



BLACK BASEBALL MEDIA 2026 IMPACT REPORT

**Baseball Is Our Platform.
Opportunity Is Our Impact.**

Building Culture Through Baseball.

2026 ANNUAL REPORT

Bigger Than Baseball.

2026 represented a transformational year for Black Baseball Media. What began as a mission to increase visibility and access for underrepresented baseball players has grown into a multi-market platform connecting sports, culture, education, workforce development, financial literacy, community investment, media, and opportunity.

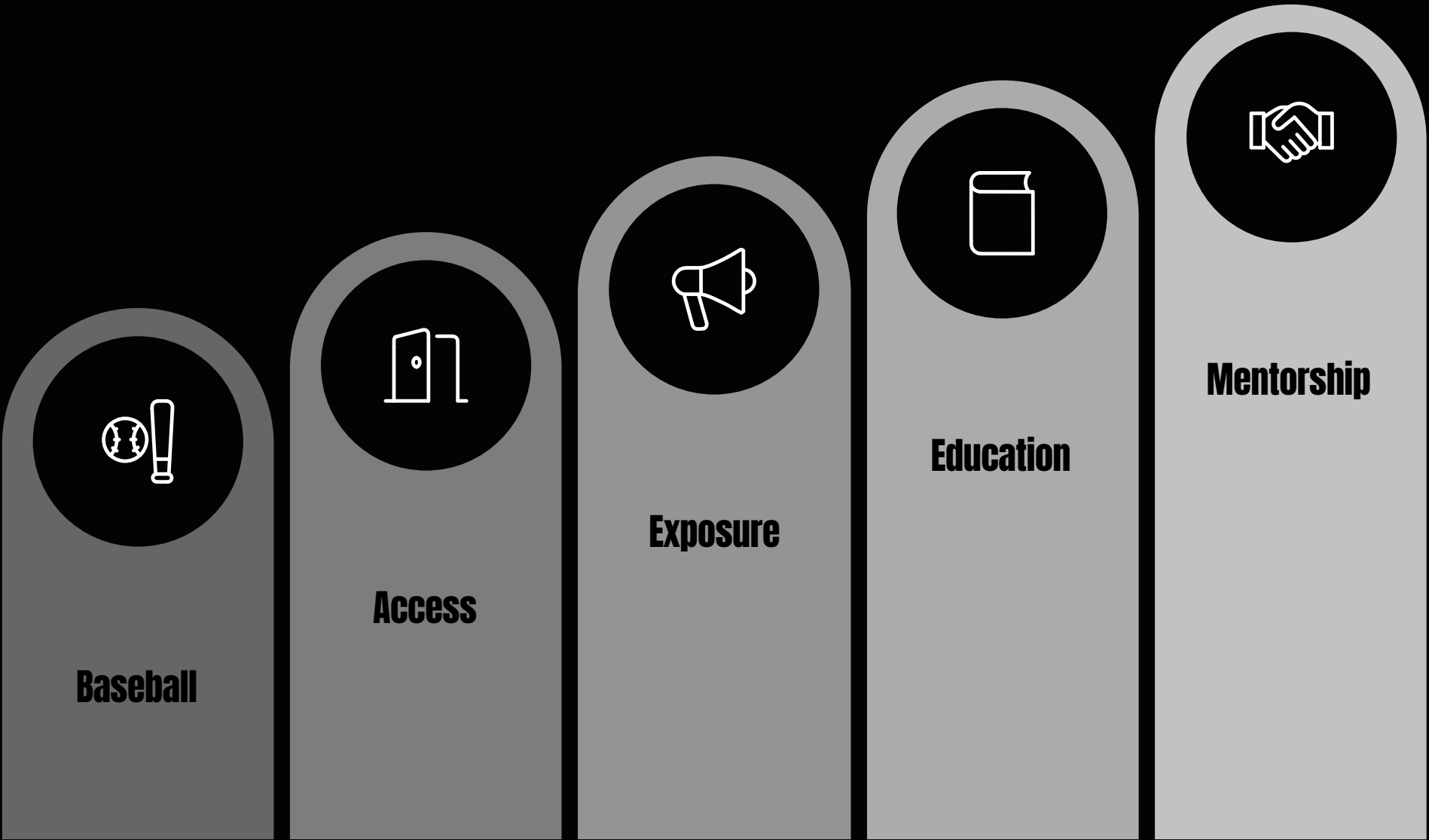
Throughout 2026, BBM used baseball to create experiences and pathways for youth, high school athletes, college students, families, coaches, small businesses, and communities across the country. Our mission remained clear and unchanged:

Use baseball to open doors.

