

**United States Passing League
Muscle Milk 2012 Proposal**

<u>Overview</u>	<u>Implementation</u>	<u>Investment</u>
The United States Passing League (USPL) will manage passing league events that will feature high school football teams in key markets for Muscle Milk. The USPL will target for participation those high schools with a socioeconomic profile that matches Muscle Milk's target audience. USPL will secure host sites in communities that also fit the marketing profile for Muscle Milk. 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. The USPL drafts rules for each particular event that ensures the teams are participating in compliance with the rules set down by each state's governing body for high school athletics. USPL's events for Muscle Milk will be fun events that ensures product distribution to the target audience and an opportunity for building relationships with the high school coaches and student-athletes.	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 against injury; • serving as campaign point of contact; • providing tee-shirts to competitors; • 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. June is the preferred month, due to the weather, but we can stretch into July, if necessary. For certain markets, there may be an advantage to consider hosting events in the late fall, early winter after the conclusion of the football season.	Muscle Milk's title sponsorship ensures exclusivity in the "anything that goes into the body" sponsorship category. This eliminates a gray area in regards to your sponsorship and protects Muscle Milk's brand identity. The USPL has the right to secure secondary sponsorships to Muscle Milk event. To ensure brand integrity, Muscle Milk must approve all secondary sponsors. From our experience, teams will bring 20-25 players for each event. For each USPL event, we expect 320-500 participating student-athletes. If Muscle Milk title sponsors four events in 2012, then we can reasonably expect 1,280-2,000 participating student-athletes. That total does not include coaches, administrators, or fans in attendance at the events. For each 16-20 team USPL event, we require an investment of \$5,500. For the title sponsorship of four tournaments in 2012, the USPL requires Muscle Milk to make an investment of \$22,000.