

United States Passing League
U.S. Air Force Passing League – 349th Recruiting Squadron

<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 Kansas and Oklahoma for the U.S. Air Force's 349th Recruiting Squadron. The USPL will target high schools in your recruiting territory, specifically targeting your difficult to reach high schools. 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. The U.S. Air Force's 349th Recruiting Squadron will host events that will enable your recruiters to generate leads, distribute information to your target audience, and build relationships with your 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.	The U.S. Air Force's 349th Recruiting Squadron will be the exclusive military organization involved with the campaign. From our experience, teams will bring 20-25 players for each event. For each USPL event, we expect 320-500 participating student-athletes. For many recruiting organizations, that can mean 125-175 qualified leads. With the 349th Recruiting Squadron's sponsorship of the U.S. Air Force Precision Air Strike campaign, a passing league event would be a perfect fit. In fact, I would recommend, in an effort to save money for the event, using the same logo that we use for the U.S. Air Force Precision Air Strike campaign, but add "passing league" to the logo design. For a 16-20 team event, we require an investment of \$5,500 per state, but, if we use the same logo, we can drop that investment down to \$4,500 per state. Presenting sponsorships would be available for events in both states for \$2,500 for each state. We would, however, need to find a title sponsor for those events to make that happen.