Baseball Is the Vehicle. Impact Is the Mission.

How Baseball Becomes Opportunity.

Black Baseball Media uses the cultural and community power of baseball as an entry point — creating opportunities that extend far beyond the field. Every event, camp, classic, and partnership is engineered to move people from access to impact.



Youth Development

Free camps, clinics, and skill-building experiences for young players.

HBCU Athletics

Elevated platforms and visibility for HBCU programs and student-athletes.

Education & Workforce

Financial literacy, skilled trades, entrepreneurship, and career exposure.

Community Investment

Direct reinvestment into the baseball ecosystems of underserved communities.

We use baseball to create access. We use access to create opportunity.

2026 Impact Dashboard.

The numbers below represent BBM's 2026 impact across youth programming, scholarships, high school baseball, HBCU athletics, and community investment — measuring success not by tickets sold, but by lives touched.

\$75K+

Directly Reinvested

Into baseball programs, students, and communities across multiple markets.

750+

Youth Served

Through free Chicago baseball camps and clinics — at no cost to families.

18

High School Programs

Financially supported across Chicago, San Diego, D.C., Baltimore, and Detroit.

8

HBCU Programs

Benefiting through the Willie Mays HBCU Baseball Classic in Birmingham.

5,974

Wrigley Attendees

At the historic Chicago HBCU Baseball Classic at Wrigley Field.

\$5K

Scholarships Awarded

During the Chicago HBCU Baseball Classic experience at Wrigley Field.

2.5M

Online Impressions

Estimated reach surrounding Chicago HBCU Week — up to 2.5M impressions.

6

Little League Orgs

Chicago Little League organizations financially supported in 2026.

SOLD OUT

Jackie Robinson Day

Sold-out Jackie Robinson Day experience in partnership with the Chicago Cubs.

We Don't Just Produce Events. We Reinvest in the Game.

\$75,000+

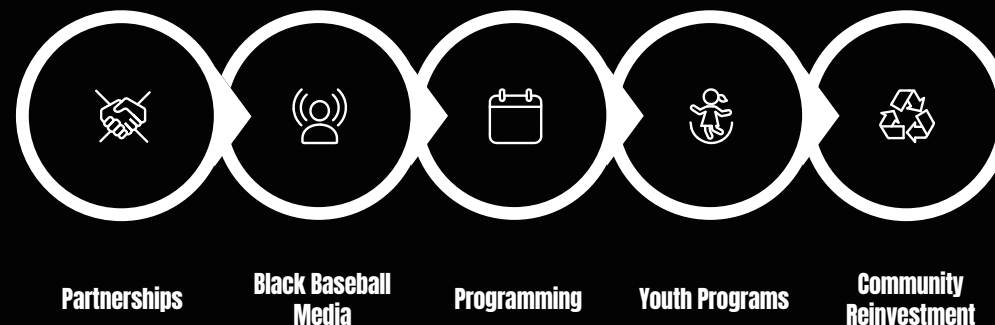
Directly reinvested into baseball programs, students, and communities in 2026.

BBM intentionally channels organizational resources back into the baseball ecosystem — not as a courtesy, but as a core strategic commitment. 2026 reinvestment supported:

Where the Investment Went

- Student scholarships
- Chicago Little League organizations
- High school baseball programs
- HBCU baseball programs
- Latino baseball initiatives
- Free youth programming
- Community baseball organizations
- Athlete and program support

The Investment Flow



Our mission matters more than who gets the credit.

We Said We Would. Then We Did.

Black Baseball Media sets specific, public strategic goals — and holds itself accountable to delivering on them. Below is the 2025-to-2026 accountability record.

