

Pennsylvania Passing League - Philadelphia
2012 Proposal – One Page

<u>Overview</u>	<u>Implementation</u>	<u>Investment</u>
The Pennsylvania Passing League (PPL) will manage a scholastic-based high school football event for the Mid-Atlantic Recruiting Battalion in the Philadelphia market. The PPL will target for participation those high schools that are a key to the battalion's recruiting mission. 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. Since 2010, we've managed the Pennsylvania Passing League for the Harrisburg Recruiting Battalion in Pittsburg and Harrisburg. The Pennsylvania Passing League event in Philadelphia will generate leads for your recruiters and build relationships with the high school football coaches and athletic directors in the market.	The PPL 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; • distributing information about the Army values program; • distributing 140 Army values posters to the participating coaches; • distributing 240 tee-shirts to the student-athletes that include listing of Army values; • 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 PPL secures a host site, date for the event, and partners with a high school coach on the ground in each market. 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.	The U.S. Army Mid-Atlantic Recruiting Battalion's sponsorship of this event ensures exclusivity in the military recruiting services category. As the title sponsor of the PPL-Philadelphia event, from start to finish, this will be branded as a U.S. Army event. The PPL can target specific high schools that fit with the battalion's recruiting mission. From our experience, teams will bring 20-25 players for each event. For this event, we expect 320-500+ student-athletes to participate. These events typically generate 125-175+ leads for the recruiting battalion. For a title sponsorship of a PPL event in Philadelphia, we require an investment of \$5,000.