



GTM Sportswear: "Official Coaching Shirt" of the United States Passing League

The United States Passing League (USPL) hosts seven-on-seven high school football events at a variety of sites throughout the country. As of May 3, 2012, the USPL has a tentative schedule of 10 events, including:



<u>DATE</u>	<u>USPL EVENT</u>
June 16	Pennsylvania Passing League – Pittsburgh
June 22	U.S. Army Seven-on-Seven – Topeka, KS
June 23	Palmetto Passing League – Myrtle Beach/Florence, SC
June 23	ARMY STRONG River City 7-on-7 – St. Louis
June 24	ARMY STRONG MO-vs.-KS Border Challenge – Kansas City
June 30	North Carolina Passing League – Asheville
July 14	U.S. Marine Corps Passing League – Washington, D.C.
July 15	Pennsylvania Passing League – Harrisburg
July 21	Pennsylvania Passing League – Philadelphia
July 28	U.S. Marine Corps Passing League – Baltimore, MD

Our events are an opportunity for GTM SPORTSWEAR to introduce your products to high school football coaches, athletic directors, and administrators. These are the decision makers who make the purchasing decisions for their respective high schools, including a multitude of sports teams and organizations at each school. The USPL expects to have 160-220 head coaches, athletic directors, and administrators involved in our events in 2012.

As the "Official Coaching Shirt" of the United States Passing League, GTM SPORTSWEAR will receive marketing considerations that are valued at \$2,500 per event or \$25,000 for ten events.

In exchange for 200 collared, polo-style golf shirts, the USPL will provide GTM SPORTSWEAR with the following marketing considerations:

- GTM SPORTSWEAR shirts distributed to coaches, athletic directors for each event;
- GTM SPORTSWEAR logo will be prominently included on shirts distributed to coaches, athletic directors;
- secondary signage locations (banners/posters) throughout each USPL venue;
- access to booth space at each USPL venue and right to distribute information to participating teams;
- right to conduct apparel seminar for coaches, athletic directors at each event;
- public address announcements during each event that highlights the GTM SPORTSWEAR brand;
- web banners the USPL's event-specific web site that clicks-through to GTM SPORTSWEAR web site;
- inclusion of GTM SPORTSWEAR in all marketing materials to promote each event; and,
- distribution of GTM SPORTSWEAR catalogs to decision makers for each of the participating schools.

For more information on the sponsorship packages available with the United States Passing League, please contact Mike Sinnott at (517) 927-4570.