National Footprint

2025 Goal: Expand BBM's national presence.

2026 Result: BBM programming expanded across Chicago, Birmingham, San Diego, Washington D.C./Baltimore, and Detroit — five distinct markets.

Youth & Community Impact

2025 Goal: Expand youth and community impact.

2026 Result: More than 750 youth served through BBM's free Chicago camps and clinic series alone.

HBCU Baseball at Wrigley

2025 Goal: Launch HBCU Baseball at Wrigley Field.

2026 Result: Nearly 6,000 attendees experienced the historic Chicago HBCU Baseball Classic at one of America's most iconic venues.

Institutional Partnerships

2025 Goal: Deepen corporate and institutional partnerships.

2026 Result: BBM collaborated across professional sports, corporate America, HBCUs, government, financial institutions, workforce development, and media.

We Set the Goals. Then We Delivered.

HISTORIC MILESTONE

HBCU Baseball. Wrigley Field. History Made.

Chicago HBCU Baseball Classic – May 2, 2026

Prairie View A&M University vs. Alabama A&M University

5,974

Attendees

2.5M

Online Impressions

\$5K

Scholarships Awarded

Black Baseball Media brought HBCU baseball to one of America's most iconic venues — creating an experience that connected HBCU athletics, Chicago culture, families, corporate leaders, community organizations, and economic opportunity. Chicago HBCU Week extended beyond the diamond through financial education, career exposure, networking, community engagement, HBCU culture, youth programming, and corporate engagement.

We didn't just produce an HBCU baseball game. We built an HBCU community-impact platform.

Exposure Must Be Connected to Opportunity.

\$5,000

In Scholarships Awarded

During the Chicago HBCU Baseball Classic experience at Wrigley Field — connecting the power of exposure to the promise of education.

What This Investment Represents

BBM's belief is direct: the impact of HBCU programming must extend beyond attendance and athletics. Every scholarship awarded is a statement about what BBM values — and who it serves.



Education

Expanding access to higher education for deserving student-athletes.



Career Development

Connecting athletes with professional networks and career pathways.



Economic Mobility

Investing in the long-term financial futures of program participants.

Beyond the Game. Into Their Future.

Honoring Legacy. Inspiring the Next Generation.

SOLD OUT

Jackie Robinson Day — in Partnership with the Chicago Cubs

BBM brought families and community members together to celebrate Jackie Robinson's enduring legacy while creating genuine access to one of baseball's most iconic institutions. This sold-out experience was more than a game — it was a statement about who baseball belongs to.

History

Honoring the courage and sacrifice of Jackie Robinson and those who broke barriers before us.

Representation

Ensuring Black families and communities see themselves reflected in baseball's greatest moments.

Access

Creating pathways for youth and families to experience Major League Baseball firsthand.

Inspiration

Connecting young people to a legacy that proves baseball — and America — can expand its definition of belonging.

Remembering the past. Creating opportunity for the next generation.

Removing the Price Tag From Opportunity.

750+

Youth served through free Chicago programming — at no cost to participating families.

1

MLK Baseball & Softball Camp

Honoring Dr. King's legacy through youth development and athletic access during the MLK holiday weekend.

2

Black History Month Baseball Camp

Connecting Black history, baseball history, and youth development in a culturally rooted programming experience.

3

BBM Summer Baseball Clinic Series

Extended summer programming delivering baseball fundamentals, mentorship, leadership, and community throughout the season.

A family's ability to pay should never determine a child's ability to play.

Strengthening Baseball Where It Begins.

6

Chicago Little League Organizations Financially Supported

BBM believes sustainable change in baseball requires direct investment in the neighborhood organizations doing the daily work of introducing children to the game — one community at a time.

Also in 2026:

Financial support provided to the **Latino Baseball Classic in Chicago** — reflecting BBM's commitment to expanding access and opportunity across all underrepresented communities in baseball.



BBM is a Black-led organization with an inclusive mission. In 2026, BBM's grassroots investments reached Little League organizations, Latino baseball programming, and community baseball infrastructure across Chicago — because the commitment to access extends across every community that has been historically underserved by baseball.

