



To: *Pat Cavanaugh
The CRONS Brand*

From: *Mike Sinnott
United States Passing League*

Re: *USPL's Pennsylvania Passing League*

Date: *February 20, 2012*

I wanted to thank you for taking the time to speak with me today regarding a possible partnership with CRONS and the USPL. This document is to specifically lay out what we'd need in exchange for a partnership with CRONS.

The United States Passing League (USPL) is a seven-on-seven high school football passing league with six events currently scheduled for the spring/summer 2012. Here's our tentative schedule as of February 20, 2012:

JUNE 23, 2012	Palmetto Passing League presented by U.S. Army Florence/Myrtle Beach, SC
JUNE 23/30, 2012	Pennsylvania Passing League presented by U.S. Army Pittsburgh, PA (PPL-WEST)
JUNE 30, 2012	Army STRONG Seven-on-Seven - ASHEVILLE Asheville, NC
JULY 14, 2012	Pennsylvania Passing League presented by the U.S. Army Harrisburg, PA (PPL-EAST)
JULY 21, 2012	U.S. Marine Corps – Passing League Maryland Baltimore, MD
JULY 28, 2012	U.S. Marine Corps – Passing League Maryland Washington, D.C./Southern Maryland

We welcome CRONS as a presenting sponsor for all of our events in 2012. The USPL does not require a monetary investment for your sponsorship, but rather we will accept CRONS gear to

provide our participating student-athletes and coaches. I've worked out some numbers based on our 2012 Pennsylvania Passing League events. For this consideration, CRONS will receive a sponsorship package that is equivalent to that of the title sponsor or \$5,500/per event or \$11,000 for both PPL events. This partnership would be typical for any of our markets and gives you an idea of what we need for your participation in any of our events.

Investment

The value of this presenting sponsorship for the Pennsylvania Passing League is \$11,000. If CRONS would prefer to sponsor one event in Pennsylvania, the value of that event would be \$5,500.

<u>Event</u>	<u>Investment</u>
<i>Pennsylvania Passing League – EAST</i>	<i>\$5,500.00</i>
<i>Pennsylvania Passing League – WEST</i>	<i>\$5,500.00</i>
<i>PPL presented by CRONS</i>	<i>\$11,000.00</i>

Again, the USPL does not expect a monetary investment in the PPL, but would prefer an exchange of CRONS product to cover the cost to provide a shirt for competition.

In addition, for each CRONS event, you will have the opportunity to distribute samples of your CRONS protein and energy bars to the participating student-athletes, coaches, and fans.

U.S. Army's Pennsylvania Passing League presented by CRONS

With a commitment to outfit our participating teams, the USPL would make CRONS a presenting sponsor our Pennsylvania Passing League events in 2012. That means you'll receive the benefits of the Army's title sponsorship of both events without the monetary investment. Instead, USPL asks only that you provide shirts for each of the participating student-athletes at our PPL events.

CRONS will receive the following as the presenting sponsor of the PPL:

- presenting sponsorship of the U.S. Army's Pennsylvania Passing League;*
- inclusion of the CRONS logo in all communications to promote the PPL;*
- inclusion of CRONS logo, information in all press releases;*
- inclusion of CRONS logo, information in all direct mail communications;*
- primary signage space throughout host facility;*
- booth space at high-profile location to distribute products, information;*
- opportunity to conduct uniform seminar to the participating coaches, athletes;*
- opportunity to conduct coach's seminar about CRONS Achievers Program;*
- opportunity to conduct nutrition seminar, distribute CRONS protein bars to participants;*
- click-through web banner on "official" PPL web site;*
- access to our database of all of the participating student-athletes, coaches;*
- logo on all shirts used for competition, coaching shirts; and,*
- logo included on trophy that is presented to the tournament champion.*

PPL Participation

Since 2010, our PPL has hosted 64 teams with 1,280 participating student-athletes. In 2012, we anticipate the same level of participation, if not greater. The goal is two, 16-team tournaments, but we often accommodate more than 16 teams, if possible.

For our PPL events, we draw teams from throughout the state. Participation is not restricted based on geographic considerations, but most teams will not travel long distances to participate in a passing league event. We do, however, restrict participation to the schools in

the U.S. Army Harrisburg Recruiting Battalion's area of operation that includes all of the Pittsburgh schools in the west to as far east as Reading.

As you might expect, the PPL East attracts schools from the central/eastern part of the state while the Pittsburgh event draws teams from throughout that region, including city schools and the suburban Pittsburgh football powerhouses.

	<i>Participating Schools</i>	<i>Student-Athletes</i>	<i>Coaches</i>
<i>PPL East (HBURG)</i>	16-20	320-400	48-60
<i>PPL West (PBURG)</i>	16-20	320-400	48-60
<i>TOTAL</i>	<i>32-40</i>	<i>640-800</i>	<i>96-120</i>

Introducing your products to the student-athletes, coaches, athletic directors

CRONS delivers high-quality products for a great value. For CRONS, outfitting our PPL teams is an opportunity for you to introduce your quality products to our student-athletes and coaches, allowing them to "test drive" your gear during "game" conditions. In addition, CRONS would have the opportunity to introduce any product lines, test any prototypes, and test market new products.

