

## Bobby Bragan Youth Foundation - 2023

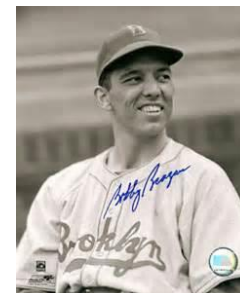
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# Bobby Bragan Youth Foundation

## Bobby Bragan “Mister Baseball”

### Bobby Bragan spent seven decades in professional baseball

- Broke in with Philadelphia. Traded to the Brooklyn Dodgers in 1943
  - With the Dodgers when Jackie Robinson broke the color barrier
- Managed the Pirates, Indians and Braves
  - Coached with the Dodgers (L.A.) and Colt 45s
  - Managed various minor league clubs including the Ft. Worth Cats
- Front Office Executive
  - President of the Texas League
  - President of the National Association of Professional Baseball Leagues
  - Texas Rangers Front Office



**Established the Bobby Bragan Youth Foundation in 1991**

# Bobby Bragan Youth Foundation

## Background

### **The Bobby Bragan Youth Foundation (BBYF) is celebrating over 30 years of awarding college scholarship to outstanding students**

- 22 independent school districts across the Dallas-Fort Worth Metroplex
- 150 public schools
- Over 40,000 students eligible for consideration
- Competitive application process
- Academics, Extracurricular Activities and Community Service
- New endowed scholarship for specifically for deaf students



### **BBYF chooses to award the promise of a college scholarship – not to high school seniors – but to students when they are in the 8th grade**

- A BBYF scholarship provides students the incentive to do well in high school, graduate, and continue on to college
- The foundation believes that by focusing on the availability of aid for merit at the middle school level, students and their families will be inspired to plan for higher education and will dedicate themselves to work hard to reach that goal, and will be motivated to seek out additional aid at an earlier stage in their lives

**1991-2023**

***Over 900 scholarship recipients***

***The BBYF has awarded more than \$2,200,000 in college scholarships as of spring 2022.***

***Over ninety-eight percent of BBYF scholarship winners have enrolled in an institution of higher learning following graduation from high school.***

# Bobby Bragan Youth Foundation

## Scholarship Celebration In The Spring

Recipients and finalists honored at UTA

Seniors come back to offer pointers for high school





**Presented By SR Bats**



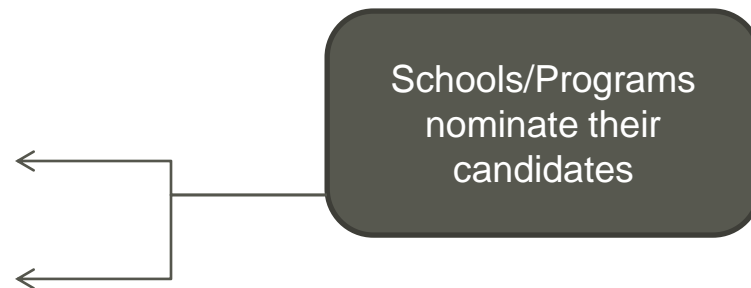
# Bobby Bragan National Collegiate Slugger Award Presented by SR Bats



## Bobby Bragan National Collegiate Slugger Award:

Most Outstanding Offensive Division 1 College Baseball Player In America

- Athletics
  - Performance at the plate
- Academics
  - Good academic standing
  - On track to graduate with their class
- Citizenship
  - Candidate holds a record of personal integrity and good citizenship within and beyond the athletic sphere.
  - Candidate has demonstrated a record of leadership.
  - Candidate exhibits the characteristics of sportsmanship and fair play



**Criteria for the BBNCSA based on the same tenets as the Foundation's signature scholarship program**





# Bobby Bragan National Collegiate Slugger Award:

## Nomination Process:

Each program nominates 1-2 student-athletes based the award criteria. Nomination form is provided that covers:

- Athletics
- Academics
- Citizenship
- Comment on player from Coaches

**Nomination Forms Sent To Bobby Bragan Youth Foundation – Tracy Taylor, Executive Director**



# Bobby Bragan National Collegiate Slugger Award Presented by SR Bats



## Original Advisory Committee:

Eddie Robinson  
Dr. Bobby Brown  
Frank Windegger  
Maury Wills  
John Dittrich  
Randy Galloway  
Chuck Morgan  
Tom Grieve



# Bobby Bragan National Collegiate Slugger Award Presented by SR Bats



## Five BBCSA Winners To Date:



**Hunter Hargrove**  
Texas Tech University  
2017



**Devlin Granberg**  
Dallas Baptist University  
2018



**Josh Jung**  
Texas Tech University  
2019



**Connor Norby**  
East Carolina University  
2021



Big 12 Player Of The Year  
All America, All Big 12  
.406/.522/.903 1.424 OPS  
Drafted 2<sup>nd</sup> round by  
Diamondbacks

