



Lonestar Mustangs

Women's Tackle Football

To: Potential Advertising Partner

Re: Lonestar Mustangs Women's Football

The Lonestar Mustangs are a women's professional football team based out of the Bedford area that has successfully started and completed 3 full seasons since 2008. The Mustangs won the National Championship in 2010, going undefeated with a 12-0 record. The players include some of the most intelligent, competitive and fun-loving women from the state of Texas. They have put an end to the question of whether or not women are capable of playing full contact, tackle football. The Mustangs provide for a target audience that is rich in football tradition and women's athletics. The attendance at home and away games has grown over the years and we expect the fanfare to continue to increase this season. With an average of over 300 fans each game, our volunteers and organizers do an excellent job creating a game atmosphere that provides entertainment for all in attendance.

The 2012 season is already off to a great start and although the Lonestar Mustangs are not as widely publicized as the professional men's teams in the area the potential for success is still there without question. We would like to take this opportunity to offer ourselves as a partner to your organization in hopes that we can help each other. We ask that you review our advertising opportunities and let us know if you have any questions, need clarification or are ready to kick off a new partnership. We look forward to teaming up with you, after all TEAM is Together Everyone Achieves More.

We would like to take this opportunity to thank you for your time and consideration in partnering with our organization. On the next page, you'll find a letter written by one of our retired players and now coach, Lacy Downs. Please review these advertising opportunities and let us know if you have any questions or need clarification. We would like to offer ourselves as partners to you and your business/organization in the hopes that we can both help each other, after all a TEAM is -Together Everyone Achieves More.

Best wishes on a Repeat of our Championship year in 2012!

Your Lonestar Mustangs Players and Coaches



Lonestar Mustangs
13204 Fiddlers Trail
Keller, TX 76244

(214)-868-6533
lonestarmustangs.com
holley@lonestarmustangs.com



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Women's Tackle Football

Dear Reader,

The Mustangs Organization provides the opportunity for a diverse group of women to participate in a sport once played exclusively by men. Women of all ages, races, religions, cultures, and physical talents are encouraged to try out and play. The only requirement is a passion for and a desire to play football. The Mustangs coaching staff and general managers recognize the importance of providing a quality experience for all Mustangs players.

As little girls, we grew up longing to play a sport that we watched our brothers play and our fathers coach. When we asked if we could play we were told "No." Today, if a young girl asks her mother "Will I be able to play football?" the answer will be an enthusiastic "Yes!" Football is a sport that allows women to hit hard, run fast, and develop a mentally tough psyche. Football also requires year round conditioning and strength training of the body and mind of all body types, heights, and weights.

The cost of playing football is expensive. The equipment, including jerseys, to outfit a player alone can run up to \$700.00 - \$1,000.00. This figure does not include travel, venue, officials or media to promote the team. The team, as in culture, is also diverse in socio-economic level. Much of the expenses incurred by the player and team come directly from the player's pockets and household budgets. This is a limiting factor for those that get to play and for those that do not.

Each day, practice and game that we get the opportunity to walk on the field and experience any aspect of this game – a block, a reception, a tackle, a pass completion, an interception, a scoring drive – we are living a dream. We are living our passion. Your participation and support will ensure that we will continue to live our dream and our passion as we build on our success for the 2011 season.

Thank you in advance for helping our dream become a reality.

Lacy Downs
Lonestar Mustangs
#59, Linebacker (6 years)
Offensive Coach



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As a brand new team in 2009 we started practice in September 2008 with all new ladies to the game of football. Over that first season we had more than 150 ladies pass through the organization and over 20 coaches. We went 6-2 that first season, missing the playoffs by only 1 point. It was a heart-breaker for the players but a successful season nonetheless! In only our first season playing football we produced four All American athletes.


**Ebony Jones - 1st Team(DE), Jennifer Hull - 1st Team(QB),
Brittany Satterwhite - Honorable Mention(RB), Daniela Ottaiano - Honorable Mention(S)**

In 2010, our second season, we had a great returning group of players and coaches and received a huge addition to the team in runningback and corner Odessa Jenkins. We were the team to beat that year, beating teams by 40-60 points per game. The Mustangs ran through the regular season going undefeated with an 8-0 record. After having the first round of the playoffs at home, the Mustangs had to travel to Des Moines, Iowa to take on the Iowa Thunder. One week later we headed to the American Conference Championship in Las Vegas against the Vegas Showgirlz. It turned out to be a rough road to travel because after winning the Conference Championship, we had to return to Las Vegas two weeks later for the National Championship game against the Columbus Comets. We battled hard to win our first National Championship 16-14. In our second season the Mustangs produced ten All American athletes.

