



WEBSITE - [WWW.NEWENGLANDINTENSITY.COM](http://WWW.NEWENGLANDINTENSITY.COM)

New England Intensity, owned and operated by Rhode Island Intensity, LLC, 36 Prospect Farm Rd, Portsmouth, RI 02871

Dear Business Owner,

Welcome to the **New England Intensity** 2007 season!

This year marks a very special year for us as we were last year's league division champions and our now returning home to play in the IWFL, a 501(c)(6) non-profit, full-tackle women's football league focused on creating a positive, safe and fun environment for the women who play the game and fans that come out to watch them.

Many organizations are very excited about the future of women's tackle football because it has proven to be the **fastest growing segment in women's sports**. The IWFL was founded in 2000 by a group of women dedicated to making the sport a household name. The IWFL currently has over 1000 women playing the sport for 30 teams across North America from Southern California to Montreal and Oregon to Florida with consistent expansion into to new markets. Our team has been asked to do talks at regional schools and hospitals, have been covered in local and regional papers, as well as asked to do guest appearances on radio shows. And this year, fans will be able to view this growing sport through television coverage.

Intensity is a self-funded team and **must raise \$30,000** to play each year. This enormous cost includes fees for the stadium, practice field usage, referees, coaches, trainers, game day announcers, travel, transportation, uniforms, practice equipment and gear as well as the IWFL league fees which cover insurances. Most of the financial burden is borne by the players as we look for sponsors that are looking to get into this fastest growing segment in women's sports.

So this is where we can create a mutually beneficial relationship. Research proves that sponsorships allow your company to get closer to your customers by supporting an event/cause they care passionately about. Through our sponsorship programs, we can help your organization capture the attention and loyalty of your target markets in exchange for helping us provide New England's female athletes with a safe environment to play football. While working with our business partners we have created proven, customizable sponsorship packages that are guaranteed to deliver a solid return on investment for your marketing dollars.

As we prepare our team for competition in the IWFL, I am hoping you will share in the passion and excitement that we are experiencing and choose to sponsor our team. Don't miss the opportunity to be an exclusive sponsor. You can choose to select from one of the many levels of support or customize your own. Please see enclosed sponsorship guidelines. Thank you in advance for your kind thoughts and I look forward to seeing you at an upcoming Intensity game.

Sincerely,

Tricia Donovan, Owner





# SPONSORSHIP PACKAGES

**PLATINUM PACKAGE \$5,000.00**

1. Full-page inside cover ad in all home game programs (company must provide artwork).
2. Banners at our home stadium for each of the home games (company provides banners).
3. National and local press release announcing your company as our team's "PLATINUM" sponsor.
4. 8 PA announcements at every home game.
5. 50 individual game tickets for season home games.
6. Space to set up a sponsor's tent at the stadium for promoting your products and the rights to distribute company promo items to fans at each home game.
7. Your click-able banner link on our website for the entire season.
8. 4 Player Appearances.

**GOLD PACKAGE \$3,000.00**

1. Full-page cover ad in all home game programs (company must provide artwork).
2. Banners at our home stadium for each of the home games (company provides banners).
3. PA announcements at every home game.
4. 24 individual game tickets for season home games.
5. Your click-able banner link on our website for the entire season.

**GAME DAY SPONSOR \$2,000.00**

1. Full-page ad in all home game programs (company must provide artwork).
2. Banners at our home stadium for the sponsored home game (company provides artwork and banners).
3. Press release distributed locally announcing your company as our game day sponsor.
4. 24 individual game tickets for season home games.
5. 4 PA announcements.
6. Space to set up a sponsor's tent at the stadium for promoting your products and the rights to distribute company promo items to fans at each home game.
7. Your click-able banner link on our website announce you as our game day sponsor.

**SILVER PACKAGE \$1,000.00**

1. Half-page ad in all home game programs (company must provide artwork).
2. Banner at our home stadium for each of the home games (company provides banners).
3. 10 individual game tickets for that home game.
4. 2 PA announcements at each of our regular season home games.
5. The right to distribute company promo items to all fans at each home game.
6. Your click-able banner link on our website.

