



640 N. Broad St, Suite 514
Philadelphia, PA 19130
267-940-PSTC
www.PhillySportsTC.com



July 2008

Dear Prospective Sponsor:

This is a request for sponsorship for the 7-on-7 Passing Football League for our Inaugural 2008 Season Football Banquet on Friday, August 8th from 6pm – 9pm. The banquet will highlight this inaugural season, present honors & awards for participants, and bring together parents to show our appreciation for their children participating. We have 10 teams total with approximately 15-20 players on each team. The banquet will be for approximately 100-150 people that will be free of charge or little cost depending on the amount of sponsorship we receive before July 26th. Sponsors can be parents, employer's of parents, companies, individuals, or in-kind donations for our silent auction. Our goal is to raise \$20,000 so that we can provide the banquet free to all members and their families, as well as raising funds to improve the PFL year after year in Philadelphia and through our prospective expansion.

The mission is to provide student-athletes in good academic standing (minimum 2.0 gpa) with their school an opportunity to play their skilled position and increase stamina through continuous sports-specific training. The goal is to encourage student-athletes to maintain progression on their grades and motivate them to want to pursue a college degree at the end of their high school career.

Sponsorship Benefits

- As a sponsor, you will have the ability to have your logo posted prominently on the League website and we can also hyperlink directly to your company website for direct access.
- The League website is updated with weekly standings, schedules and game results so you can track how well the teams you are sponsoring are doing on the field!
- Announcements on the radio stations as a Sponsor of the PFL.
- Advertisement in the Banquet Program that will be given to all attending the banquet.

Thank you in advance for your prompt response in helping us give back to the community through the student-athletes that would not have such an opportunity if not for your patronage as a business in Philadelphia, PA. I look forward to hearing from you soon to be recognized in all promotional material.

Sincerely,

A handwritten signature in red ink that reads "Maine Prince".

Maine Prince
Owner / Commissioner



Showcase Your Company by Supporting Student-Athletes

Passing Football League is the largest and only 7 on 7 league in the country. It's a 10 game season and concludes with 4 weeks of playoffs, a championship game and the all-star game follows the day after the PFL Banquet to give recognition of achievement.

There are 10 teams of 200 high school student-athletes that come from 3 states, 5 counties, and throughout inner-city Philadelphia. All student-athletes must have a 2.0 gpa to participate in the league.



Community Recognition gives your customers and prospects the gratification in knowing that businesses are supporting the youth by sponsoring events that help boost the mission and goals of organizations that promote education and sports.

Studies show that companies that support local community organizations increase their traffic flow from those that are affected by their sponsorship of youth organizations.

Marketability through the PFL will give your company additional opportunities to expand your target market to a diverse population to increase your revenue alternatives while giving back to the community that supports your business.

The PFL is being sought after as a new spring league for high school football presented to the National Federation of High School, the PIAA, and the School District of Philadelphia.



Economic Impact of your financial contribution will give student-athletes and parents the opportunity to attend the PFL Awards Banquet without cost and feel proud of their child for his accomplishments in participating and having good grades.

Parental involvement is critical to a child's development and as a company or individual your sponsorship will guarantee that all families can enjoy the celebration as a team supporting the youth.



PFL Banquet & Post-Season Program Rates



Advertising Description	Program Rates	Plus Cost for Full Color
Back Cover (Full Page)	\$500	Price Includes Color
Inside Front Cover (Full Page)	\$750	Price Includes Color
Inside Front Cover (Half Page)	\$500	\$75 / \$150
Inside Back Cover (Full Page)	\$400	Price Includes Color
Inside Back Cover (Half Page)	\$250	\$60 / \$125
Center Spread (1/8 Page)	\$1000	Price Includes Color
Full Page	\$325	Price Includes Color
1/2 Page	\$200	\$50 / \$100
1/4 Page	\$175	\$35 / \$75
1/8 Page	\$150	\$20 / \$50
Business Card	\$125	\$10 / \$25



Company Name: _____
Contact Requesting Ad: _____
Address: _____
Phone: _____
Email: _____

If you would like us to create a simple advertisement for you, please write the words you would like displayed below:

