



"The Sports Flash" Radio Network

Targeted Sports Marketing Campaigns

Reaching student-athletes, their peers, parents, and coaches.





“The Army Iron Man program has created a method of rewarding some outstanding local high school athletes and has generated positive media coverage and enhanced community relations for the U.S. Army.

The network provided us with a turnkey package that included media releases, radio coverage, and an event during which the actual awards are presented, which greatly assisted us by minimizing the level of details that we had to commit time and effort to.”

Jerry Patton

Chief, Advertising & Public Affairs

U.S. Army’s Beckley Recruiting Battalion

***"The Sports Flash" (TSF) Radio Network
U.S. Army Recruiting Campaigns
Executive Summary***

Overview

We manage integrated marketing campaigns that target high school student-athletes, their peers, parents, coaches, and the community.

Integrated Sports Marketing

Our campaigns combine earned media, interactive, and event marketing to engage, energize your audience and generate leads for your recruiters.

Earned Media

Our earned media efforts have generated tremendous free media coverage, including: *The Columbus Dispatch*; *The Cincinnati Enquirer*; *The Cleveland Plain Dealer*; *The Kansas City Star*; *The Baltimore Sun*; *The Indianapolis Star*; and *The Washington Post*, among many others.

Interactive

Each week, we drive traffic to your campaign web site, where fans vote for the weekly winner. The campaign site includes click-through banner advertisements. From 2006-2012, TSF Radio Network generated more than 10-million visitors to our interactive campaign web sites.

Event Marketing

The weekly winners will each receive a tee-shirt and certificate at a presentation ceremony at their high school, during an assembly, pep rally, at another sporting event, or during another event at the school.

U.S. Army Iron Man

The U.S. Army Iron Man campaign honors the best two-way high school football players in your recruiting territory. Each Army Iron Man of the Year receives a customized ring from Jostens, Inc.

HOOP STARS presented by the U.S. Army

In an effort to build upon the momentum generated by the Army Iron Man campaign, we created the HOOP STARS campaign that targets high school boys and girls basketball.

Army STRONG Wrestler of the Year

This campaign honors the best high school wrestlers in your recruiting territory. Wrestlers and wrestling fans are passionate about their sport, and appreciate the coverage, recognition.

U.S. Army Coach of the Year

The U.S. Army Coach of the Year (COTY) campaign honors the best high school coaches in your recruiting territory.

Radio Advertising

We will support all of your marketing campaigns with radio advertising, promotions, and features on the 585 radio stations of "The Sports Flash" Radio Network.

Campaigns that engage, energize

Our integrated marketing campaigns are designed to engage your target audience on multiple levels and energize the community, opening doors and generating leads for your recruiters.



Earned Media: Each week during the campaign we distribute press releases to the media in your recruiting territory, announcing the weekly nominees and winners. For each area of operation, we create a media database that includes radio, television, newspaper, and Internet contacts. All of the media outlets receive at least two press releases from us each week.

In addition, we specifically target the media in each particular nominee's community, including the weekly newspapers, high school newspapers, local radio and television stations, local online message boards, and any other source of information in the local community. The media contact for each specific nominee includes an e-mail, fax, and/or phone call.

For the tee-shirt and certificate presentations to the weekly winners, TSF Radio Network will distribute a media advisory to the relevant electronic media outlets in each community to generate additional coverage.

We encourage all recruiters to take photos of each presentation ceremony, which can be posted on the official web site or distributed to the media.

From 2006-2012, we generated a tremendous amount of media coverage for our campaigns, which no doubt has been a key to the success of our efforts.

X Close Window



Carey is Deer Park's Iron Man

Carey threw for 156 yards and one touchdown, ran for another score, and intercepted three passes in the 42-20 win over Dixie that won him the Army Iron Man award.

Photo provided. Submit your photos to espangler@co

48

- [Motion Made To Fire County Administrator](#)

36 4

- [Dillon's Mayor Pro-Tem Arrested](#)

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- [County Administrator Mobley Resigns](#)

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Frazier Presented with HOOP STARS Award

March 15, 2011

By [Chris Chestnut](#)



Staff Sergeant Jesse Ogundu presents Chelsea Frazier with the HOOP STARS award. (Photo by Johnnie Daniels/THE DILLON HERALD.)