**TOUCH DOWN \$500**

1. Half-page ad in home game programs (company must provide artwork).
2. Banner with company logo or name (company provides banner).
3. 6 Individual game tickets for each home game.
4. Your click-able banner link on our website.

**FIELD GOAL \$250**

1. 8 Individual game tickets for each home game. Quarter-page ad in home game programs (company must provide artwork).
2. Your click-able banner link on our website.

**GAME DAY PROGRAM RATES**

**Inclusion in all 4 Home Games Programs**

**Promotion Format:**

- \_\_\_ Business Card \$50.00
- \_\_\_ Quarter Page \$75.00
- \_\_\_ Half Page \$100.00
- \_\_\_ Full Page \$150.00
- \_\_\_ Inside Front Cover \$250.00 (UPON AVAILABILITY)
- \_\_\_ Inside Back Cover \$300.00 (UPON AVAILABILITY)
- \_\_\_ Outside Back Cover \$500.00 (UPON AVAILABILITY)

\$50	Webpage banner (please provide image)
\$75	Framed, autographed Intensity Team picture for display in your establishment
\$100	Web page with link hosted on <a href="http://www.newenglandintensity.com">www.newenglandintensity.com</a> (Please provide all content for site)
\$100	Official Game Ball autographed by Intensity Team
\$100	Sponsor a Referee for 1 Home game (PA Announced)
\$100	Game Day PA Announcements (4 per game – message provided by sponsor)

**PLAYER SPONSOR \$ \_\_\_\_\_ ( amount)**

\_\_\_\_\_ [name player or position]

**\*Artwork must be scan-ready or supplied electronically. If you have any questions about Program Artwork, we'd be happy answer them. Please email: [info@newenglandintensity.com](mailto:info@newenglandintensity.com) Artwork/disk can be mailed with form or emailed to above address.**

**CUSTOM SPONSORSHIP** - We will gladly custom-make a sponsorship package to meet your individual needs. For more information, please contact us at [info@newenglandintensity.com](mailto:info@newenglandintensity.com)

Please fill out and mail to: **Intensity Sponsorship, New England Intensity,  
36 Prospect Farm Rd, Portsmouth, RI 02871**

Checks made payable to: **Rhode Island Intensity, LLC**

**CONTACT NAME:** \_\_\_\_\_

**PACKAGE TYPE:** \_\_\_\_\_ **SPONSORSHIP AMOUNT:** \$ \_\_\_\_\_

**Sponsor/Business Name:** \_\_\_\_\_

**Address (optional):** \_\_\_\_\_ **City/Zip:** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_ **Evening Phone:** \_\_\_\_\_

**E-Mail Address (optional):** \_\_\_\_\_

**THANK YOU FOR SUPPORTING THE NEW ENGLAND INTENSITY'S 2007 SEASON**



### 2007 New England Intensity Schedule

<b>April 28<sup>th</sup></b>	<b>@</b>	<b>DC DIVAS</b>
<b>May 5<sup>th</sup></b>	<b>HOME</b>	<b>Delaware Griffins</b>
<b>May 12<sup>th</sup></b>	<b>HOME</b>	<b>Bay State Warriors</b>
<b>June 2<sup>nd</sup></b>	<b>@</b>	<b>NY Sharks</b>
<b>June 9<sup>th</sup></b>	<b>@</b>	<b>Montreal Blitz</b>
<b>June 16<sup>th</sup></b>	<b>HOME</b>	<b>Manchester Freedom</b>
<b>June 23<sup>rd</sup></b>	<b>HOME</b>	<b>DC DIVAS</b>
<b>June 30<sup>th</sup></b>	<b>@</b>	<b>Manchester Freedom</b>

All Home Games played at Joseph P. Hanlon Field,  
Medway, MA - Kickoff 5PM

