

Sports Physical Therapy Center
Kick for Kash

It is proposed that the *Sports Physical Therapy Center* become the title sponsor of the "Kick for Kash" promotion. The promotion works as follows: During each of the five home football games two individuals will be selected at random for a chance to win \$10,000 in cash. They will win the cash if they are able to kick a field goal from the 40 yard line. If the kick is "good" the participant wins \$10,000 in cash.

Of course, you will not be asked to provide the \$10,000 in cash. Sportainment will purchase an insurance policy to cover the winnings.

Benefits to Sports Physical Therapy Center:

Title to a unique and innovative promotion-- *Sports Physical Therapy Center Kick for Kash*

Logo included in two advertisements in the Kenosha News the week before two select home games

Title mention in a minimum of 25 radio spots at the beginning of the season to introduce the event

On-site sign/banner (provided by Sports Physical Therapy Center) displayed in the stadium

Title sponsorship of the Red Devil Football page as previously agreed upon

Public address announcements at all home games (minimum of 3 during the first half, and title mention during the promotion)

Title sponsorship mention in game day programs

Sports Physical Therapy Center will receive the first opportunity next year for this promotion

An explanation of the event will be included in the fall sports guide on the same page as the football team picture

Participants will be selected through a random drawing of tickets which will include the corporate logo

The above items will be provided as part of the sponsorship agreement. Although not part of the agreement, past experience suggest a great deal of publicity in the form of newspaper articles, mentions by radio sports announcers, and visibility on television as they cover the half time event. We consider these benefits as "value added" and are not included in the formal sponsorship agreement.

Total investment for the Sports Physical Therapy Kick for Kash promotion is just \$650. If you desire, the payment may be made in two installments: \$325 due September 1st and the balance due October 1st.