



To: *Megan Nivens
Tina Hapner*

From: *Mike Sinnott*

Date: *October 14, 2011*

Re: *2nd Brigade Passing Leagues - 2012*

The success of the Palmetto Passing League for the Florence Recruiting Company demonstrates the effectiveness of our passing league campaigns. As always, the campaigns are designed to: (a) generate leads for your recruiters; and (b) help your recruiters build, strengthen relationships with your targeted high schools.

In South Carolina, with the 2011 Palmetto Passing League, we had 525 student-athletes participate, generating 418 leads for the Florence Recruiting Company. We are confident in our ability to duplicate this success in other states.

Generally, we require a \$5,000 investment for each 16-team tournament, but we can accommodate as many as 20 teams for that investment level. We'll brand the event as an Army event as we've done with our other passing league events for the Army in South Carolina and Pennsylvania.

TSF Radio Network will be responsible for each event, 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.

Date of the Events:

June – July 2012

Battalion	Schools	Leads/Participants	Investment
Atlanta	16-20	320-400	\$5,000.00
Baton Rouge	16-20	320-400	\$5,000.00
Columbia	16-20	320-400	\$5,000.00
Jacksonville	16-20	320-400	\$5,000.00
Miami	16-20	320-400	\$5,000.00
Montgomery	16-20	320-400	\$5,000.00
Raleigh	16-20	320-400	\$5,000.00
Tampa	16-20	320-400	\$5,000.00
	128-160	2,560-3,200	\$40,000.00

We've projected the leads based on 20 players per participating school. For the Army, we anticipate \$12.50 - \$15.63 per lead.

The passing league events can target all of the schools in the battalion's area of responsibility, so long as the schools are in the same state. The passing league can also target schools from throughout the battalion or target schools from specific recruiting companies, as we did in South Carolina in 2011.

The \$5,000 investment is for one, 16-team tournament in one state. An additional investment would be required for additional tournaments in another state. For example, for the Columbia BN, we could do a tournament featuring South Carolina teams for \$5,000, but we would require a second \$5,000 investment for a tournament in North Carolina that targeted schools in Charlotte and Asheville.

As we demonstrated with our event in Florence in 2011, these passing league campaigns are perfect method of generating leads and building relationship. We welcome the opportunity to work with you on passing league campaigns in 2012.

Let's talk again soon.

Mike