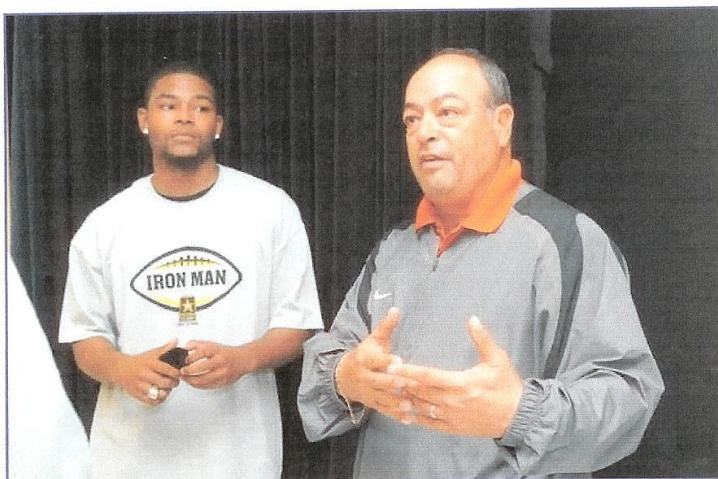
Staff Sergeant Jesse Ogundu presented Chelsea Frazier with the HOOP STARS award in a special ceremony on Thursday, March 10.

The award is sponsored by the U.S. Army's Florence Recruiting Company and honors one male and one female player each week

o NEWSVINE
o DELICIOUS

HIGH SCHOOL FOOTBALL

Army honors Vanguard's Burgess



SPECIAL PHOTO BY JACQUI JANETZKO

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Vanguard star Leo Burgess, left, and his coach, Alex Castaneda, take in Thursday's ceremony at VHS.

By Byron Saucer
Staff writer

Published: Friday, March 26, 2010 at 6:30 a.m.

Last Modified: Friday, March 26, 2010 at 12:11 a.m.

Leo Burgess got his ring.

The Vanguard High senior was awarded the U.S. Army Iron Man of the Year Award on Thursday afternoon, which included a diamond-encrusted ring for the best two-way football player in north Florida.

Burgess beat out North Marion High sophomore Latroy Pittman for top honors with 2,545 votes, compared to 2,085 for Pittman, as more than 10,000 fans, coaches and media voted on the 2009 award.

"It's overwhelming, really," Burgess said of the honor. "I missed my junior year of football, but I came back and started taking a leadership role. I went over to defense because I figured I might as well play as much as I could my senior year."

Burgess, a member of the Class 3A all-state team, led Vanguard with 1,552 all-purpose yards and 13 touchdowns as the Knight's feature back on offense.

He also logged 29 tackles, an interception, a fumble recovery and a defensive touchdown from his strong safety spot on the other side of the ball.

The award, which is sponsored by the U.S. Army Jacksonville Recruiting Battalion, is designed to honor a player who demonstrates "physical and emotional strength, as well as strength of character."

Vanguard head coach Alex Castaneda believes Burgess embodies the description.

"He's a competitor," Castaneda said following the ceremony at VHS. "Even though he was our starting tailback, he came to me and asked if we could use him on defense. He just wanted to compete."

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Carl Junction's DeCarlo voted Army Iron Man

11/1/2007

The U.S. Army Kansas City Recruiting Battalion is proud to announce that Carl Junction's Martin DeCarlo is the Army Iron Man of the Week presented by Jostens in Missouri.

DeCarlo had a four-yard touchdown catch and returned a fumble for a 17-yard touchdown in Carl Junction's 27-0 win over McDonald County. He also recorded 9 tackles, including two for losses, and had another QB hurry.

As a weekly winner, DeCarlo is now eligible to win the Army Iron Man of the Year presented by Jostens in Missouri.

Other finalists for the weekly award included Webb City's Landon Zerkel.

Playing and excelling on both offense and defense, the Army Iron Man must demonstrate physical and emotional strength, as well as strength of character. The Army Iron Man embodies the qualities of Army STRONG. High school football fans voted on the weekly winner of the U.S. Army Iron Man Award at www.TheSportsFlash.com. Fans, coaches, athletic directors, and the media have until noon each Monday during the regular season to nominate a player for the Army Iron Man of the Week Award.

