



Midwest Expansion Program

Western Kentucky Baseball and Softball

FAITH • FAMILY • DEVELOPMENT • EXCELLENCE

One Organization, One Standard

WHO WE ARE

The Redbirds Organization is a development-first baseball and softball organization built on a foundation of faith, family, and standards of excellence. We teach the game the right way with purpose, discipline, and accountability, while developing young men and women of character, resilience, confidence, and leadership. Every athlete is coached, mentored, and held to a standard that prepares them not only for the next level of competition, but for life beyond the field.

At our core, Redbirds is more than a team. We are united by faith, driven by excellence, and committed to developing athletes the right way.

ABOUT THE REDBIRDS ORGANIZATION

The Redbirds Organization is a nationally respected platform built around long-term player development, elite coaching, and strong organizational leadership. Through our baseball and softball Midwest expansion, we are bringing this model to Western Kentucky, allowing athletes to receive high-level development without leaving their local communities. Our goal is to create an environment where athletes can train, compete, and grow within a program that values development, accountability, and character.

We are always giving maximum effort

WHY WESTERN KENTUCKY

Chad Wright, Director of Baseball Operations and owner of Wright Sports Academy, is committed to creating a clear pathway for local athletes through professional coaching, proven development systems, structured training environments, competitive tournament schedules, and strong mentorship and leadership. Our mission is to develop players, strengthen families, and build a culture of excellence throughout Western Kentucky.

KY / MIDWEST BASEBALL

Teams: 8U, 9U, 10U, 12U, 14U, 15U, 16U

Team Structure: 11 to 12 players per team, allowing for:

- Strong team depth
- Increased development opportunities
- Consistent playing time
- More individual instruction

Player Investment

8U	9U	10U	12U
\$1,200	\$1,400	\$2,000	\$2,000
14U	15U	16U	
\$2,200	\$2,400	\$2,600	

KY / MIDWEST SOFTBALL

Teams: 8U, 9U, 10U, 12U, 14U, 16U

Team Structure: 11 to 12 players per team, allowing for:

- Strong team depth
- Consistent opportunities
- Multi-position development
- Individual coaching attention

Player Investment

8U	9U	10U	12U
\$1,200	\$1,400	\$1,800	\$2,000
14U	16U		
\$2,200	\$2,400		

COMPETITION SCHEDULE

Fall Season 2026: All teams 8U through 16U, 2 to 3 tournaments. Emphasis on player development, team chemistry, and preparing athletes for the primary competitive season.

Spring Season 2027: 8U through 12U teams, 8 to 9 tournaments. Focus on continued skill development and competitive game experience for youth teams.

Summer Season 2027: 13U through 16U teams, 5 to 6 tournaments. Designed to provide competitive opportunities for older athletes while balancing development, travel, and seasonal commitments.

PLAYER DEVELOPMENT PROGRAM

All Redbirds Midwest athletes participate in a 6-Week Player Development Program led by Chad Wright and his certified instructors. Development areas include:

- Hitting mechanics and approach
- Defensive fundamentals and positional development
- Throwing mechanics and arm care
- Baseball and softball IQ
- Competitive mindset and preparation
- Leadership, accountability, and confidence building

WHAT IS INCLUDED

Player Development

- 6-Week Player Development Program
- Weekly indoor training at Wright Sports Academy
- Two weekly outdoor practices
- Position-specific development
- Baseball and softball IQ development
- Competitive mindset training

Competition

- Full fall tournament schedule of 2 to 3 tournaments
- Full spring and summer schedule of 5 to 9 tournaments
- Structured team practices
- Competitive game schedule

Facilities and Resources

- Access to Wright Sports Academy facilities
- Professional indoor training environment
- Discounts at Wright Sports Academy
- Discounts through organization partners
- Wilson Team Store discounts

Coaching and Leadership

- Professional coaching and mentorship
- Development-focused instruction
- Character development
- Leadership development
- Accountability-based culture

PAYMENT PLAN

A \$500 nonrefundable commitment fee secures your athlete's roster spot and allows the organization to begin planning for uniforms, scheduling, tournament registrations, facility reservations, and team operations.

The remaining balance is paid across September, October, November, February, and March, allowing families to spread costs throughout the year while ensuring organizational commitments can be fulfilled.

SPONSORSHIP AND FINANCIAL SUPPORT

Available opportunities include:

- Individual sponsorships
- Team sponsorships
- Business partnerships
- Community support programs
- Tax-deductible donations

Each team will participate in at least one Team Banner Fundraiser during the season. 100 percent of net proceeds from sponsorships secured by your family will be credited directly to your player account balance. EIN available upon request.

UNIFORM PACKAGE

Uniforms are purchased separately from player fees. The uniform package cost is \$400 to \$450. The final cost may vary based on age division, sizing, package selections, and team-specific requirements. The package may include:

- Game jerseys
- Game pants
- Hat or visor
- Belt and socks
- Practice apparel
- Organization-issued apparel and gear

PLAYER AND FAMILY EXPECTATIONS

Players

- Compete with effort
- Be coachable
- Show respect
- Demonstrate accountability
- Communicate effectively
- Represent Redbirds with character

Families

- Support players and coaches positively
- Follow communication channels
- Respect organizational structure
- Represent Redbirds professionally

WHAT MAKES REDBIRDS DIFFERENT

- Faith-based foundation
- One organization, one standard
- Year-round development
- Professional coordinators
- Recruiting education
- Social media exposure
- Leadership development
- Wright Sports Academy training environment
- Long-term athlete development

DEVELOPMENT PATHWAY

Athletes advance through a clear development pathway:

- 7U through 12U Regional Teams
- 13U through 18U Southeast Teams
- National Team Opportunities

CONTACT INFORMATION

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