Community impact requires collaboration.

18 Programs. Five Markets. One Mission.

18

High School Baseball Programs Financially Supported Across Five Markets



Through BBM's High School Classic platform, programs received direct financial support while student-athletes gained access to professional-quality competition, exposure to college and professional scouts, media coverage, and community recognition that elevated both the programs and the players.

BBM doesn't simply produce high school games. We invest in high school baseball programs.



HBCU IMPACT

Birmingham: Where the HBCU Vision Grew.

Willie Mays HBCU Baseball Classic

8

HBCU Baseball Programs Benefited

Named in honor of baseball legend Willie Mays, this Birmingham-based classic serves as the anchor of BBM's growing national HBCU baseball platform.

What the Classic Delivered

- **Exposure**

Elevated visibility for HBCU programs and student-athletes on a national platform.

- **Competition**

High-quality competitive baseball experience in a professional environment.

- **Media Visibility**

Coverage that amplified HBCU baseball narratives beyond the stadium.

- **Cultural Celebration**

Honoring HBCU culture, community, and legacy through the lens of baseball.

Eight HBCUs. One Platform. A Bigger Purpose.

The Pathway Doesn't Have to End on the Baseball Field.

BBM recognizes that athletic development represents only one dimension of preparing young people for their futures. Through strategic relationships and intentional programming, BBM exposes youth, students, and families to opportunities that extend into every sector of professional life.



Skilled Trades

Partnership with Local 150 connecting youth to high-wage skilled trade careers.



Entrepreneurship

Exposing young people to business ownership as a viable and inspiring career path.



Sports Media

Exposure to careers in sports media, broadcasting, and storytelling.



Financial Education

Programming designed to build financial literacy and economic decision-making skills.