Jostens, Inc. is the legendary jeweler of championship rings that are worn by the greatest athletes in the world, including the 2006 Super Bowl Champion Pittsburgh Steelers. Based in Minneapolis, Jostens was founded in 1897 and is a leading provider of products, programs, and services that help people celebrate important moments, recognize achievements, and build affiliations. Jostens, Inc.'s products include yearbooks, class rings, graduation products, and products for athletic champions and their fans. For more information, visit www.Jostens.com.

The United States Army is charged with protecting America's freedom and preserving peace. The Army trains and equips its soldiers to be the best, especially when it comes to their job, leadership, and soldiering skills. With more than 150 jobs available in many exciting fields, the U.S. Army provides many job training and leadership training opportunities. From working with computer to assisting doctors to fixing helicopters, there's an Army job that's right for you. For more information, go online to www.GoArmy.com.

If you have any questions about the Army Iron Man of the Week, please contact Mike Sinnott at (517) 927-4570 or via e-mail at TheSportsFlash@aol.com. "The Sports Flash" Radio Network provides 132 radio stations in nine states with customized, local sports reports. TSF Radio Network is managing and coordinating the Army Iron Man of the Week campaign in eight states, including Kentucky, West Virginia, Ohio, Pennsylvania, New Jersey, South Carolina, Missouri, and Kansas.



**Carl Junction's Martin DeCarlo (4) causes the Mustangs' QB to hurry his pass in week 9 action
(Joplin Globe Photo)**

From 2006-2012, 10.1-million have visited our interactive campaign web sites.

Interactive: Fans flock to the campaign web site to vote for the weekly winners. At the official campaign web site, visitors will find information about the campaign and click-through web banners, which link to your web site. The goal is to drive traffic to the campaign web site, which will in turn drive traffic to your web site.

The online component of the campaign activates the target audience and drives traffic to the web site. The goal is to energize the target audience and the nominee's community to vote for the weekly honor.

From 2006-2012, we generated more than 10.1-million web visits to our campaign web sites.



Social networking sites and message boards

Our campaigns are successful at engaging the target audience, energizing them to become an active participant in the campaign. For the U.S. Army Iron Man campaigns, fans set up facebook sites to solicit votes while also posting on sports message boards and community message boards to encourage fans to vote with click through links to our campaign web sites.

Often, a nominee's high school will post nomination information on the front page of the school's web site. Many schools download the campaign logo and include the logo on the front page along with a click-through link to the campaign web site.

Automated e-mail response

Barring technical difficulties, responds to each e-mail vote received during the campaign with a state-specific automated response that includes a click-through link to additional information about your organization. At times, we have shut down the automated response to the voting, because it overwhelmed our e-mail server. Here's an example of our standard response for a vote for the Army Iron Man of the Week in Missouri:

Thanks for voting for the Army Iron Man of the Week, which honors the best two-way high school football players in the state. The voting ends on Thursday at 8:00 P.M. EST. If you have any questions about the Army Iron Man campaign, please send us an e-mail at ArmyIronMan.Missouri@TheSportsFlash.com.

For any additional information about the more than 150 career opportunities available in the U.S. Army, go online to www.GoArmy.com, where you can find information for a recruiting station in your community.

Thanks for your participation!

Event marketing: During your campaign, weekly winners receive a tee-shirt and certificate at a presentation ceremony at their high school, during an assembly, pep rally, at another sporting event, or during a pre-game ceremony of a home game. When necessary, we can work with the school to schedule a presentation ceremony. If possible, we strongly encourage recruiters to contact the school to set up a presentation ceremony, to help build the relationship between the recruiter and the school.

TSF Radio Network will send out a media advisory about the presentation at the school. In addition, we encourage recruiters to take pictures of the ceremony that can be posted on the campaign web site or distributed to the media.



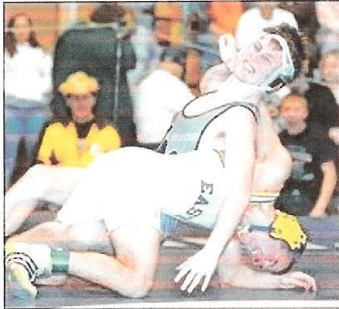
From left to right: Army Iron Man presentation at Jeannette High School (PA); HOOPS STARS presentation at Mullins High School (SC); and Army STRONG Wrestler of the Year at Bethel Park High School (PA).



Email

☐ Keep me log[Sign Up](#)**VOTE RYAN HINERMAN for Army Strong Wrestler of the Year is on Facebook**

Sign up for Facebook to connect with VOTE RYAN HINERMAN for Army Strong Wrestler of the Year.

