

TSF Radio Network
Passing League Campaign
Pennsylvania Passing League 2012

<u>Overview</u>	<u>Implementation</u>	<u>Investment & Lead Generation</u>
TSF Radio Network will manage the Pennsylvania Passing League 2012 at two locations in Pennsylvania. The 2012 PPL will include only teams from the Harrisburg Battalion's area of operation and expressly exclude all schools that are not a part of the recruiting territory. Each 16-team event will be held at a high school in your recruiting territory. The teams will compete in pool play to determine the seeding for a championship bracket, which is single-elimination. 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 does reserve the right to solicit additional participating sponsors while granting the Army exclusivity in the military category. Army assets are welcome and encouraged on-site during the event. In addition, we will set aside time during the day for each team to attend a 15-20 minute presentation about the opportunities available to them in the U.S. Army.	TSF Radio Network will be responsible for the management of the passing league campaign in your state, including: • 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; • generating leads for recruiters; and • managing the event. TSF Radio Network will invite only high school from the Harrisburg BN's recruiting territory to participate in the two PPL events in 2012. In addition, TSF Radio Network will secure the host sites and participating teams before the end of the 2011-2012 school year in Pennsylvania. The target date of the tournaments would be in June - July 2012. June is the preferred month, due to the weather, but we can stretch into July, if necessary.	The entire goal of the passing league campaign is to generate leads for your recruiters. We generate leads by the following methods: • requiring personal info to participate; • distributing contact cards, and; • registering participants for a drawing. For PPL 2012, TSF Radio Network will manage two passing league events in the state, a PPL EAST & PPL WEST event for the Harrisburg Recruiting BN. For two, 16-team tournament, TSF Radio Network requires an investment of \$3,850.

