

TSF Radio Network
Passing League Campaign
U.S. Army Kansas City Recruiting Battalion – Missouri & Kansas

<u>Overview</u>	<u>Implementation</u>	<u>Investment & Lead Generation</u>																
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. 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. The games will feature seven players per side and only passing of the football is allowed. The games will be governed by our rules that conform to the off-season competition guidelines for each state. A title sponsorship with our passing league gives you exclusivity among in the military sponsorship category. We will brand this as a U.S. Army event. U.S. 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 Army.	TSF Radio Network will be responsible for the management of the passing league campaign in your state, including: • Designing campaign logo; • 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 can specifically target the schools in your recruiting territory. In addition, we can further target your must-win, must-keep, and target of opportunity schools. The campaign would begin immediately with the logo development, securing host sites, and making contacts with the schools. 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 and help build, strengthen relationships with your high schools. We generate leads by the following methods: • requiring personal info to participate; • distributing contact cards, and; • registering participants for a drawing. For a 16-team tournament, <u>240-320 student-athletes</u> will participate. From our experience, you can expect nearly <u>125 qualified leads</u> from a 16-team tournament. This will be a single-day event at one high school for an investment of \$9,500. In South Carolina, in 2011, the Palmetto Passing League had 525 student-athletes competing and generated 418 leads for the Florence Recruiting Company. <table><tr><th><u>State</u></th><th><u>Teams</u></th><th><u>Participants</u></th><th><u>Investment</u></th></tr><tr><td>Kansas</td><td>16</td><td>240-320 +</td><td>\$9,500.00</td></tr><tr><td>Missouri</td><td>16</td><td>240-320 +</td><td>\$9,500.00</td></tr><tr><td></td><td>32</td><td>480-640+</td><td>\$19,000.00</td></tr></table>	<u>State</u>	<u>Teams</u>	<u>Participants</u>	<u>Investment</u>	Kansas	16	240-320 +	\$9,500.00	Missouri	16	240-320 +	\$9,500.00		32	480-640+	\$19,000.00
<u>State</u>	<u>Teams</u>	<u>Participants</u>	<u>Investment</u>															
Kansas	16	240-320 +	\$9,500.00															
Missouri	16	240-320 +	\$9,500.00															
	32	480-640+	\$19,000.00															