

One Page on Why a League and Its Teams Should Succeed

The UFL in Virginia The Perfect Storm!



Why the UFL Will Succeed

<u>The Market</u>	<u>The League</u>	<u>The Time is Now</u>
<p>Hampton Roads is the largest market in the USA without a professional football franchise</p> <p>36th largest MSA in the USA</p> <p>Regional population of over 2,000,000 people</p> <p>Strong football tradition</p> <p>Robust business community</p> <p>Strong military presence</p> <p>Home of the world's largest naval base</p> <p>Affluent and educated population</p> <p>Choice of four outstanding football facilities</p> <p>Virginia Beach is the largest city in the Commonwealth of Virginia</p> <p>Hampton Roads, along with Richmond and Northern Virginia can call this their home team – VIRGINIA</p> <p>Doug Williams, General Manager – Experienced NFL Executive, Super Bowl MVP</p> <p>Jim Speros – Experienced Owner – CFL NFL Coach</p> <p>Community effort – PRIDE</p> <div style="text-align: center;">  </div>	<p>High-quality professional football</p> <p>Games played during the traditional Fall football season (last league to make it was the American Football League - AFL - which played in the fall)</p> <p>Head Coaches with NFL head coaching experience</p> <p>Majority of the players in the league have NFL experience and were drafted by the NFL</p> <p>Strong, experienced League management</p> <p>League ownership - Well known established business leaders</p> <p>Low cost structure for player's salary and a cap of \$3,000,000 per team for player's salaries. Player's make an average of \$50,000 per season</p> <p>Affordable, live family entertainment</p> <p>Average ticket price \$20</p> <p>Established television contracts - Versus (77 million households) & HDNet (20 million households)</p> <p>Consistent with NFL rules and format</p> <p>Centralized League operating structure</p> <p>Games played on Friday and Saturday nights - Prime Time</p>	<p>No foreseeable NFL expansion</p> <p>Large unaddressed market opportunities in non-NFL markets</p> <p>UFL team's benefit from low-cost business model that allows non-NFL cities to host a professional football franchise</p> <p>All UFL games are nationally televised in HD and broadcast locally on radio</p> <p>Robust financial performance with strong top line growth</p> <p>Hybrid ownership structure optimized for outperformance</p> <p>Highly qualified and experienced Management Team</p> <p>Corporate market will support professional football – national & local sponsors</p> <p>The UFL will own local media coverage. Football will be the lead story</p> <p>Great value for family entertainment</p> <p>Future UFL expansion fees will increase by more than 50% in 2011 (Virginia UFL paid \$10,000,000)</p> <div style="text-align: center;">  </div>

The United Football League – A New League With Established Values

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