



December 28, 2009

**ATTN: Baseball/softball players, coaches & parents**  
**FROM: Deron Marquez**

## REQUEST FOR INTEREST

### > PURPOSE

I am writing to you for two reasons; first, regarding a product, the **Frozen Ropes Training Center** that I am very excited about and I hope you will take the time to review the enclosed information. Second, for your support if you feel that such a facility is worth your time to compose a letter of support. I am in the process of seeking a willing municipality that will accommodate a **baseball and softball training facility**. Unlike other facilities, the product I wish to bring to the community extends passed traditional batting cages or pitching tunnels; it is truly a training experience not matched by any other product in the area.

### > COMPANY OVERVIEW

*Frozen Ropes* is an 18-year-old franchise with proven success as not only a national franchise, but an international one as well. The nearest Center to our area is located in Wildomar, near Temecula and is the official training center for the Lake Elsinore Storm – a minor league affiliate of the San Diego Padres. There are 31 centers that stretch from California to New York, from New Hampshire to Florida over to Texas. Currently, there is a Center in Verona, Italy. The *Frozen Ropes* model is not just for the amateur athletes, but also includes professionals such as Mariano Rivera and Manny Ramirez. The *Frozen Ropes* model grows with the player and prepares the player for the next level of competition. You will see (in the enclosed information) that coaches also find the system extremely useful.

### > PRODUCT OVERVIEW

*Frozen Ropes* utilizes the latest research and methods to train beginners and experienced ball players in an atmosphere that encourages consistency and is full of passion. The “youngest” program models introduces players as young as 3 to our wonderful pastime. The model (Brain Day) also prepares the more advanced player for the mental aspects of the game, which is critical for older players. So, simply stated, the *Frozen Ropes* model is NOT just about the physical; the mental training is just as important. *Frozen Ropes* is not simply about batting cages or pitching tunnels; it is about the “whole” game and teaches players about all the aspects of the game! Other valuable programs include their *Diamond Strength Program* - that incorporates sprint speed improvements, agility & range of motion, plyometrics & strength training and visual mechanics for hitting & fielding - and *Visual Mechanics* training, which implements over 20 years of research into a unique and truly effective method to improve pitch recognition and visual processing.

### > LOCATION

The research has illustrated that the area – **Upland, Claremont, San Dimas, Glendora and La Verne** – possess the desired demographic capabilities to sustain such a product. With nearly 177,512 occupants in the area, roughly 54 percent are in the age range of 18 to 64 years. Research also shows that nearly 30 percent of the population falls into the New Born to 17 years age range. Gender is also an even balance, thus allowing a duality focus on both styles of play. Obviously, roughly 84 percent of the population would be the probable market and given the low churn rate of these communities, the population-base is one that is sustainable. It would be a mistake not to mention the top quality of athletic teams that has come to be synonymous with the area, thus allowing individuals and teams to train in a “center” located in your community.

### > WHAT IS NEEDED?

The building I seek will need to be approximately 20,000 square feet, with a ceiling height of no-less-than 16 feet. The structure should be freestanding or with minimal structural support in the main building area. A portion of the building would be set side for the selling of sporting goods related the services offered, as well as a small section for

food and/or beverage. There would also be a need for a classroom that would serve for *Frozen Ropes* training, coaches training, player's training and a place where student-athletes can have an area to complete school work. The facility will also have a room for team and family parties, as well as a parent lounge area.

Thank you for taking the time to review this request and I encourage you to visit the Frozen Ropes website ([www.frozenropes.com](http://www.frozenropes.com)) for more valuable information. If you would like to express your support, please submit your comments at [www.frozenropes.com/foothills](http://www.frozenropes.com/foothills) or email me at [deron.marquez@mac.com](mailto:deron.marquez@mac.com).

Sincerely,

A handwritten signature in black ink that reads "Deron Marquez". The signature is written in a cursive, flowing style.

Deron Marquez

PS: Here is what others have said about their experiences with Frozen Ropes:

*"The Frozen Ropes training equipment is better than anything around. It will help softball players improve all aspects of their game., including their mental and visual skills."*

Leah O'Brien-Amico  
Two-time USA Olympic  
Softball Gold Medal winner

*"Frozen Ropes Training Center is what baseball is all about. Reaching out in a professional way to facilitate the development of young players."*

Pat Murphy,  
Head Baseball Coach, Arizona ST. Univ.

*"The Frozen Ropes Training Center is unquestionably the most progressive teaching laboratory baseball has ever seen...nobody has been more progressive than Frozen Ropes. They are the soul of baseball's future."*

Lou Pavlovich, Jr.  
Editor, Collegiate Baseball



Frozen Ropes has produced several instructional videos featuring such elite and successful players as Mariano Rivera, Manny Ramirez and Jessica Mendoza (above).

[www.frozenropes.com](http://www.frozenropes.com)

The *Frozen Ropes* website provides a comprehensive description of the company and its programs, methods, products, etc., including testimonials from parents, coaches and professional baseball players.

Pictured here are photographs from the different *Frozen Ropes* locations throughout the United States.