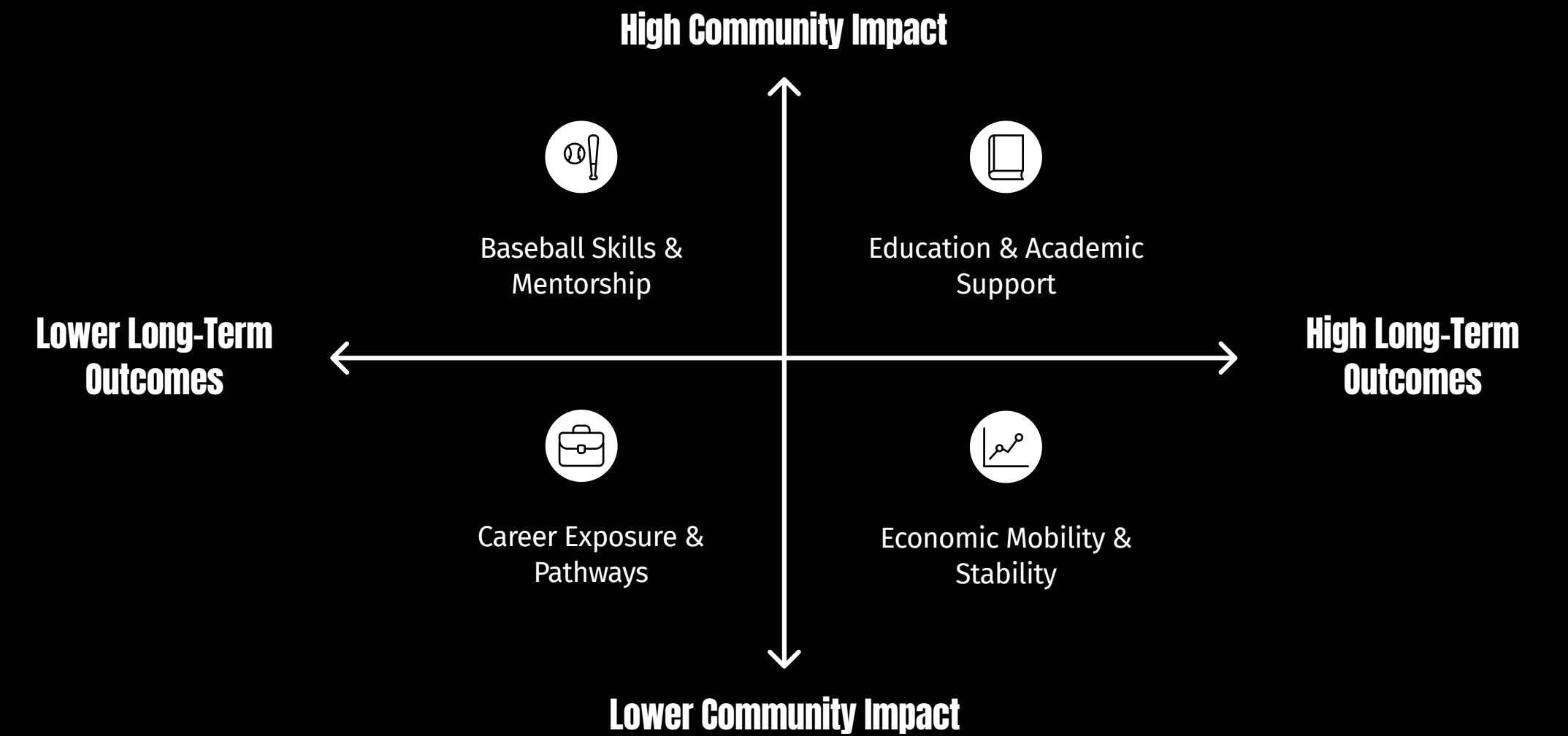
Corporate Careers

Direct access to corporate professionals, executives, and institutional leaders.



Mentorship

Connecting young people with professionals who expand their vision of what is possible.



Partnership Is How Impact Scales.

BBM's partnerships are not transactional. Each category of partner plays a distinct and essential role in converting the platform of baseball into measurable community outcomes.

Professional Sports

Created access to iconic venues, professional experiences, expert networks, community programming, and elevated visibility for BBM's participants and mission.

Corporate Partners

Expanded BBM programming into financial education, workforce development, entrepreneurship, transportation, community investment, and professional event experiences.

Community Partners

Schools, parks, nonprofits, and neighborhood organizations helped BBM reach families directly in the communities being served — where impact is most needed.

HBCUs

Helped BBM connect athletics with education, culture, career development, and economic opportunity — creating a pipeline between the field and the future.

Media Partners

Amplified athletes, events, community stories, and Black baseball narratives — ensuring the impact reached audiences far beyond the stadium gates.

Our partners don't simply appear at our events. They help make the impact possible.

The Impact Extends Beyond the Field.

When BBM brings an event or program into a community, the economic ripple extends throughout the surrounding area. BBM programming activates a broad local economic ecosystem:

Hotels & Transportation

Restaurants & Vendors

Small Businesses

Event Staff & Venues

Youth & Community Orgs

Baseball Programs

\$75,000+

Directly reinvested in 2026 — inside the communities BBM serves.



Access Changes What Young People Believe Is Possible.

BBM provides young people and families access not only to baseball instruction — but to people, places, institutions, and experiences that expand their vision of what is achievable.



Places

Professional stadiums and college facilities that communicate scale, possibility, and belonging.



People

College coaches, scouts, corporate executives, HBCU athletes, and mentors who expand what young people believe is within reach.



