

# 2025

# Community

# Impact

# Report





## SEASON OVERVIEW



MICHIGAN NATIVE **JAKE SHELAGOWSKI** WAS  
DRAFTED BY THE ST. LOUIS CARDINALS

## HIGHLIGHTS AND ACCOLADES

**30,000+ Fans Attended Games**

**2 Players Drafted to MLB**

**Set single game attendance record (1100+)**

**Most single season wins in franchise history**

**1.5 Million+ Impressions on Social Media**

**5 Additional Community Events**





## OUR MISSION



## MESSAGE FROM LEPRECHAUN LEADERSHIP

**“At the Royal Oak Leprechauns, baseball has always been about more than the game itself. It’s about community. As someone who grew up in Metro Detroit, I know just how special this area is and it all comes down to the people. Royal Oak is at the heart of our team, and your support fuels everything we do. Whether it’s investing in infrastructure or creating unforgettable moments at the ballpark, we’re committed to giving back to the city we proudly call home. This Community Impact Report is a look at the ways we’ve worked to keep Royal Oak a great place to live, work, and thrive.”**

**DJ LeMahieu**  
**President**  
**Royal Oak Leprechauns**





# LEPRECHAUN MAGIC



## WHAT THE COMMUNITY IS SAYING...

**“..my son is absolutely obsessed with going to games. A true gem in Royal Oak — we’re lucky to have them!”**

**“Minor league sports done really well. Great value for a family activity”**

**“An all around 1st class organization!”**

**“This was our first experience with the Northwoods League and the whole crew at the RO Leprechauns were top notch! Thank you for a great summer of baseball.”**

