

McCANN

MAPS Sponsorship Exhibit Purchase Order Form

MEDIA DEADLINE: 8 Weeks Prior to Run Date (Order to McCann Erickson)

ISSUED BY

Prepared By	Phone	Email
NIVENSMP		
Purchase Order Number	Order Submit Date	Source Base Code
8024019f	5/19/2011 4:04:33 PM	N303
RSID	Battalion	Budget
3D	USA RCTG BN COLUMBIA	Columbia fy11 2nd halfa

ISSUED TO

Vendor No.	Vendor Name	
11234570	TSF RADIO NETWORK	
Vendor Contact	Phone	Email
Mike Sinnott	517-927-4570	TheSportsFlash@aol.com
Address		
1516 LYTELL JOHNE'S PATH		
City	State	Zip Code
WILLIAMSTON	MI	48895

ORDER INFO and INSTRUCTIONS

Item ID	Item Type			
80241a32	Sponsorship Exhibit			
Start Date	End Date	Quantity	Unit Price	Net Price
6/1/2011 4:03:35 PM	8/31/2011 4:03:35 PM	1	5000	5000
Space Purchase Deadline	Material Due Deadline	Exhibit Event Name		
5/30/2011 4:03:35 PM	5/30/2011 4:03:35 PM	TSF Passing League		
Order Comments				
NO CREATIVE NEEDED				
Remarks				

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NO CREATIVE NEEDED.

TSF Radio Network will manage a passing league that will feature high school teams from throughout your recruiting territory. Each 16-team event will be held at a high school in your recruiting territory. Each participating school will be guaranteed to play four games, with three games in pool play and at least one game in the single-elimination championship. A title sponsorship with our passing league gives you exclusivity among in the military sponsorship category. We will brand this as an Army event. TSF Radio Network will be responsible for the management of the passing league campaign in your state, including:

- Designing campaign logo - NO CREATIVE NEEDED;
- securing host sites;
- contacting, securing participating teams;
- developing school database;
- drafting league rules;
- hiring state-certified officials;
- writing, distributing press releases;
- writing, distributing direct mail to schools;
- renting host site for event;
- serving as campaign point of contact;
- providing tee-shirts to competitors;
- providing trophies for winning teams;
- providing Wii, ipod, or similar item for a giveaway during the event (approx. \$250 value);
- generating leads for recruiters; and
- managing the event.

For a 16-team tournament, 240-320 student-athletes will participate. From our experience, you can expect nearly 125 qualified leads from a 16-team tournament. This will be a single-day event at one high school for an investment of \$5,000.00.

Participants Investment:

16-Team	240-320	\$5,000.00
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Order Description

FY11 TSF Passing League

APPENDIX C
Universal McCann Payment Instructions

PAYMENT GUIDELINES**Purchase Order Number 8024019f****Vendor Mike Sinnott**

Agency (UM) does not pay interest, court costs, late fees and or attorney fees. Agency operates under the principle of sequential liability. Unless otherwise set forth by Agency on PO, Contractor agrees to hold Advertiser (US Army) liable solely to the extent proceeds have cleared from Advertiser to Agency for ads placed in accordance with PO. For sums not cleared to Agency, Contractor agrees to hold Advertiser solely liable. Contractor understands that Agency is Advertiser's disclosed principle and Agency, As Agent, has no obligations relating to such payments, either joint or several. Agency agrees to make every reasonable effort to collect and clear payment from advertiser on a timely basis. If advertiser proceeds have not cleared for the PO, other Advertisers from the representing agency shall not be prohibited from advertising with contractor due to such non-clearance if such other Advertiser's credit is not in question.

Send invoices and proof of performance to:

Universal McCann
622 3rd Avenue
New York, NY 10017
ATTN: Stella Ragusa

MICHAEL Sinnott
Vendor Name/Title
PRESIDENT

Acceptance by Vendor

[Signature]
Vendor Signature

5/20/11
Date

Ordered By UM / Agreed to by Agency

Kalifa Waugh UM
Agency Name/Title
Ass + Media Planner

[Signature]
Agency Signature

5/20/11
Date