*Please mail this sheet along with your check to:

PFL Banquet & Program
 c/o Philly Sports Training Center
 640 North Broad Street, Suite 514
 Philadelphia, PA 19130

Ads due no later than **July 16th (Post-Season) or August 1st (Banquet)**

Make check payable to: Philly Sports Training Center

Credit Card Payments available

*Include 3.25% finance charge

Phone in your request by call **267-940-PSTC**

Request an online PayPal invoice via email: sales@PhillySportsTC.com

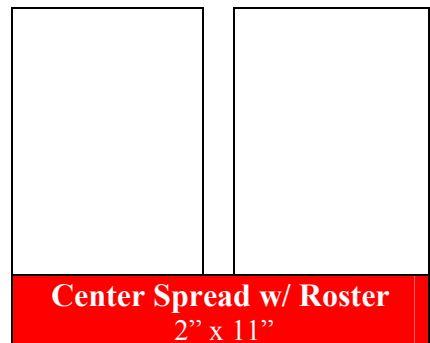
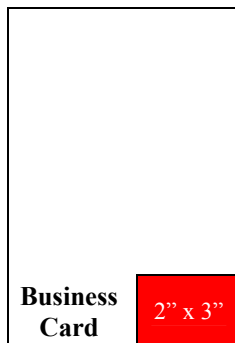
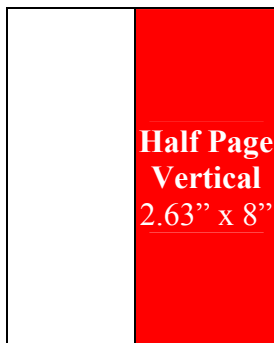
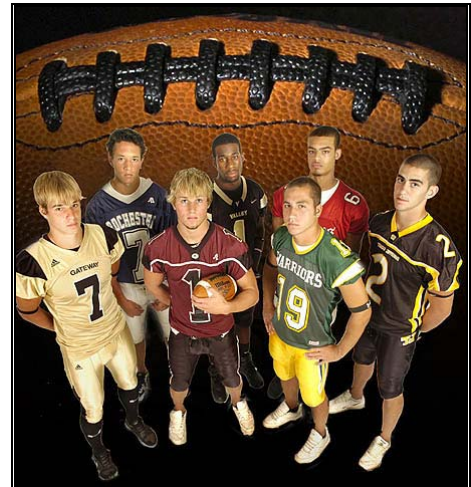
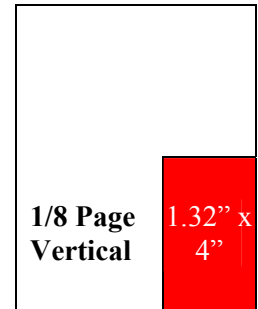
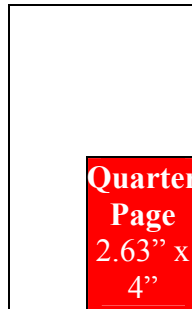
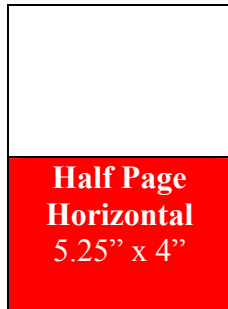
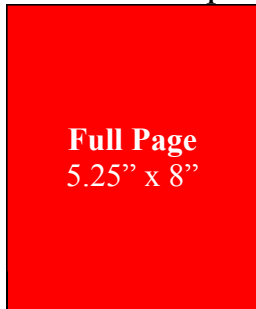


Thank you for your support!



ADVERTISING SIZES

For the Banquet Program & Post-Season Games



Deadlines:

July 16th to be included in the Post-Season Program

We will be printing 500 programs per post-season game

August 1st to be included in the PFL Banquet Program

We will be printing 250 programs for attendee's and remaining members not in attendance.

Preferred Forms

Microsoft Word, Adobe Photoshop, Jpeg, gif, bmp. Resolution for all images must be 300 dpi.

A proof must be provided with all artwork.