**VOTE RYAN HINERMAN for Army Strong Wrestler of the**[Wall](#) [Info](#) [Discussions](#) [Photos](#) [Video](#) [Events](#)**Basic Info**

Name: VOTE RYAN HINERMAN for Army Strong Wrestler of the Year
Category: Sports & Recreation - Winter Sports
Description: VOTE RYAN!
Privacy Type: Open: All content is public.

Information

Category:
Sports & Recreation - Winter Sports
Description:
VOTE RYAN!
Privacy Type:
Open: All content is public.

Admins

■ Brad (creator)

Members

5 of 230 members

[See All](#)

Chelsea



Eric



Nicole



Fgdfg



Iverson

[Report Group](#)

Enlarge Picture


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Community Services

Guidance

Athletics

Sports

Booster Club

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Web Mail

eStorage Server

Technology Help Desk

Take Classroom Attendance

Student Web Mail

Teacher Lesson Plans

Teacher Lesson Plans

HOOP STAR OF THE WEEK - BRITTANY ROWELL

Thursday, January 27, 2011 Print Email

The U.S. Army's Florence Recruiting Company is proud to honor Mullins High School's Brittany Rowell as South Carolina's HOOP STAR of the Week for the week ending on January 21, 2011. The HOOP STARS presented by the U.S. Army, honors the state's best high school basketball players. In a 47-46 win over Dillon, Brittany registered a triple-double with 16 points, 20 rebounds, and 10 block shots in an effort she demonstrated physical and emotional strength as well as strength of character. The HOOPS STAR of the Week, Brittany Rowell of Mullins High School, embodies the qualities of Army STRONG. Congratulations Brittany!

[View all Highlights](#)



Print Email

Latest News

JAG STUDENTS "SHOW THEIR LOVE"

AVERY GRANT SIGNS WITH SOUTH CAROLINA STATE

LESTER SMITH JR. SIGNS WITH SAVANNAH STATE

2011 FBIA DISTRICT III COMPETITIVE EVENTS

HOMEWORK CENTER

ANNUAL ATHLETIC BOOSTER CLUB DINNER

Spotlights



Marion School District Two is an equal opportunity employer and does not discriminate in employment or access to district programs on the basis of race, sex, national origin, or handicapping condition. The district office is located at 200 Broad Street Mullins, SC 29574.

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Army Iron Man: From 2006-2012, the U.S. Army honored the best two-way football players in high school football. Playing and excelling on offense, defense, and special teams, these special players must demonstrate physical and emotional strength as well as strength of character and purpose. These high school football players embody the essence of Army STRONG.

The "Iron Man" Tradition

Football's rich history includes those special football warriors who played both offense and defense. While the "Iron Man" has largely disappeared from college and professional football, these special players remain at the high school level, where they're the backbone of many teams that play on Friday nights in small towns across the nation.

Bringing the Army STRONG concept to life for the target audience

Each week, we honor young men who are leaders on their teams, in the classroom, and in the community. While recruiters and commercials can attempt to sell the Army STRONG concept, nothing beats a walking, talking embodiment of your advertising message. The Army Iron Man nominees and winners have a greater impact in selling this concept to young people coaches, and parents than any commercial.

In 2006, "The Sports Flash" Radio Network commissioned Minneapolis-based Jostens, Inc. to design the ring that is given to each Army Iron Man of the Year. Jostens has designed rings for Super Bowl winners and thousands of the greatest athletes in the world. This is a unique award, unlike any other in high school sports.

The U.S. Army Iron Man of the Year ring includes the winner's name, number, high school name, and team record. The ring also includes the U.S. Army and Jostens logos.

Richwood's Dustin Brown won 2009 Army Iron Man for West Virginia. This photo appeared as part of a full-page congratulatory advertisement in the school's yearbook.





HOOP STARS & Army STRONG Wrestler of the Year: In an effort to sustain the momentum generated by the Army Iron Man campaign, we created the HOOP STARS and Army STRONG Wrestler of the Year campaigns. These campaigns enabled U.S. Army recruiters to continue building relationships with their targeted high schools.

The HOOP STARS of the Year campaign honors the best boys and girls high school basketball players in a state. High school basketball is the second most popular high school sport, trailing only high school football in popularity. In addition to boys basketball, this basketball campaign expands its reach to include girl's high school basketball.

