



Sponsorship Request and Information Form

PART 1:

PLEASE FILL OUT THE FOLLOWING INFORMATION ONLY IF NOT IN ATTACHED PROPOSAL.

Name of Organization Requesting Sponsorship: North Carolina Passing League

Name of the Event/Program/Service:

U.S. Army's North Carolina Passing League

Contact Person: Mike Sinnott

Telephone Number: (517) 927-4570

Event Date (If Applicable): June 30, 2012

Site: Erwin High School
Asheville, NC

Description of Event/Program (first time or ongoing, number of attendees, exclusivity, will there be media at event?):

The U.S. Army is the title sponsor of North Carolina Passing League, an event that will host as many as 22 high school football teams in a single-day, non-contact seven-on-seven tournament at Erwin High School. We're expecting as many as 600 student-athletes and 2,000-3,000+ fans at the event.

As of 4 June, the following high school football teams have committed to participate in the event:

A.C. Reynolds
Bunker Hill
Burns
Chase
Chesnee (SC)
Daniel (SC)
East Burke
Enka
Erwin
Freedom
Greensboro Grimsley
Lexington
Madison
North Buncombe
North Henderson
Patton
Pisgah
Polk County
Shelby
South Rowan

Swain County
T.C. Roberson

The NCPL engages in a significant media relations campaign that generates significant media coverage for the event. We will include Mission Health in all of our press releases that promote the upcoming NCPL event in Asheville.

Amount Requested: \$1,250-\$2,500

Sponsorship benefits:

NCPL Presenting Sponsor - \$2,500

As the presenting sponsor of the U.S. Army's North Carolina Passing League, the event will be renamed the U.S. Army's North Carolina Passing League presented by Mission Health. The sponsorship benefits include the following:

- participation in event featuring 22 high school football teams;
- secondary signage locations throughout the event's facility;
- booth space in the secondary location of the event's facility;
- placement of your click-through web banner at official web site;
- opportunity to distribute information to participating teams, student-athletes;
- inclusion of Mission Health in all press releases, materials to promote the event
- distribution of information to attendees of the event.

NCPL Associate Sponsors - \$1,250/event

As an associate sponsor of a NCPL regional event, your company will receive the following:

- participation in event featuring 22 high school football teams;
- signage locations, where available, throughout facility; and,
- booth space at facility to distribute information, products to participants.

Important Deadlines (logo submission, etc) June 29

Have you had a similar request approved last year? No, this is the first-ever NCPL event.

PART 2:
THE FOLLOWING QUESTIONS MUST BE COMPLETED BY ALL APPLICANTS.

How does this sponsorship support the Mission Health brand?

Mission Hospital's support of the North Carolina Passing League reinforces your brand of encouraging the community to live healthy, active lives, and helping heal those in their times of injury and illness.

This sponsorship engages, energizes the community with an event that brings together some of the best high school student-athletes, their peers, parents, and coaches in western North Carolina. The North Carolina Passing League is a wonderful opportunity for Mission Hospital to strengthen its bond with the community.

This is a FREE event for all of the participating teams. Mission Health's sponsorship helps to support this event in helping to pay for the facility rental, officials, and medical personnel who will staff the event.

Is there a specific service of the hospital that directly benefits from this sponsorship?

The Mission Hospital's sports medicine department will directly benefit from this partnership. It will be an opportunity for your sports medicine department to directly engage a large audience of people who could directly benefit from the services provided by your sports medicine department.

Mission Health strives to get more than just logo representation as a sponsor. What unique promotional opportunities are offered through this sponsorship?

(1) Mission Health Sports Medicine Seminar

The North Carolina Passing League would welcome Mission Health representatives to come out and conduct a sports medicine seminar for the participating student-athletes during the event. The seminar could include topics, regarding:

- the benefits of proper nutrition;
- dangers of steroid use;
- work out strategies to improve performance;
- dangers of playing through injuries;
- danger signs of heat exhaustion, heat stroke;
- the critical need for proper hydration in all seasons;
- benefits of proper rest, recovery, rehab after an injury.

The seminar could be conducted on a team-by-team basis throughout the day. During a team's "down time" between games we would schedule times when the teams would meet for a presentation with a Mission Health Sports Medicine representative. A much larger presentation could be made to the entire group during the "lunch break" between the morning session of pool play and the single-elimination championship round.

(2) Mission Health Sports Medicine Health Screenings

Throughout the day, Mission Health could conduct health screenings of those in attendance at the event. It could be a general health screening, blood pressure check, skin cancer check, or whatever you'd like to do during the event.

(3) NCPL Medical Staff provided by Mission Health

A portion of your sponsorship investment in the North Carolina Passing League would be used to hire an on-site athletic trainer for the day of the event. This Mission Health employee would be responsible for the typical sports medicine needs of the athletes during the event, and would be compensated for their time at the event with a portion of your investment in the North Carolina Passing League.

This would enable the student-athletes and high schools to interact with your sports medicine staff throughout the event. For your sports medicine staff, this would be a

tremendous opportunity to connect with student-athletes, their parents, and coaches throughout the region.