PFL Banquet Agenda

The Spaghetti Warehouse

10th & Spring Garden

Friday, August 8th, 2008



Welcome

Reilly Fies, Account Executive of PROwl Public Relations
 Justina Prince, Director of Academics

Invocation

Reverend Theodore Winsley, Philadelphia Eagles

D i n n e r S e r v e d

Opening Remarks

Stephanie Loiero, member of PROWL
 Patrick Walsh, Sneaker Villa - Title Sponsor
 Derrick Morgan, Modell's - Title Sponsor
 Maine Prince, "Impact of Sports"
 Jeff Chorpenning, PFL Player Development
 Recognition of PFL Player of Week Awards

PFL Commissioner

Varsity Awards

Season POTW honors
 Awards Presented are:

- Most Interceptions Award*
- Most Sacks Award*
- Most Touchdowns (Receiving)*
- Most Touchdowns (Passing)*
- Sportsmanship Award*
- Student-Athlete Award*
- Offensive MVP*
- Defensive MVP*
- Coach of the Year Award*
- Most Valuable Player Award*
- Grand Prize \$1000 Check*

Featured Speaker

To Be Announced

Closing Remarks

PFL Coach or Parent

Announcements

Silent Auction Items





ADVERTISING MENU OPTIONS

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|---|---|
| <p>Touchdown Sponsor
\$5000</p> | <ul style="list-style-type: none"> ➤ Playoff Sponsor of the Passing Football League ➤ Logo on all promotional marketing materials (playoff program, signage) ➤ Presenting sponsor & logo for the Most Valuable Player with a presentation ➤ Promotional Tent set up at all playoff games and championship game ➤ Full Page ad in Banquet Program and Website link on Official PFL website ➤ 10 post-season tickets (includes playoffs, championship, and all-star game) ➤ Corporate Membership in The Sports Training Foundation |
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| <p>First Down Sponsor
\$3000</p> | <ul style="list-style-type: none"> ➤ Logo on all promotional marketing materials (brochures, flyers, programs) ➤ Company specials included in email blast (sent to 10,000 confirmed emails) ➤ Presenting sponsor of Coach of the Year Award ➤ Full Page ad in Banquet Program and Website link on Official PFL website ➤ 8 post-season tickets (includes playoffs, championship, and all-star game) ➤ Corporate Membership in The Sports Training Foundation |
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| <p>Field Goal Sponsor
\$2,000</p> | <ul style="list-style-type: none"> ➤ Logo on all promotional marketing materials ➤ Banner placed at the fields at Temple University ➤ Presenting sponsor of the offensive or defensive MVP awards (2 available) ➤ Half Page ad in Banquet Program and Website link on Official PFL website ➤ 6 post-season tickets (includes playoffs, championship, and all-star game) ➤ Corporate Membership in The Sports Training Foundation |
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| <p>Award Sponsor
\$1,000</p> | <ul style="list-style-type: none"> ➤ Presenting sponsor of a statistical award (4 available) ➤ Quarter Page ad in Banquet Program ➤ 4 post-season tickets (includes playoffs, championship, and all-star game) ➤ Corporate Membership in The Sports Training Foundation |
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ALA CARTE OPTIONS

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| <p>\$200 - \$1,000
\$500</p> | <ul style="list-style-type: none"> ➤ Banner Advertisements (provided by company or newly created) ➤ Inclusion on additional email blasts |
| <p>\$50 - \$500</p> | <ul style="list-style-type: none"> ➤ Company logo banners from table top to 2' x 6' stand-up banner |
| <p>\$300 - \$600</p> | <ul style="list-style-type: none"> ➤ Website link on Official PFL Website (banner size is 217pixels x 155 pixels) |
| <p>\$50- \$2,000</p> | <ul style="list-style-type: none"> ➤ Advertisement in PFL Baquet (varies, call for sizes) |
| <p>\$1000 - \$3000</p> | <ul style="list-style-type: none"> ➤ Radio, tv, internet promotion – as a presenting sponsor (varies, call for details) |

For customized promotional packages, donations, or more information contact the office at Philadelphia Sports Training Center via telephone at 267-940-PSTC or via email at Maine@PhillySportsTC.com