**“THE ROYAL OAK LEPRECHAUNS ARE A TRUE COMMUNITY GEM AND IT’S BEEN A PLEASURE WORKING WITH THEIR LEADERSHIP TEAM.”**

**“This is an amazing place to come watch a good baseball game...Tickets and concession prices are great...”**



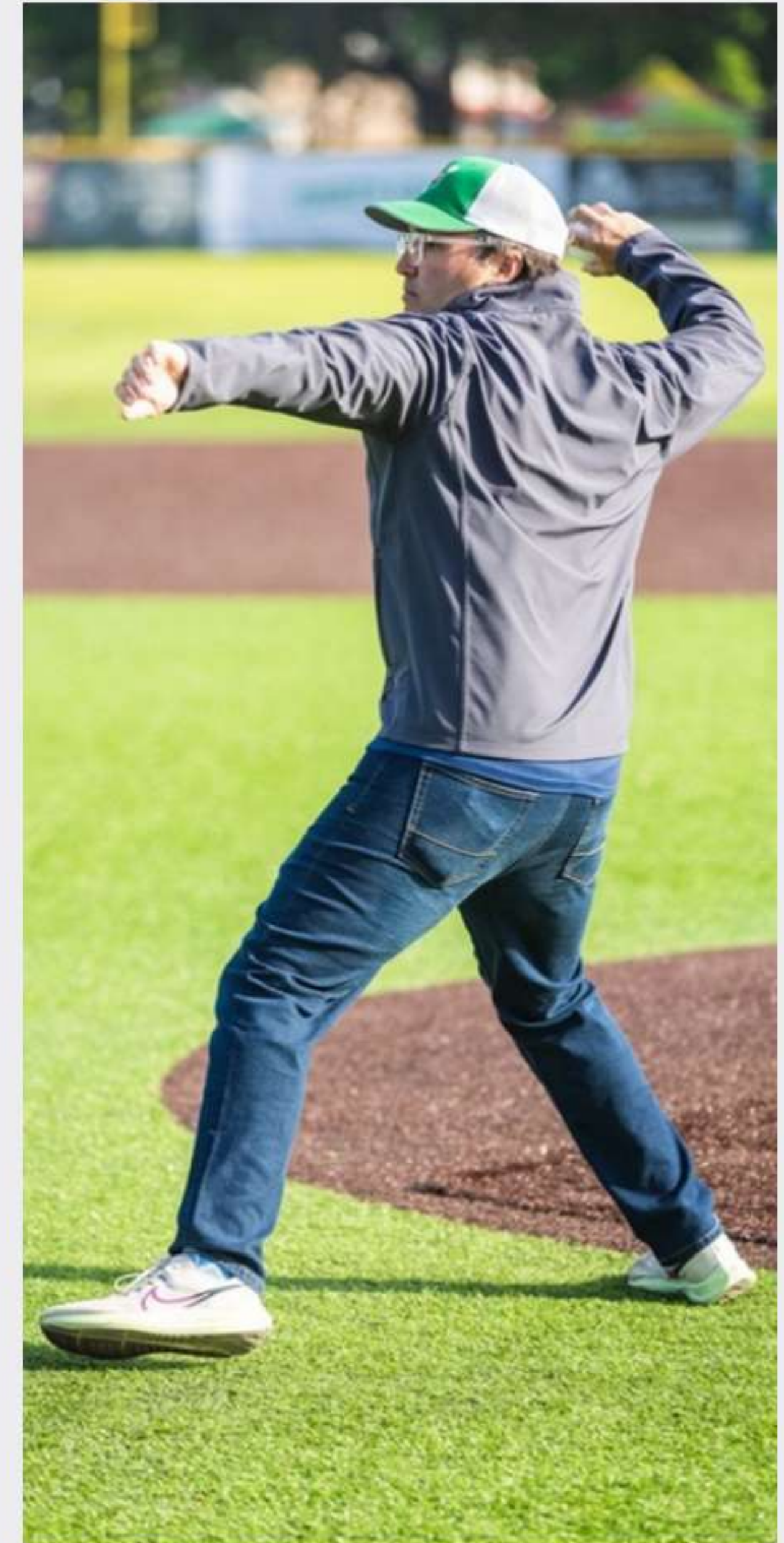


# COMMUNITY RELATIONS

**The Leprechauns are proud to work hand-in-hand with Royal Oak departments, schools, and organizations to make each season possible. From cross-promotion to facilities management to fan engagement, it takes true teamwork.**

## COLLABORATING WITH ROYAL OAK

- **Royal Oak Fire Department**
- **Royal Oak Police Department**
- **Parks & Recreation**
- **Department of Public Services**
- **Building Department**
- **Royal Oak Farmers Market**
- **Royal Oak Chamber of Commerce**
- **Royal Oak Public Library**
- **Royal Oak Schools**



**MAYOR FOURNIER THROWS OUT THE  
FIRST PITCH ON OPENING DAY**



# SUPPORTING NON-PROFITS

## GIVING LOCAL CHARITIES A PLATFORM

- 20+ Local Non-profits supported
- \$5000+ Raised
- Opportunity to spread awareness on gamedays

## LOCAL NON-PROFITS

- Royal Oak Women's Club
- Royal Oak Nature Society
- Gilda's Club Metro Detroit
- YMCA South Oakland
- Royal Oak Youth Assistance
- Judson Center
- Royal Oak Historical Society



PRESIDENT OF THE ROYAL OAK HISTORICAL SOCIETY - TOM TOGGWEILER



# STRIKE OUT CANCER

**SUPPORTING LOCAL ORGANIZATIONS THAT FOCUS ON CANCER RESEARCH AND PATIENT SUPPORT.**

- **\$1000+ Raised**
- **2 dedicated Games to honor victims and raise money**



**We believe the power of sports can make a real difference.**



**RACHEL WASSERMAN WITH GILDAS CLUB METRO DETROIT**



# ROSL

**Working together to foster the next generation of baseball players and fans.**



- **Free clinic for all ROSL participants**
- **2500+ tickets donated to ROSL players and families**
- **Dedicated game to celebrate ROSL organization**





