



To: Skip Nickle
Russell Athletic

From: Mike Sinnott
United States Passing League

Re: USPL's Pennsylvania Passing League

Date: January 30, 2012

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. In Pennsylvania, the USPL will manage the third Pennsylvania Passing League (PPL). The PPL consists of two divisions, the PPL East Division, played in Harrisburg; and the PPL West Division, played in Pittsburgh. The U.S. Army is the title sponsor of the PPL.

We welcome Russell Athletic as a presenting sponsor for both Pennsylvania Passing League events in 2012. For your participation, the USPL does not require a monetary investment. Rather, the USPL will accept Russell Athletic gear to provide to the participating student-athletes and coaches. For this consideration, Russell Athletic 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.

Investment

The value of this presenting sponsorship for the Pennsylvania Passing League is \$11,000. If Russell Athletic 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 Russell Athletic</i>	<i>\$11,000.00</i>

Again, the USPL does not expect a monetary investment in the PPL, but would prefer an exchange of Russell Athletic product to cover the cost to outfit each of the participating teams with a shirt for competition.

U.S. Army's Pennsylvania Passing League presented by Russell Athletic

With a commitment to outfit our participating teams, the USPL would make Russell Athletic 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.

Russell Athletic 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 Russell Athletic logo in all communications to promote the PPL;
- inclusion of Russell Athletic logo, information in all press releases;
- inclusion of Russell Athletic 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;
- 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 shirts for officials; 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.

Here are the tentative dates for the 2012 Pennsylvania Passing League:

PPL WEST

Pittsburgh, PA
June 23 or June 30

PPL EAST

Harrisburg, PA
July 14

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 participants

Russell Athletic delivers high-quality products for a great value. The performance of your apparel is, without question, on par with other national brands such as Nike and Under Armour. For Russell Athletic, 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, Russell Athletic 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 Russell Athletic for the competition. In addition, Russell 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 your sales representatives, the PPL presents a similar opportunity to build relationships with the key decision makers at as many as 40 high schools in Pennsylvania.

The PPL presents a unique opportunity to cultivate relationships and generate leads for your sales representatives.

Russell Athletic would also have the opportunity to conduct a uniform/product seminar to introduce your new products or uniforms to the coaches in attendance. You’ll also have the opportunity to sell your products to those in attendance.

USPL’s philosophy aligns with Russell Athletic’s “Together We R”

Unlike other passing leagues, the USPL is designed for as a skill-building, team-building event for local high school football teams, not all-star or elite teams. While we have elite athletes participating in our events, they remain in the structure of their high school team. This, we believe, aligns us with Russell Athletic’s “Together We R” campaign that promotes the team over the individual.

What does the USPL need from Russell Athletic?

Shirts for Competition

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

We prefer that each shirt already include the Russell Athletic 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. Russell Athletic would provide us with the shirts that include the Russell Athletic logo.

Russell Athletic 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.

Athletic Crew Neck Tee

Item # 67014MR @ \$8.99

<u>Product</u>	<u>Teams</u>	<u>Players</u>	<u>Shirts</u>	<u>Unit Price</u>	<u>Total</u>
Item #67014MR	16	20	320	\$8.99	\$2,876.80
Item #67014MR	20	20	400	\$8.99	\$3,596.00
Item #67014MR	24	20	480	\$8.99	\$4,315.20
Item #67014MR	28	20	560	\$8.99	\$5,034.40
Item #67014MR	32	20	640	\$8.99	\$5,736.60
Item #67014MR	36	20	720	\$8.99	\$6,472.80
Item #67014MR	40	20	800	\$8.99	\$7,192.00

Dri-Power Color

Item # 6B2DPMO @ \$16.99

Color Block Tee

Item # DO5DPMO @ \$16.99

Dri-Power Ragland Tee

Item # 629DPMO @ \$16.99

<u>Product</u>	<u>Teams</u>	<u>Players</u>	<u>Shirts</u>	<u>Unit Price</u>	<u>Total</u>
Item #6B2DPMO	16	20	320	\$16.99	\$5,436.80
Item #DO5DPMO					
Item #629DPMO					
Item #6B2DPMO	20	20	400	\$16.99	\$6,796.00
Item #DO5DPMO					
Item #629DPMO					
Item #6B2DPMO	24	20	480	\$16.99	\$8,155.20
Item #DO5DPMO					
Item #629DPMO					
Item #6B2DPMO	28	20	560	\$16.99	\$9,514.40
Item #DO5DPMO					
Item #629DPMO					
Item #6B2DPMO	32	20	640	\$16.99	\$10,873.60
Item #DO5DPMO					
Item #629DPMO					
Item #6B2DPMO	36	20	720	\$16.99	\$12,232.80
Item #DO5DPMO					
Item #629DPMO					
Item #6B2DPMO	40	20	800	\$16.99	\$12,592.00
Item #DO5DPMO					
Item #629DPMO					

Coaching Shirts

As a gift to the participating coaches, we would like to provide each team with a Russell Athletic polo shirt with the PPL logo and the Russell Athletic 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.

Basic Polo

Item # 8336HMK @ \$24.99

<u>Product</u>	<u>Teams</u>	<u>Coaches</u>	<u>Shirts</u>	<u>Unit Price</u>	<u>Total</u>
Item #8336HMK	16	16	16	\$24.99	\$399.84
Item #8336HMK	32	32	32	\$24.99	\$799.68

Sideline Polo

Item # 8416HMK @ \$39.99

<u>Product</u>	<u>Teams</u>	<u>Coaches</u>	<u>Shirts</u>	<u>Unit Price</u>	<u>Total</u>
Item #8336HMK	16	16	16	\$39.99	\$639.84
Item #8336HMK	32	32	32	\$39.99	\$1,279.68

Additional Activation for Russell Athletic

Now, if possible, to further reinforce your sponsorship and help the schools to “visualize” using Russell Athletic gear during the regular season, we suggest, if possible, to opening up the colors available to the teams to enable them to choose their school colors for the shirts. That means allowing the teams to use the uniform builder on your site to create their own PPL uniforms.

To further activate your sponsorship, the USPL suggests that Russell Athletic allow the participating teams to build their own PPL uniform at your web site, using the uniform builder. Of course, all uniform design is subject to PPL approval and we would suggest restricting the uniforms to certain products, colors, etc. to ensure compliance with our rules. For this, the participating coaches would have to register and log-in to the site to design their PPL uniforms.

Benefits of this Activation

1. Decision makers “visualize” their teams using Russell Athletic gear in their school colors.
2. Drives traffic to the Russell Athletic web site.
3. Registration of decision makers at your web site to design uniforms for event.
4. Decision makers actively using your products and services.

Of course, for this activation, we'd require a much more significant investment of product from Russell Athletic. For this activation, we'd likely require one of the following shirts for the event:

- Sublimated Performance Tight-Fit Compression Short Sleeve Top - #2P8S2SU
- Sublimated Dri-Power Short Sleeve Top - #2P4DPSU

The use of these shirts will enable the coaches to use your web site to design their shirts, based on our specifications and subject to our approval. That's the biggest benefit of this activation and may reap the biggest benefits for Russell Athletic.

We welcome Russell Athletic as a sponsor of our 2012 Pennsylvania Passing League events. The process will soon begin on securing the participating teams for our events. It is our hope to have Russell Athletic on board with the PPL as early in the process as possible, to begin promoting your involvement with our 2012 events.

Let's talk again soon.

Thanks for your time,
Mike Sinnott
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