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Destroyer.Rocks Named Preferred Vendor for Diamond Baseball Holdings

Jacksonville-Based Sports Merchandise Company Expands Its Presence Across Professional Baseball

JACKSONVILLE, Fla. — Destroyer Promotional Products, LLC, doing business as Destroyer.Rocks, announced today that it has been approved as a preferred vendor for Diamond Baseball Holdings, LLC (DBH), one of the largest ownership groups in professional baseball.

The preferred-vendor relationship provides Destroyer.Rocks with an opportunity to expand its work across DBH's extensive portfolio of professional baseball clubs, offering teams access to Destroyer's broad range of promotional products, custom merchandise, apparel and specialty items.

For Destroyer.Rocks founder and CEO Jeff Bouchy, the approval represents one of the most significant business-development opportunities in the company's history.

"This is a very significant opportunity for our company," said Jeff Bouchy, CEO of Destroyer.Rocks. "We've spent more than two decades building our business in professional sports one relationship and one team at a time. To now have the opportunity to work within an organization with the scale of Diamond Baseball Holdings gives us the ability to introduce what we do to a tremendous number of professional baseball teams."

Destroyer.Rocks has extensive experience developing custom promotional products for professional sports organizations, with capabilities ranging from traditional promotional giveaways to custom apparel, headwear, bobbleheads, plush, baseballs and other specialty merchandise.

The company's approach has historically focused on developing creative products specifically for individual teams rather than simply offering a traditional promotional-products catalog.

"We know being named a preferred vendor doesn't mean you're automatically handed anyone's business — nor should it," Bouchy said. "It gives us an opportunity to get in the game and show these teams what we can do. From there, it's our responsibility to earn their business with creativity, pricing, quality, service and on-time delivery. That's exactly the kind of opportunity we want."

Bouchy said the DBH relationship is particularly exciting because of Destroyer's longstanding history in professional and minor league sports.

"Our company grew up in minor league sports," Bouchy said. "We understand that these teams are constantly looking for creative ways to engage their fans, deliver value to sponsors and create memorable experiences at the ballpark. Promotional products play an enormous role in all three of those areas. It's a business and a customer we understand extremely well."

The preferred-vendor designation also comes during a period of continued expansion for Destroyer.Rocks and its related companies within professional baseball.



Earlier in 2026, Destroyer Merchandising Company entered into a five-year agreement to operate the Charleston Dirty Birds' team store at GoMart Ballpark in Charleston, West Virginia. The newly renovated retail operation, The Zone Charleston, represents Destroyer's expansion of its team-store business from professional hockey into professional baseball.

For Bouchy, however, the significance of the Diamond Baseball Holdings opportunity extends well beyond any individual product or team.

"When you look at the number of organizations under the DBH umbrella, the potential is enormous," Bouchy said. "But our goal isn't to walk in and sell something to every team tomorrow. Our goal is to build relationships. If we do a great job for one club, then another, and another, that's how this becomes something really meaningful for Destroyer over the long term."

Bouchy said the preferred-vendor designation also validates the investments Destroyer.Rocks has made in expanding its product capabilities and infrastructure.

"We've worked for years to build a company that can be a true resource for professional sports teams," Bouchy added. "We can develop an idea, create the artwork, manufacture the product, decorate apparel domestically and handle the logistics necessary to get it where it needs to be. Having an organization like Diamond Baseball Holdings give us the opportunity to bring those capabilities to its teams is something we're extremely proud of."

Destroyer.Rocks plans to begin working with DBH clubs to identify promotional, retail and specialty merchandise opportunities for upcoming baseball seasons.

About Destroyer.Rocks

Destroyer Promotional Products, LLC, dba Destroyer.Rocks, is a Jacksonville, Florida-based sports merchandise, promotional products and custom manufacturing company serving professional and collegiate sports organizations throughout the United States and Canada.

Founded by CEO Jeff Bouchy, the company has more than two decades of experience developing custom promotional products, retail merchandise and specialty items for teams and organizations across the sports industry.

Destroyer.Rocks combines creative product development, overseas manufacturing capabilities and domestic production resources to provide sports organizations with products designed specifically for their brands, fans and events.

About Diamond Baseball Holdings

Diamond Baseball Holdings, LLC is an ownership group focused on professional baseball clubs and operates a growing portfolio of teams across affiliated professional baseball. DBH works with its clubs to enhance the fan experience, strengthen local partnerships and support the long-term growth of professional baseball in its communities.

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