

**Team,**

**This weekend is a milestone in baseball history as our partner, John Smoltz, will inducted into the Baseball Hall of Fame. There are several things we can do to take advantage of the occasion as it relates to our marketing efforts.**

**Here are some things you will need to know:**

1. **The induction ceremony will be held on Sunday, July 26th at 1:30 p.m. and will be shown exclusively on the MLB Network. Coverage of the event begins at noon.**
2. **Later this weekend, I will be sharing a Google Drive file with each of you. Your file will contain a personalized video of Smoltz talking about TruHop and promoting our turf for baseball and softball. The ending of the video will feature Smoltz saying, “For more information on Shaw Sports Turf, call (your name).”**

**Here are some key selling points for you. In the video, Smoltz talks about the five-tool player. In baseball, it’s a player who can run, throw, field, hit for average, and hit for power. Smoltz calls TruHop a five-tool synthetic turf system. It offers aesthetics, availability, performance/durability, reduced maintenance, and safety.**

**When you are talking to baseball clients, speak their language. Talk about the TruHop system being the industry’s only five-tool player. Match your message to Smoltz’s message and help establish the five-tool player thought in the client’s mind.**

**Additionally, Smoltz mentions our adaptive turf so everyone can enjoy the game. When you have clients looking at that type system, the video can also help. Just to provide you with information for further discussion, the young boy in the video is a Miracle League player with Osteogenesis Imperfecta (brittle bone disease). At five-years-old, he’s broken his legs 15 times and just had a steel rod inserted in one leg, but he loves baseball and gets to participate through Miracle League.**

**Finally, Smoltz talks about our extensive R&D capabilities. Focus on that discussion with clients as well.**

**Feel free to begin using your video. We will discuss it and cover more about it on our next conference call.**

1. **We will send out a press release on Monday morning about Smoltz’s induction. The release will include a link to a generic version of the video. As usual, I will forward a link to you. Please share that with anyone you’d like. Also, if you are on social media, please share the link.**
2. **This weekend, please utilize social media to get the word out about the induction and tie the relationship we have with Smoltz in your posts.**

**Below, I will list some Twitter/Facebook posts for you. Please copy and paste these into your accounts and post them. These have more impact coming directly from you, rather than just retweeting. Also, it’s ok to Tweet the same thing more than once if you do it a few hours apart.**

**Use the picture I’ve attached to attach to each post. Just save it to your computer/phone/or ipad, and include it in your post.**

**Here are some posts:**

Watch as [@shawsportsturf](https://twitter.com/shawsportsturf)'s partner John [#Smoltz](https://twitter.com/search?q=%23Smoltz) is inducted into the [#Baseball](https://twitter.com/search?q=%23Baseball) [#HOF](https://twitter.com/search?q=%23HOF) this Sunday.

Watch [@shawsportsturf](https://twitter.com/shawsportsturf) partner John [#Smoltz](https://twitter.com/search?q=%23Smoltz) as he’s inducted into the [#Baseball](https://twitter.com/search?q=%23Baseball) [#HOF](https://twitter.com/search?q=%23HOF) Sunday at 12 pm E on the [@MLBNetwork](https://twitter.com/MLBNetwork).

Super proud of our [@shawsportsturf](https://twitter.com/shawsportsturf) partner John [#Smoltz](https://twitter.com/search?q=%23Smoltz), who's going into the [#Baseball](https://twitter.com/search?q=%23Baseball) [#HOF](https://twitter.com/search?q=%23HOF) this weekend.

Stay tuned early this week for a [@shawsportsturf](https://twitter.com/shawsportsturf) message from the newest member of the  [#Baseball](https://twitter.com/search?q=%23Baseball) [#HOF](https://twitter.com/search?q=%23HOF), John [#Smoltz](https://twitter.com/search?q=%23Smoltz).

1. After we release the video on Monday, I will send you some more Twitter/Facebook posts to share with the video.
2. We have footage of Smoltz doing an interview about TruHop. We will release that next week, as well.
3. As our R&D team completes testing on a variety of fields, we will release another video featuring footage and comments from Smoltz, as well as data you can use. Stay tuned!