**MVP of the Championship and League MVP Odessa Jenkins
League Defensive Player of the Year Alex Harvey
Brittany Bushman - 1st Team(QB), Stephanie "Freight Train" Wakefield - 1st Team(FB), Melissa
Beach - 1st Team(WR), Yo Grant - 1st Team(TE), Tamra Kelley - 1st Team(C),
Lorrie Newman - 1st Team(DE), Jennifer Hull - 1st Team(LB),
Etta Maytubby - 2nd Team(TE)**

In 2011, the Mustangs struggled following our Championship season. We returned only half of our team, losing 4 of our All Americans, with the defense taking the biggest hit losing 9 of the 11 starters. We had to start rebuilding and had great participation and commitment from our young players. This was our first season to play cross town rivals, the Dallas Diamonds. We lost both games to the Diamonds by 10 points causing us to miss the playoffs. It was a very disappointing season following such a great championship run. We had two of our great players retire after this season, 3 time All American Linebacker and Quarterback Jennifer Hull, and 2 time All American Center Tamra Kelly. Although the season was disappointing, the Mustangs still produced 6 All Americans.

**Jennifer Hull - 1st Team(LB), Alex Harvey - 1st Team(DT), Tamra Kelly - 1st Team(C),
Joos Martin - 1st Team(OT), Mary Saville - 1st Team(G),
Daniella Ottaiano - 2nd Team(S)**



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Team Uniforms	\$5,000
Practice Gear	\$2,500
Equipment Bags	\$500
Travel Costs for Away games	\$6,200
Producing Game Tickets	\$1,600
Field Rental and Game Day (includes Field, EMS, Refs, Video/Photography, Announcer)	\$15,000
Practice Fields	\$3,000
Mustang Apparel For Fans (T-shirts, Sweatshirts, Visors, etc)	\$5,000
Marketing	\$5,000
Miscellaneous (website design, phone, office supplies, postage and mailing, insurance, league fees)	\$6,000
TOTAL ESTIMATED COST	\$48,000



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Lonestar Mustangs

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Advertising Packages

\$3500 Game Day Package


- * Corporate logo & link on Mustangs Website
- * Full Page advertisement in Mustangs Program (1 of 4 locations)
- * 1 Banner displayed at each home game (company provides banner)
- * 5 PA Announcements (10 seconds) per game
- * Ability to handout materials at the sponsored game
- * 1 Autographed Lonestar Mustangs Football
- * Logo on Game Day Tickets
- * 25 Game Tickets

\$1000 Offense Package

- * Corporate logo & link on Mustangs Website
- * Full Page advertisement in Mustangs Program
- * 1 Banner displayed at each home game (company provides banner)
- * 5 PA Announcements (10 seconds) per game
- * Mustangs available to attend Sponsors Events
- * 20 Game Tickets

\$750 Defense Package

- * Corporate logo & link on Mustangs Website
- * Half Page advertisement in Mustangs Program
- * 1 Banner displayed at each home game (company provides banner)
- * 4 PA Announcements (10 seconds) per game
- * Mustangs available to attend Sponsors Events
- * 15 Game Tickets



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Advertising Packages

\$500 Kickoff Package


- * Corporate logo & link on Mustangs Website
- * Quarter Page advertisement in Mustangs Program
- * 1 Banner displayed at each home game (company provides banner)
- * 4 PA Announcements (10 seconds) per game
- 10 Game Tickets

\$350 Safety Package

- * Corporate logo & link on Mustangs Website
- * Business Card advertisement in Mustangs Program
- * 2 PA Announcements (10 seconds) per game
- * 5 Game Tickets

\$250 Banner Package

- * Corporate logo & link on Mustangs Website
- * 4x6 Vinyl Banner displayed at each home game (Mustangs provide banner)
- * 2 PA Announcements (10 seconds) per game
- * 4 Game Tickets



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BANNER ADVERTISING FORM

NAME: _____
 BUSINESS: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 WEBSITE: _____
 SPONSORED PLAYER: _____

*We will provide a custom 4x6 Vinyl banner to be displayed at all home games (4 games plus playoffs)

Please design what you would like on your banner below and provide a business card for your logo.

