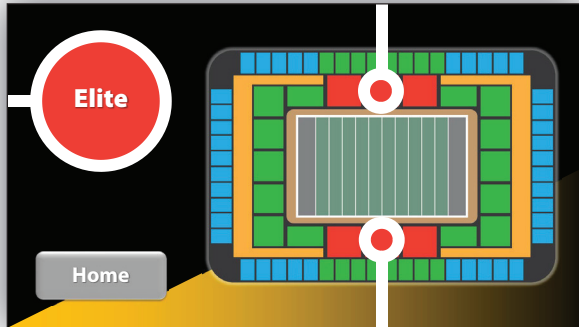
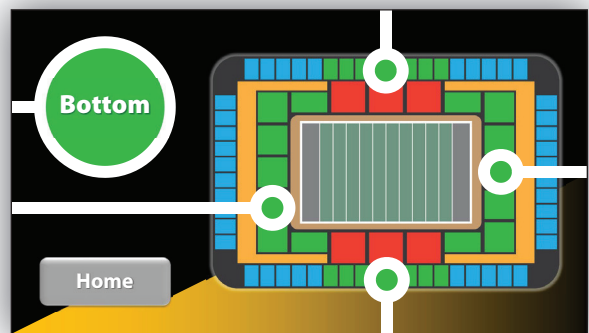
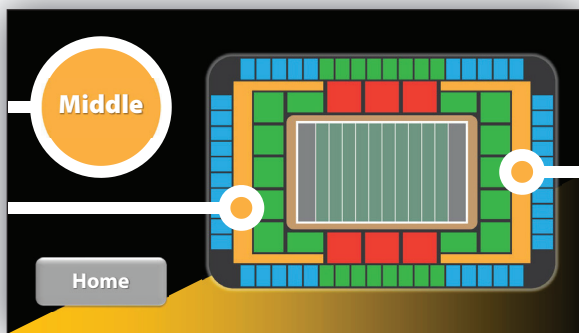
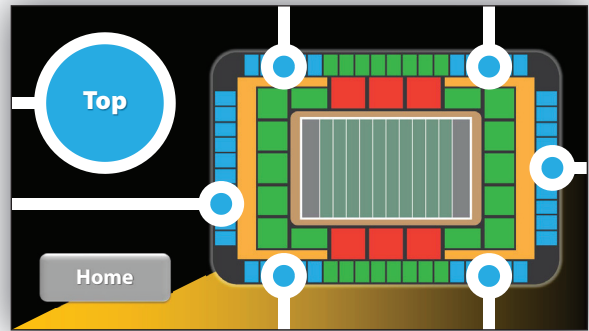
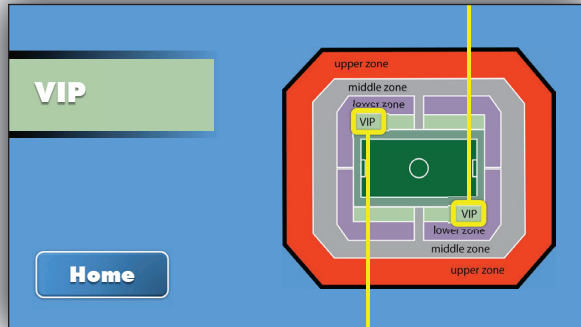
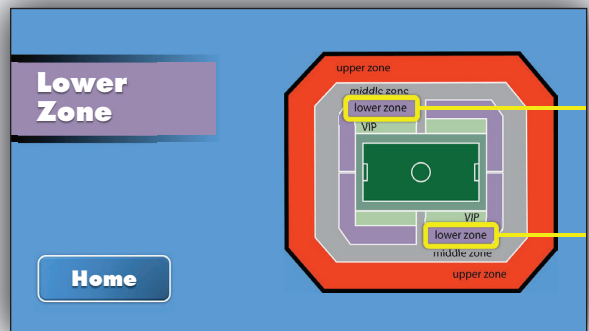
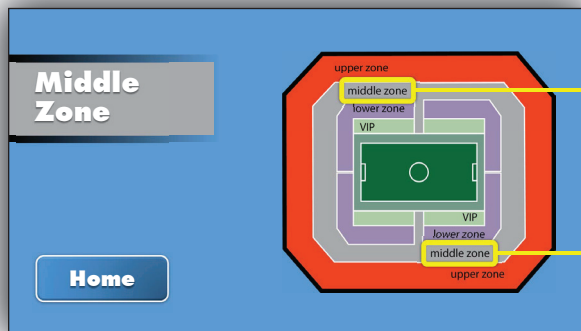
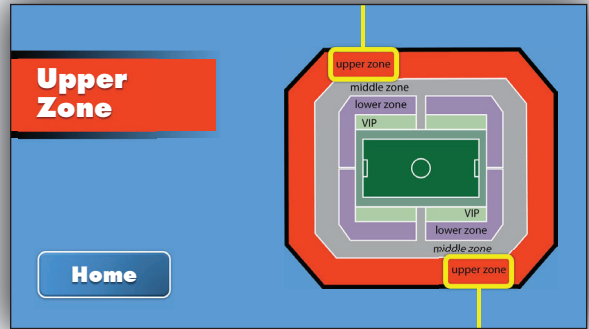