The participating student-athletes will keep the gear provided to them by CRONS for the competition. In addition, CRONS will have the opportunity to distribute additional products and information to the participants and fans.

Building relationships with region coaches, athletic directors

The U.S. Army has found the PPL to be beneficial in helping their recruiters build relationships with the student-athletes and, more importantly, with the coaches and athletic directors at the schools in the battalion's area of operation. For CRONS, the PPL presents a similar opportunity to build relationships with the key decision makers at as many as 40 high schools in Pennsylvania.

CRONS would also have the opportunity to conduct a uniform/product seminar to introduce your new products or uniforms to the coaches in attendance.

CRONS could also conduct a sports nutrition seminar for the participating student-athletes and coaches. You'll also have the opportunity to sell your products to those in attendance.

CRONS would also have the opportunity to introduce coaches, athletic administrators to your Achievers Program.

What does the USPL need from CRONS?

Shirts for Competition

The USPL would like to outfit each participating team at our Pennsylvania Passing League events with shirts from CRONS. We would require the shirts to be worn during competition.

We prefer that each shirt already include the CRONS branding in a prominent location on the shirt, whether that's in the right pocket or on the back between the shoulder blades. In addition, we'll add the PPL logo to the shirt with the possibility of a third "shirt" sponsor logo that would be included on the shirt, possibly centered on front of shirt or on the back of the shirt.

The USPL will cover the costs of screen printing the logos on the shirts. CRONS would provide us with the shirts that include your logo.

CRONS can select the shirts to provide for our competitors, but the USPL would need to provide all competitors with the same shirts. In addition, the shirts would need to be available in four distinct colors. For example, a perfect fit would be the following colors: red; green; navy blue; and gold/yellow.

For each event, we usually provide each participating team with 20 shirts, but many teams actually bring many as many as 25 players to each event. Ahead of the event, we inform all participating teams about the number of shirts that they will receive for competition. If the teams choose to bring more players, then we give them the opportunity to buy additional shirts for their players.

After a cursory look at your web site, I have looked at the following possible shirts for our use in competition.

For our purposes, we're basing our planning on 40 teams participating in our two PPL events. We're also estimating at least 20 players per team, meaning we'll need 320-800 shirts depending upon the number of teams that participate in our events.

CRONS Classic Short-Sleeve T-Shirt

Item # CRB-5140 @ \$10

Product	Teams	Players	Shirts	Unit Price	Total
Item #CRB-5140	16	20	320	\$10	\$3,000.00
Item #CRB-5140	20	20	400	\$10	\$4,000.00
Item #CRB-5140	24	20	480	\$10	\$4,800.00
Item #CRB-5140	28	20	560	\$10	\$5,600.00
Item #CRB-5140	32	20	640	\$10	\$6,400.00
Item #CRB-5140	36	20	720	\$10	\$7,200.00
Item #CRB-5140	40	20	800	\$10	\$8,000.00

CRONS ReadyDry Training Shirt

Item # CRB-302 @ \$25

Product	Teams	Players	Shirts	Unit Price	Total
Item #CRB-302	16	20	320	\$25	\$8,000.00
Item #CRB-302	20	20	400	\$25	\$10,000.00
Item #CRB-302	24	20	480	\$25	\$12,000.00
Item #CRB-302	28	20	560	\$25	\$14,000.00
Item #CRB-302	32	20	640	\$25	\$16,000.00
Item #CRB-302	36	20	720	\$25	\$18,000.00
Item #CRB-302	40	20	800	\$25	\$20,000.00

Coaching Shirts

As a gift to the participating coaches, we would like to provide each team with a CRONS polo shirt with the PPL logo and the CRONS logo on the shirts. We would provide a polo shirt to each head coach at our events. For the PPL, that means a minimum 16 polo shirts for one event and a minimum of 32 polo shirts for two events.

ReadyDry Polo Shirt @ \$28

Product	Teams	Coaches	Shirts	Unit Price	Total
ReadyDry Polo	16	16	16	\$28	\$448.00
ReadyDry Polo	32	32	32	\$28	\$896.00

Moving forward

We welcome the opportunity to work with CRONS to help introduce your brand to our participating student-athletes, coaches, and athletic administrators. As a starting point, we would recommend a partnership with one of our events. This would give you an opportunity to get a feel for what it's like working with us on a USPL event.

We have an immediate need for an apparel partner for our Maryland events. That might be a good opportunity to introduce your products in Under Armour's backyard. Yet, for obvious reasons, our Pittsburgh event might be a good fit for CRONS. Apart from your location in Pittsburgh, there's the possibility of additional activation in regards to promoting your relationship with GNC.

After getting a feel for what it's like to work with us on an event, we could work with you to create CRONS-branded events that would target specific markets what would be of interest to your marketing plan. We could target specific markets that are important to your marketing plans. Those events could include a combination barter/monetary investment for each event.

Let's talk again soon.

Thanks for your time,
Mike Sinnott
United States Passing League
(517) 927-4570
TheSportsFlash@aol.com