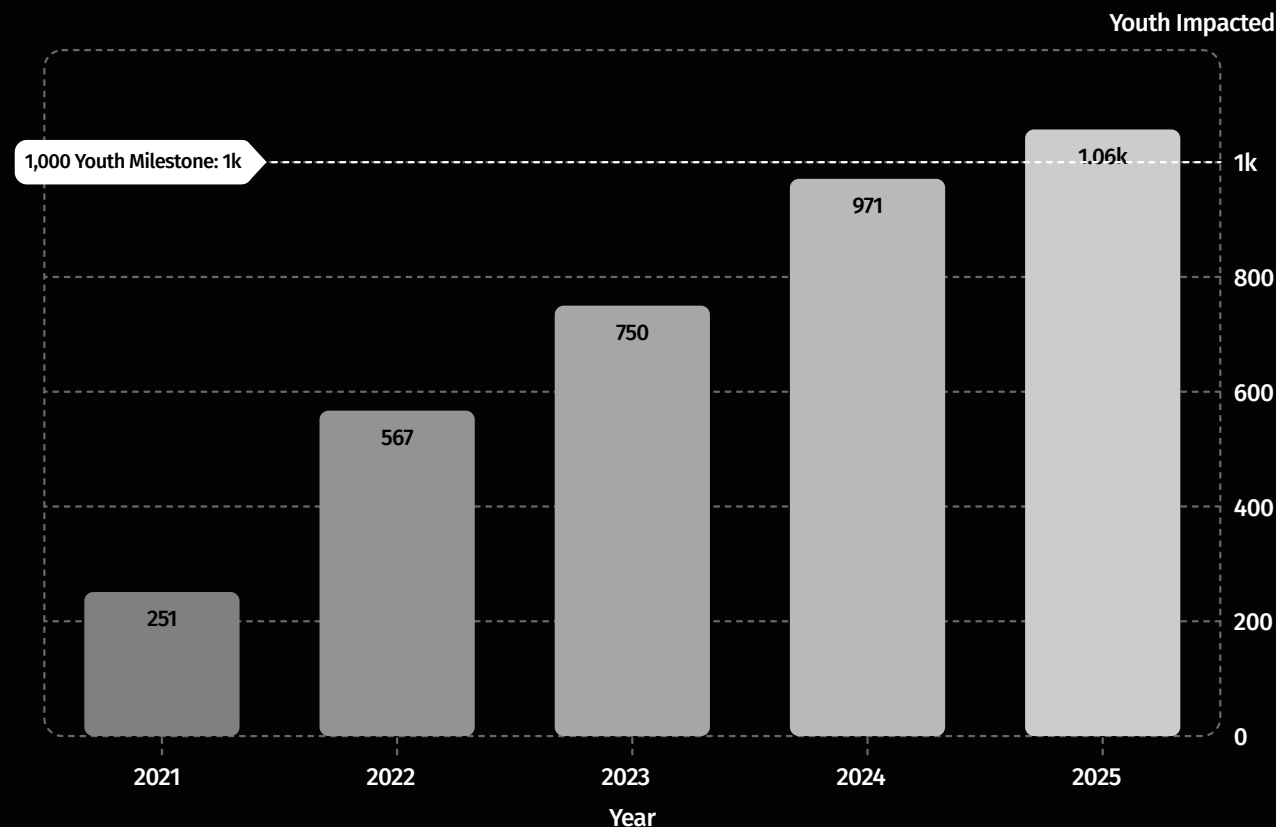
Institutions

HBCUs, professional sports organizations, corporations, and universities that represent the next chapter for BBM participants.

Exposure creates possibility. Access creates opportunity.

The Impact Continues to Grow.

Documented Youth Impact – 2021 to 2025



2021–2025 Cumulative Total: 3,596 Youth Impacted

750+

2026 Youth Served

Through free Chicago camps and clinics alone. *Note: The 2026 figure is presented separately, as unique-participant verification across all 2026 markets is ongoing.*

The Trajectory

From 251 youth in 2021 to a multi-market, multi-city community impact platform operating across five states — the growth of BBM's reach is a direct reflection of a growing demand for access and opportunity.

From 251 Youth in 2021 to a Multi-Market Community Impact Platform.

2026 Was Bigger Than Baseball.

We awarded scholarships. We financially supported Little Leagues. We invested in 18 high school baseball programs. We supported Latino baseball. We provided free programming to more than 750 youth. We created opportunities for eight HBCU baseball programs. We brought HBCU baseball to Wrigley Field.

We connected young people with career pathways. We created access to iconic baseball experiences. We invested in communities across five markets. We amplified stories that deserve to be told. And we directly reinvested more than **\$75,000 into baseball programs, students, and communities.**

2027 & Beyond

BBM will continue deepening its impact while expanding programming across **Birmingham, Chicago, Washington D.C./Baltimore, San Diego, Detroit, and Minneapolis/St. Paul.** The next chapter is not simply about producing more events — it is about creating deeper, more lasting impact in every community BBM enters.

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