIES THAT MIGHT BE INTERESTED IN PARTICIPATING IN THE CLINIC:**

**COMMUNITY:** \_\_\_\_\_ **COMMUNITY:** \_\_\_\_\_

**COMMUNITY:** \_\_\_\_\_ **COMMUNITY:** \_\_\_\_\_

**ADDITIONAL COMMENTS:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**BY SIGNING AND SUBMITTING THIS APPLICATION, I ACKNOWLEDGE THAT I HAVE READ THE PLAY BALL! MINNESOTA YOUTH CLINIC FACT SHEET AND UNDERSTAND THE RESPONSIBILITIES AND REQUIREMENTS OF A PLAY BALL! MINNESOTA YOUTH CLINIC HOST.**

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

APPLICATION DEADLINE IS WEDNESDAY, FEBRUARY 8, 2012. APPLICATIONS RECEIVED AFTER THIS DATE **WILL NOT** BE CONSIDERED.

APPLICANTS WILL BE NOTIFIED OF A DECISION BY THURSDAY, MARCH 1, 2012

**COMPLETED APPLICATIONS SHOULD BE SENT TO:**  
**PLAY BALL! MINNESOTA YOUTH CLINICS**  
ATTN: JOSH ORTIZ  
1 TWINS WAY  
MINNEAPOLIS, MN 55403  
FAX: 612-659-4031