Two time Big 12  
Commissioner's Honor Role  
Has his Degree in Corporate  
Communications





**Originally Launched In Texas, BBCSA Enjoyed Outstanding Acceptance And Growth And Expanded To A Regional Footprint In 2019.**

# **National Award Since 2020**

## **Footprint:**

- Accepting Nominations From All 300 D1 Programs
- Initial Watch List With Mid Season Additions
- Player Of The Week Program

# Bobby Bragan National Collegiate Slugger Award – Earned Media



## “Earned Media Highlights”

**Print media (newspaper)** - Over \$150,000 in earned media generated year 1 with coverage growing strongly every year

**Radio/TV** - Dedicated Interviews, Broadcast Appearances, Fox Sports SW TV, FS1, ESPN Radio, Local Radio (WBAP, The Ticket, Lubbock, Waco, etc.), College TV and Radio Baseball Broadcasts

**Web Presence** - Over 7000 results on “search” for Award, over 15,000 for Foundation and over 150,000 for Bobby Bragan, College Athletic Websites, Conference Websites, Baseball Websites, TV/Radio Station Websites, Blogs

**Social Media** – 1,000,000+ impressions and growing rapidly across three platforms Facebook, Twitter, Instagram



Longhorns' Kody Clemens one of 3 finalists for Bobby Bragan award  
By [David Barron](#), Houston Chronicle  
Published 4:11 pm CDT, Wednesday, May 30, 2018

## Earned Media Value Estimated at over \$2,500,000\* in first three years.

\* Two sources – Newspaper Advertising Exec, Advertising Agency



# Player Of The Week Program

## Generates weekly excitement and coverage

- Runs 14 weeks with extensive coverage
- Highlighted in each winner's market



Choruby Earns Bragan Award Player of the Week Recognition



Baylor senior designated hitter Matt Menard was named the Bobby Bragan Collegiate Slugger of the Week. Menard had a .533 average (8-for-13) with two doubles and a home run in games from March 13-19.



**Bragan Award:** Texas Tech infielder/outfielder Tanner Gardner has been selected as the Bobby Bragan Collegiate Slugger Award Player of the Week. Gardner hit .600 (9 for 15) with four doubles and three RBIs over the week.

**COLLEGE STATION, Texas --** Texas A&M outfielder Nick Choruby was selected as the Bobby Bragan Collegiate Slugger Award Player of the Week as announced by the Bobby Bragan Youth Foundation (BBFY).

Choruby was honored for a week in which he batted .500 (8-for-16) with two home runs and three RBI as he helped the Aggies to a 3-1 record in four road games. The senior entered the week with one career home run and left it with three as he hit dingers in consecutive games at Texas State on Tuesday and No. 8 LSU on Thursday.

The Portland, Oregon-native started the week by going 3-for-4 with three runs, one walk, one home run and one RBI at Texas State. His dinger in the fourth inning cut the Bobcats' lead to 3-1 and start a string of nine unanswered runs. His two-run home run in the fifth inning gave the Aggies a lead in their 4-0 victory over LSU in the series opener.

On the season, Choruby is hitting .313 with 30 runs, four doubles, three triples, 15 RBI and seven stolen bases. He boasts a .446 on-base percentage.

This season, the BBFY launched the Bobby Bragan Collegiate Slugger Award, an honor that takes into account the performance at the plate, academics and personal integrity of the hitters from the 21 NCAA Division I baseball programs in the state of Texas.



# Bobby Bragan National Collegiate Slugger Award Presented by SR Bats



## Highly visible events

Watch List Announcement in February  
Awards Gala in the Fall



# Bobby Bragan Youth Foundation

## **Support The Bobby Bragan Youth Foundation:**

Perpetual Scholarship

Bobby Bragan Collegiate Slugger Award Sponsorship

Gala Table

Endowment Donation

Operating Fund Donation

Designated Hitter Program

- \$1,000 Annual (directly to scholarship/endowment)



# Bobby Bragan Contact Information

## Our 2018/2019 Senior Scholarship Recipients

### Carl Walker

**President, Board Of Directors**

Phone: 817 825-3651

Email: [carl@centralpumping.com](mailto:carl@centralpumping.com)

### Tracy Taylor

**Executive Director**

Phone: 817 870-2300

Email: [tracy@bobbybragan.org](mailto:tracy@bobbybragan.org)

### Missy Graves

**Administrative Assistant**

Phone: 817 870-2300

Email: [missy@bobbybragan.org](mailto:missy@bobbybragan.org)