# PR-1 Stadium App Wireframe - Ryan Murphy



# PR-1 Stadium App Wireframe - Allie Souza




# PR-2 VIP Box Promo - Ryan Murphy

**Introducing the  
BAY CITY  
BOLTZ**  
Bay City Arena



**Player Spotlight  
TOM BRADY**

- Quarterback
- Named MVP
- Born August 3, 1977
- Played for the New England Patriots




**Upcoming Events**

<b>Jay-Z Night</b>	Sunday, 09-18-16
<b>Flashlight Night</b>	Sunday, 10-02-16
<b>Zip Energy Bar Night</b>	Sunday, 10-16-16
<b>Halloween Meet and Greet</b>	Monday, 10-31-16
<b>Team Baby Picture Contest</b>	Sunday, 11-13-16




**Endorsement: Zip Energy Bar**

- All Natural**
- Delicious**
- Packed with Protein**



**Grab Yourself  
a Snack**

- Johnny Rockets
- Dunkin' Donuts
- Orange Julius



**Gift Shop Merchandise**

- Sunglasses**
- Football**
- Large Cooler with Team Logo**
- Infant Onesie with Team Logo**




# PR-2 VIP Box Promo - Allie Souza

Introducing the...

## LA Strikers


San Marino Stadium



### Player Spotlight

**Hope Solo**

- Goalkeeper
- Born July 30, 1981
- Olympic Gold Medalist
- Member of Women's World Cup Team



### Season Promotional Events

- **Paramount Springs Bottled Water Night**  
Friday, May 6, 2016
- **Taylor Swift Night**  
Thursday, May 26, 2016
- **Cool Splash Water Park Night**  
Wednesday, June 8, 2016
- **Team Meet and Greet**  
Friday, June 24, 2016
- **Cushion Night**  
Wednesday, July 6, 2016



### Product Endorsement

**Paramount Springs Bottled Water**

- Enhanced with Minerals
- Healthy
- Refreshing



### Stadium Concessions

- Subway
- McDonald's
- Dairy Queen




### Gift Shop Merchandise

- Golf Umbrella
- Toy Train
- Ceramic Coffee Mug
- Men's Long Sleeve T-Shirt




# PR-3 Owner's Presentation - Ryan Murphy

**Introducing the  
BAY CITY  
BOLTZ**



**Ryan Murphy**  
Owner



## Team Roster

First Name	Last Name	Position	Height	Weight	Number
Tom	Brady	Quarterback	6' 4"	225	12
Dick	Bullous	Linebacker	6' 3"	245	51
Dan	Dierdorf	Tackle	6' 3"	275	72
Mike	Ditka	Tight End	6' 2"	225	82
Joe	Greene	Def. Lineman	6' 4"	275	75
Ray	Gay	Punter	6' 3"	195	8
Jim	Harbaugh	Coach	n/a	n/a	n/a
Mike	Munchak	Guard	6' 3"	281	67
Walker	Payton	Running Back	5' 10"	200	14
Jerry	Rice	Receiver	6' 2"	200	80
Jim	Ringo	Center	6' 2"	232	51
Barry	Sanders	Running Back	5' 9"	203	27
Dixon	Sanders	Def. Back	6' 1"	195	21
Junior	Seau	Linebacker	6' 0"	250	55
Art	Shell	Tackle	6' 3"	265	76
Mike	Singletary	Linebacker	6' 0"	230	50
John	Stallworth	Receiver	6' 2"	191	82
Jan	Stenerud	Kicker	6' 2"	187	3
Michael	Strahan	Def. Lineman	6' 5"	255	92
Gene	Upshaw	Guard	6' 5"	255	63
Randy	White	Def. Lineman	6' 4"	257	54
Amos	Williams	Def. Back	5' 11"	194	35

