

United States Passing League
U.S. Army Kansas City Recruiting Battalion
2012 Proposal – One Page - Kansas & Missouri Passing Leagues

<u>Overview</u>	<u>Implementation</u>	<u>Investment</u>
The United States Passing League (USPL) will manage passing league events that will feature targeted high schools from the U.S. Army Kansas City Recruiting Battalion. The event will target specifically designated high schools in the following markets: Kansas City and St. Louis. Each single-day, 16-20 team tournament will feature pool play to determine the seeding for the single-elimination championship round. Teams will be guaranteed to play a minimum of four games. The games will feature seven players per side and only passing of the football is allowed. Each event will be branded as a U.S. Army event and will be an opportunity for your recruiters to generate leads, distribute information about the U.S. Army, and build relationships with high school football coaches, athletic directors, and fans.	USPL assumes the responsibility for the management of the passing league campaign in each market, 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; • insuring participants; • serving as campaign point of contact; • providing trophies for winning teams; • providing giveaway for competitors; • assisting on-site marketing activities; and, • managing the event. The USPL secures a host site, date for the event, and partners with a high school coach on the ground in each market. 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. The date for the event will be determined by the availability of facilities and other major events in the community. We'll schedule the event for a date that ensures maximum participation by the targeted schools.	The U.S. Army Kansas City Recruiting Battalion will be the exclusive military sponsor for the event. As the title sponsor these events, the event will be branded as U.S. Army event. In addition, we will target specific high schools for participation in the event. At each event, the U.S. Army will have the right to engage in typical recruiting activities, including setting up an information booth, distributing information and engaging in one-on-one and group discussions with the student-athletes. <u>Kansas City - \$2,750</u> 16-20 Teams from TARGETED Schools 15-25 Student-Athletes Per team 400-500 Participating Student-Athletes <u>St. Louis - \$2,750</u> 16-20 Teams from TARGETED Schools 15-25 Student-Athletes Per Team 400-500 Participating Student Athletes <u>TOTAL - \$5,500</u> 32-40 Teams from TARGETED Schools 15-25 Student-Athletes Per Team 480—600 Participating Student-Athletes