Comments:

PAYMENT TYPE: CASH _____ CHECK _____ MONEY ORDER _____ PO# _____
PLEASE MAKE CHECKS PAYABLE TO: Lonestar Mustangs 13204 FIDDLERS TR KELLER, TX 76244

ALL TRANSACTIONS WILL HAVE A RECEIPT MAILED TO YOU AT THE ADDRESS LISTED ON THIS ORDER FORM. THE MUSTANGS WANT TO SAY THANK YOU FOR YOUR SUPPORT FOR OUR UPCOMING SEASON! ANY QUESTIONS YOU MIGHT HAVE PLEASE CONTACT US DIRECTLY AT (214) 868.6533 OR EMAIL ME AT HOLLEY@LONESTARMUSTANGS.COM
WE LOOK FORWARD TO SEEING YOU AT THE GAMES THIS SEASON.



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Advertising Form

Name: _____

Title: _____ Company: _____

Address: _____

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

Website: _____ Email: _____

Sponsorship Packages: Please Select One

\$3,500 GAME DAY PACKAGE

\$1,000 OFFENSE PACKAGE

\$750 DEFENSE PACKAGE

\$500 KICKOFF PACKAGE

\$350 SAFETY PACKAGE

\$250 BANNER PACKAGE

We need to order banner (provide Banner Advertising Form)
 Sponsor is providing banner

Additional comments: _____

Sponsorship Total: \$ _____

Sponsor Signature : _____ Date: _____

*** PLEASE MAKE CHECKS PAYABLE TO LONESTAR MUSTANGS**



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ADDITIONAL ADVERTISING OPPORTUNITIES

- | | | | |
|--------------------------|--|---------|----------|
| <input type="checkbox"/> | Full Page Game Day Program | 8x10.5 | \$400.00 |
| <input type="checkbox"/> | Half Page Game Day Program | 8x5.25 | \$300.00 |
| <input type="checkbox"/> | Quarter Page Game Day Program | 4x5.25 | \$250.00 |
| <input type="checkbox"/> | Business Card in Game Day Program | 4x2.625 | \$200.00 |
| <input type="checkbox"/> | Front INSIDE full page | 8x10.5 | \$500.00 |
| <input type="checkbox"/> | Back INSIDE full page | 8x10.5 | \$500.00 |
| <input type="checkbox"/> | Back OUTSIDE page | 8x10.5 | \$600.00 |
| <input type="checkbox"/> | Business Link on our website | | \$50.00 |
| <input type="checkbox"/> | 10 second PA announcement (choose how many you want \$25 each) | | \$25.00 |
| <input type="checkbox"/> | 1st Down Announcement (every 1st down) | | \$100.00 |
| <input type="checkbox"/> | Red Zone Announcement (every Red Zone Trip) | | \$100.00 |
| <input type="checkbox"/> | Penalty Flag Announcement (every Penalty) | | \$100.00 |
| <input type="checkbox"/> | Timeout Announcement (every timeout) | | \$100.00 |
| <input type="checkbox"/> | Touchdown Announcement (every touchdown) | | \$100.00 |
| <input type="checkbox"/> | Field Goal/Extra Point Announcements | | \$100.00 |
| <input type="checkbox"/> | Game Day Tickets (business logo on ticket) | | \$500.00 |
| <input type="checkbox"/> | Booster Ad (business card size personal message) | | \$50.00 |
| <input type="checkbox"/> | Donation | | \$_____ |

Name: _____

Title: _____ Company: _____

Address: _____

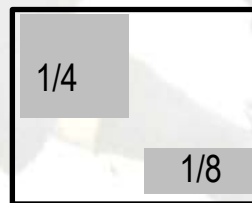
City: _____ State: _____ Zip: _____ Phone: _____

Website: _____

Email: _____

Total Amount: _____ Player Supporting _____

Comments: _____



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