# 19TH ANNUAL SANDLOT SUMMER CLASSIC

**Youth Tournament  
co-hosted by  
Royal Oak Leprechauns  
and ROSL**



- **65-75 teams per year participate in the tournament**
- **Drawing teams from all over Michigan and even Canada**
- **Over 3 day period, 40-50 baseball games are played at Memorial Park**



# COMMUNITY DONATIONS

WE FULFILL MANY  
DONATION REQUESTS  
FROM THE COMMUNITY  
FOR TICKETS,  
MERCHANDISE, AND  
UNIQUE EXPERIENCES.

Estimated Total Value

**\$66,240**

Tickets Donated

**4140**



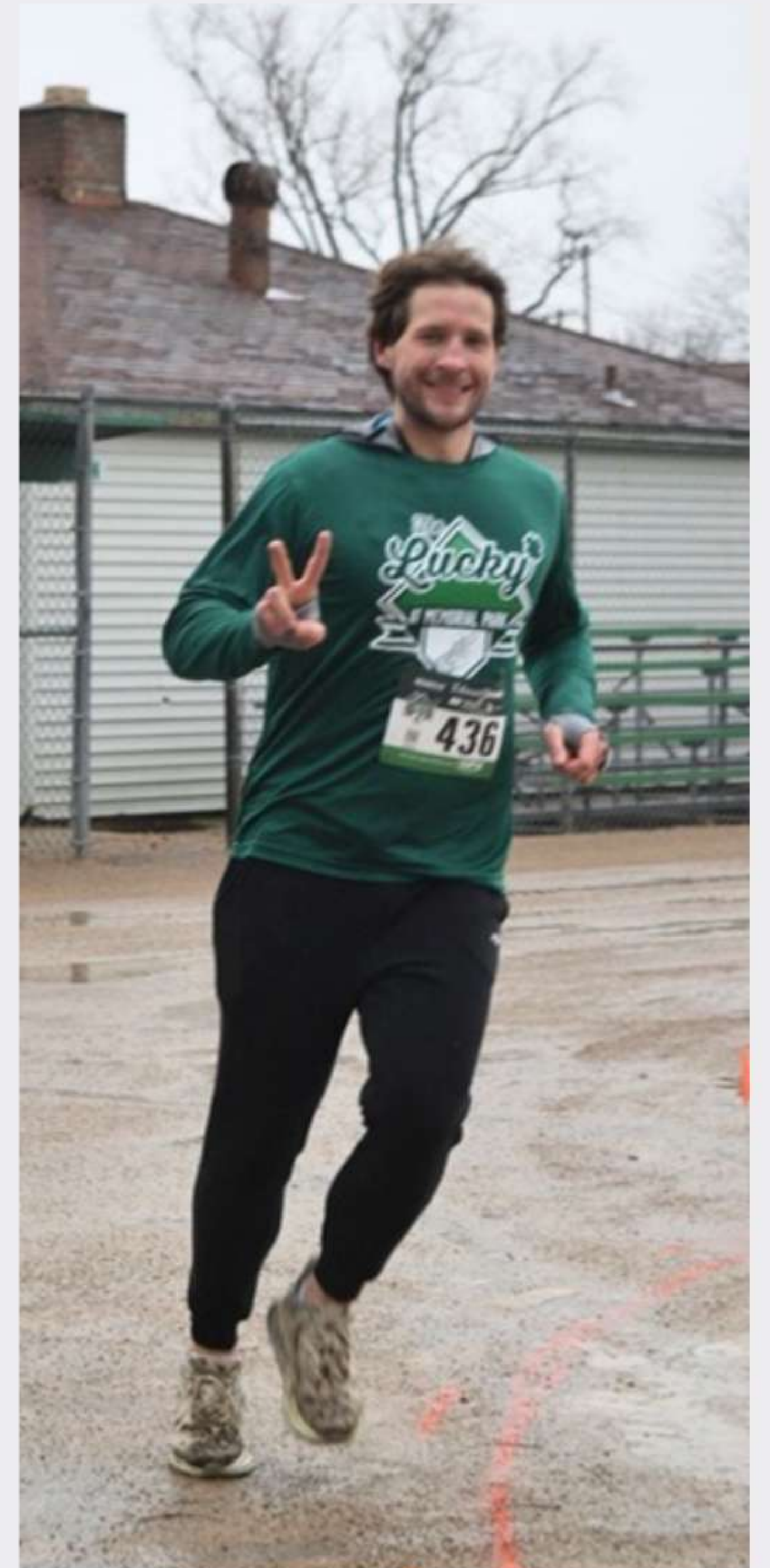


# COMMUNITY EVENTS

- HALLOWEEN STROLL
- LUCKY LOOP 5K
- ROSL CLINIC
- FAN FEST
- PARTNER APPRECIATION



**Bringing People  
Together.**





# IN THE COMMUNITY

Whether it's fund runs,  
youth sports clinics,  
or charity events,  
we always show up.

Community is  
our heartbeat.





# INTERNSHIP PROGRAM

## DEVELOPING TALENT ON AND OFF THE FIELD

- **Broadcast and Media**
- **Sales**
- **Marketing**
- **Operations**
- **Graphic Design**
- **Event Planning**



**26 College Interns Provided with Opportunity to Gain  
Real World Experience in the Exciting World of Sports**



# POLICE AND FIRE NIGHT

**We welcomed the Royal Oak Police and Fire Departments as our guests of honor, offering them and their families free admission. To show our appreciation for their service, we also provided a complimentary lunch for both departments.**





# BILL FREEHAN NIGHT

## A legendary Royal Oak story brought to life.

- Honored Royal Oak native Bill Freehan with his family in attendance.
- Shared a visual display of his legendary Memorial Park home run and local roots.
- Featured a visit from Paws with the Tigers.
- Raised funds for Hospice of Michigan at the family's request.





