

**United States Passing League
U.S. Army Miami Recruiting Battalion
2012 Proposal – One Page**

<u>Overview</u>	<u>Implementation</u>	<u>Investment</u>
The United States Passing League (USPL) will manage a passing league event in South Florida for the U.S. Army Miami Recruiting Battalion. Our USPL event in South Florida will be an opportunity to generate leads for your recruiters, distribute information to potential recruiters, and build relationships with high school football coaches, athletic directors, and fans. The USPL will target the high schools of the Miami Battalion, focusing on your targeted high schools for inclusion in the event. 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 the state's governing body for high school athletics.	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 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. At this time, the USPL is exploring the Central Broward Park and the Miramar Sports Complex as possible host sites for the event.	The U.S. Army's sponsorship of the event ensures exclusivity in the military recruiting services category. As the title sponsor, this will be branded as a U.S. Army event. In addition, your sponsorship of the event ensures that teams will not be charged to participate. From our experience, teams will bring 20-25 players to each USPL event, and we're targeting 16-20 teams to participate in our inaugural South Florida event. That means 320-500 student-athletes will participate. Generally, that means 125-175 qualified leads for your recruiting battalion. For a title sponsorship of a USPL event, we require an investment of \$5,500 per event. That ensures that each participant will receive an Army-branded tee-shirt for participating in the event. If each participant does not receive an Army-branded tee-shirt, the title sponsorship will be \$3,600.