



PRO CELEBRITY: "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 18 April 2012, the USPL has a tentative schedule of 10 events, including:



DATE

June 16
June 22
June 23
June 23
June 24
June 30
July 14
July 15
July 21
July 28

USPL EVENT

Pennsylvania Passing League – Pittsburgh
U.S. Army Seven-on-Seven – Topeka, KS
Palmetto Passing League – Myrtle Beach/Florence, SC
U.S. Army Seven-on-Seven – St. Louis
U.S. Army Seven-on-Seven – Kansas City
North Carolina Passing League – Asheville
U.S. Marine Corps Passing League – Baltimore
Pennsylvania Passing League – Harrisburg
Pennsylvania Passing League – Philadelphia
U.S. Marine Corps Passing League – Washington, D.C.

Our events are an opportunity for PRO CELEBRITY 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, PRO CELEBRITY 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 PRO CELEBRITY with the following marketing considerations:

- PRO CELEBRITY shirts distributed to coaches, athletic directors for each event;
- PRO CELEBRITY 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 PRO CELEBRITY brand;
- web banners the USPL's event-specific web site that clicks-through to PRO CELEBRITY web site;
- inclusion of PRO CELEBRITY in all marketing materials to promote each event; and,
- distribution of PRO CELEBRITY catalogs to decision makers of each participating schools.

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