



www.pittsburghpassion.com

Pittsburgh Passion



www.iwflsports.com

Partnership Opportunities

Hello,

The Pittsburgh Passion would like to thank you for considering a partnership with our team. In the **Passion mission** of “teaching positive life lessons through sport”, we are just as committed to success in the community, as we are to success on the field. We offer outstanding and affordable marketing opportunities. Thank you for taking a moment to consider a partnership with our organization.

The **Pittsburgh Passion** is one of the most popular teams in the rapidly emerging sport of women’s professional football. In 2007 the Passion went 12-0 to become the undefeated **National Champions**. In 2008, the team clinched the **North Atlantic Divisional Championship**, and finished 9-1 overall. **Sports Illustrated** and **ESPN’s SportsCenter** have featured the Passion, and the **Heinz History Center** presented the team with a permanent exhibit in the Western Pennsylvania Sports Museum. The franchise was elected “**Team of the Year**” across the country, for creating the **largest fan base** for the sport and building the best promotional products and campaigns. The team was chosen to represent the league in the historic Gender Bowl Game played at the **LA Coliseum** and also selected to be the subject of a Los Angeles **documentary feature film currently in post-production**. In 2009, the Passion posted a 7-1 Divisional season and finished 7-2 overall for a three season total record of 28-3.

The Passion have received a **substantial amount of exposure** as our home games were televised on **FSN, Comcast, and Armstrong** reaching **over 17 million homes** in Pennsylvania, Maryland, Ohio, New York, and West Virginia, with satellite feeds reaching coast to coast. **2008 Passion Football received a Mid-Atlantic Emmy Nomination by the National Academy of Television Arts & Sciences for Best Sports Live Unedited Series**, and Nielsen TV Ratings recorded the Passion as **one of the most popular sports programs of the summer for Pittsburgh**.

The Passion Pulse, an extensive player/sponsor program, undergoes printing in mass quantities and distribution at every community event the team attends throughout the entire year. The team regularly participates in weekly community and county events in Allegheny, Butler, California, Connellsville, Grove City, Meadville, North Clarion, Titusville, Zelienople, Boardman, and Kinsman among others, giving back to all neighborhoods in the surrounding region.

The Passion website receives over 60,000 hits per year. Players are regularly featured on WTAE, KDKA, WPXI, KISS-FM, Pittsburgh Today Live, FSN’s Savran on Sportsbeat, Star 100.7 Morning Show, WAMO, 105.9 The X, the Pittsburgh Post-Gazette, Pittsburgh Tribune Review, Pittsburgh City Paper, all Gateway Newspapers, WHIRL Magazine, Pittsburgh Magazine, and Pittsburgh Professional Magazine.

The Pittsburgh Passion would like to work with you to create exciting, resourceful promotions. We welcome the opportunity of establishing a long relationship with you and your company. For more information please call Teresa at 724-452-9395.

We look forward to a wonderful partnership with you! ☺

Teresa Conn
Owner Pittsburgh Passion
724-452-9395



2010 PITTSBURGH PASSION PLAYER SPONSORSHIPS



THE PASSION PULSE IS OUR PLAYER/SPONSOR PROGRAM DISTRIBUTED FOR 12 MONTHS AT ALL PASSION EVENTS, ASSEMBLIES... REACHING THOUSANDS THROUGHOUT PITTSBURGH AND SURROUNDING AREAS.

_____ **\$100 BOOSTER** - 2 adult season passes plus 10 word message in the Passion Pulse (Good luck Suzy, love Mom and Dad)

_____ **\$250 RED-ZONE PACKAGE:** – Listed in the Passion Pulse as player sponsor, a clickable link to your site by the player's name on the web roster, 2 adult season passes and a Passion pack that includes Passion mug, hat, and documentary feature film DVD.

_____ **\$500 TOUCHDOWN PACKAGE:** Listed in the Passion Pulse as a player sponsor, a clickable link to your site by the player's name on the web roster, 6 adult season passes, a company provided banner to be displayed at all home games and Passion pack that includes the Passion mug, hat, and documentary feature film DVD.

_____ **\$1000 PREMIERE PLAYER PACKAGE:** Listed in the **Passion Pulse** as player sponsor, a **clickable link** to your site on the **front page of the Passion website**, **12 adult season passes**, company provided **banner** to be hung in the stadium, a company provided **patch to be worn on players jersey (2x2 max)**, **2 MSA internet broadcast announcements for all games and 2 PA announcements per home game** and a **Passion PREMIERE Pack** that includes a **Passion mug, hat, documentary feature film DVD, and autographed collectors helmet.**

SPONSORSHIP FORM

Player Sponsored: _____ Sponsorship Package elected: _____

Company Contact Information:

Your Name: _____ Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Signature: _____ Check number: _____

Website address: _____ E-mail: _____

Please use forms and paypal on line at : www.pittsburghpassion.com , or make checks payable to Pittsburgh Passion and mail to address below. Thank you so much for your support. We sincerely appreciate it!

Pittsburgh Passion
1328 Bear Run Dr.
Pittsburgh, PA 15237
Pittsburghpassion@gmail.com



**2010
PITTSBURGH PASSION
CORPORATE SPONSORSHIPS**



\$2500 : A clickable link to your site on the front page of the Passion website, listed in Passion Pulse as a Corporate Sponsor, 2 MSA internet broadcast announcements per game , 2 PA announcements at all home games, a company provided patch (2"x2" max) to be worn on selected players game jersey (televised on FSN, Armstrong, and Comcast), a company provided banner to be displayed at all home games, your logo placed on a "thank you" commercial, 20 Adult Season passes, and a Passion appreciation pack that includes Documentary Feature Film DVD, hat, mug, and autographed collectors helmet.

\$5000: EVERYTHING ABOVE PLUS: A ½ PAGE AD IN PASSION PULSE, FULL SCREEN COMPANY "BROUGHT TO YOU BY" TV GRAPHIC BILLBOARD TO BE INCLUDED IN EACH BROADCAST, AND 50 student tickets donated to your favorite charity in your name and additional 30 adult season passes totaling 50.

\$10,000: EVERYTHING ABOVE PLUS: Full page color advertisement, 2 (30 sec.) commercial advertising timeslots during each home game for any company provided commercials of choice, 100 student tickets donated to your favorite charity in your name, special recognition from players during newspaper, radio, or TV interviews plus an additional 80 Adult season passes totaling 100.

\$15,000: EVERYTHING ABOVE PLUS: On location talent appearances, product placement in game broadcasts, in-game branded segments (i.e. "First Commonwealth Fan of the Game"), commercial slots and customized commercials with player appearances, company clinics or kid camps, research availability using team members, and many other options are available to meet your company wishes.

SPONSORSHIP FORM

Player Sponsored: (not required) _____ Sponsorship Package elected: _____

Your Name: _____ Company Name _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Signature: _____ Check number: _____

Website address: _____ E-mail: _____

Please use on-line sponsorship orders at www.pittsburghpassion.com or make checks payable to
Pittsburgh Passion

Please attach high resolution artwork to this form along with your check and send it to:

**Pittsburgh Passion
1328 Bear Run Dr.
Pittsburgh, PA 15237
pittsburghpassion@gmail.com**