The Army STRONG Wrestler of the Year campaign honors the best high school wrestlers in the state. Wrestling is a sport with a unique culture and a passionate fan base. The Army STRONG Wrestler of the Year helps recruiters to engage that fan base with our integrated marketing campaign.



Brashear High School's Godwin Nyama won the Army STRONG Wrestler of the Year in 2011. Nyama finished his high school career with a 132-19 record, won four city league titles, and a state championship. As the winner of the Army STRONG Wrestler of the Year, Nyama earned this championship belt as the state's best high school wrestler.

 COTY
U.S. Army Coach of the Year
ARMY STRONG.™



Deer Lakes head football coach Todd Hazlett accepts his plaque as Pennsylvania's U.S. Army Coach of the Year for football. Hazlett led Deer Lakes to its first winning season since 1995 and the school's first-ever WPIAL playoff appearance in the 41-year history of Lancers' football.

U.S. Army Coach of the Year: The campaign honors those educators whose exceptional leadership ensures the success of their team and whose continued dedication to their student-athletes ensures their future success in life and athletics. In an effort to honor these exceptional coaches and further strengthen their recruiter's relationships with coaches, administrators, and fans, we create the U.S. Army Coach of the Year campaign. The campaign honors the best high school football, basketball, and wrestling coaches in your recruiting territory.



"I have had nothing but great results from this program. It allowed me to be in front of the whole school body at one time. It allowed me to put a face with a voice. I even had one student come up to me and ask for an appointment.

I met school staff members that were very supportive of the Army. I met the football coach, baseball coach, and cheerleading coach. All were supportive which will allow me to set up a meeting with the teams in the future.

I could go on and on but the bottom line is that I was able to get my face out to the school and hopefully become one of the staff members in the student's eyes."

U.S. Army Recruiter

U.S. Army's Montgomery Recruiting Battalion



“...the Company Commander thanked me, which I’ll pass along to you, about helping get them into this school (West Lafayette). Evidently it has been a difficult one to penetrate to hopefully this will help them get better relations out there.”

Steve Lawson

Former Public Affairs Specialist

U.S. Army’s Indianapolis Recruiting Battalion



585

AFFILIATES

4.3-MILLION

MONTHLY LISTENERS

Overview

"The Sports Flash" Radio Network powered by SB Nation Radio delivers customized, local sports reports to 585 network affiliates across the country, including affiliates in Chicago, Houston, Las Vegas, Nashville, Raleigh, Gainesville, and many more markets.

Station-by-Station Messaging

Unlike traditional radio networks, we can micro-target your advertising message. That means we're delivering specific advertising messages to fit each battalion's recruiting footprint.

Radio Commercials

The campaign will include radio commercials that delivers your branding message to our 4.3-million listeners each month.

Promotional Commercials

Each week, we'll produce a promotional commercial that highlights the weekly nominees, encourages listeners to vote online, and honors the weekly winner.

"Sports Flash" Stories

In addition to the advertising that promotes the brand and the campaign, we will include stories in our daily updates that highlight the weekly nominees and winners.

Weekly Inventory Commitment

Our inventory commitment will include a minimum of one, 30-second radio commercial that will air on all 585 network affiliates each week. In addition, we will air as many as five promotional commercials to support the campaign each weekly, highlighting the weekly nominees and winners. This represents as much as \$4,500 each week in value-added advertising on our network affiliates.



RATE CARD



Army Iron Man

\$5,500.00

The Army Iron Man honors the best two-way high school football players in a state's recruiting territory.

August 2018 - December 2018



HOOP STARS of the Year

\$11,000.00

The HOOP STARS of the Year honor the best boys and girls high school basketball players in your recruiting territory.

December 2018 - March 2019



Army STRONG Wrestler of the Year

\$5,500.00

The Army STRONG Wrestler of the Year honor the best high school wrestlers in your recruiting territory.

November 2018 - March 2019



U.S. Army Coach of the Year

\$2,500.00/sport

The U.S. Army Coach of the Year honors the best high school coaches in football, wrestling, and basketball in your recruiting territory.

August 2018 - April 2019

"The Sports Flash" Radio NETWORK

- *Build relationships*
- *Engage, energize your high schools*
- *Penetrate difficult to reach schools*
- *Generate leads for your recruiters*



Launch your campaign today, call Mike Sinnott at (517) 927-4570.