# SCHOOL DAYS

**2 games dedicated to providing a unique experience to local students and teachers.**





# BUSINESS HUB

**Creating an ecosystem for local businesses to network and connect with the community.**



- **Partnerships with 22 Royal Oak businesses and 100+ local businesses**
- **Hosted Royal Oak Chamber of Commerce Networking Event**
- **15+ group outings with local businesses and professional groups**





# LOCAL SOURCING

# Where Baseball Meets Local Flavor.

COMPANY	LOCATION	PRODUCT
TANIAS PIZZA	ROYAL OAK, MI	PIZZA
CHICKEN SHACK	ROYAL OAK, MI	PLAYER MEALS
BROWNDOG CREAMERY	OAK PARK, MI	ICE CREAM
GRIFFIN CLAW BREWING	BIRMINGHAM, MI	BEER
DEARBORN BRAND	DEARBORN, MI	HOT DOGS AND BRATS
ALTES BEER	DETROIT MI	BEER



# PARK IMPROVEMENTS

- Over \$500,000 invested in the park
- Improvements include:
  - New scoreboard
  - Updated press box
  - Upgraded seating
  - Upgraded sound system
  - Upgraded concessions
  - State of the art synthetic turf
  - Left field patio
  - Merch store





# FUTURE PLANS

**Safety Netting**

**ADA Compliant Grandstands**

**Covered Seating Areas**

**Additional Storage Areas**

**Batting Cage**

**Additional Group Gathering Areas**

**Park Beautification Projects**





## OUR VISION

### **A Ballpark with Purpose.**

**As a non-profit organization, the Leprechauns are committed to bringing people together in the Royal Oak and greater Metro Detroit community through park improvements, youth engagement, and creating a true community gathering place.**

**Our goal is to continue transforming Memorial Park into a premier baseball and event venue — one that continues to serve as a community gem for generations to come.**