## Giving Back to the Community

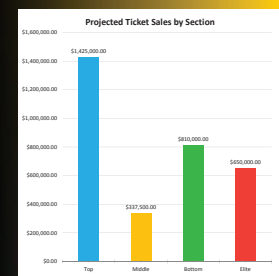
- Fundraising Event at Bay City Children's Hospital
- Meet and Greet with Players
  - Tom Brady
  - Michael Strahan
  - Jerry Rice
- Sign Autographs
- Talk with Fans
- Take Pictures



## Average Player Salary


First Name	Last Name	Position	Salary
Jan	Stenerud	Kicker	\$810,000.00
Ray	Gay	Punter	\$710,000.00
Tom	Brady	Quarterback	\$975,000.00
Dixon	Sanders	Def. Back	\$800,000.00
Barry	Sanders	Running Back	\$1,500,150.00
Walker	Payton	Running Back	\$716,000.00
Amos	Williams	Def. Back	\$720,000.00
Mike	Singletary	Linebacker	\$570,000.00
Dick	Bullous	Linebacker	\$614,000.00
Jim	Ringo	Center	\$618,000.00
Randy	White	Def. Lineman	\$635,000.00
Junior	Seau	Linebacker	\$525,000.00
Gene	Upshaw	Guard	\$618,000.00
Mike	Munchak	Guard	\$545,000.00
Dan	Dierdorf	Tackle	\$745,000.00
Joe	Greene	Def. Lineman	\$910,000.00
Art	Shell	Tackle	\$510,000.00
Jerry	Rice	Receiver	\$1,140,000.00
John	Stallworth	Receiver	\$1,500,000.00
Mike	Ditka	Tight End	\$905,000.00
Michael	Strahan	Def. Lineman	\$887,000.00
		Average Salary	\$613,671.81

## Ticket Sales Chart



Section	Projected Ticket Sales
Top	\$1,425,000.00
Middle	\$337,500.00
Bottom	\$800,000.00
Elite	\$600,000.00

## Promotional Events



# PR-3 Owner's Presentation - Allie Souza

Introducing the...

# LA Strikers



**Allie Souza**  
Owner



## Team Roster



FIRST NAME	LAST NAME	POSITION	HEIGHT	WEIGHT	UNIFORM #
Nadine	Angerer	Goalkeeper	5'9"	157	16
Vanessa	Biquette	Midfielder	5'4"	140	9
All	Ellis	Coach	6'4"	164	04
Whitney	Engen	Defender	5'7"	143	3
Nilla	Fischer	Defender	5'9"	150	4
Nahomi	Kawasumi	Midfielder	5'2"	110	9
Nadine	Kessler	Midfielder	5'7"	130	13
Amy	LePitbet	Defender	5'6"	141	17
Sydney	Lemoux	Forward	5'7"	146	2
Carl	Lloyd	Midfielder	5'7"	141	10
Doreenfer	Marozán	Midfielder	5'7"	130	10
Arija	Mittag	Forward	5'6"	128	7
Alex	Morgan	Forward	5'7"	137	13
Betsy	Sauerbrunn	Defender	5'7"	141	11
Homare	Sawa	Midfielder	5'5"	121	8
Lotta	Schelin	Forward	5'10"	141	8
Bianca	Schmidt	Defender	5'9"	141	22
Hope	Solo	Goalkeeper	5'9"	152	1
Sara	Thunberg	Defender	5'5"	132	6
Marta	Vieira da Silva	Forward	5'4"	128	18
Abby	Wambach	Forward	5'11"	179	20

## Giving Back to the Community

- Soccer Clinic
- Inner City Youth Athletics Coalition
- Provide Coaching
- 3 Star Players
  - Hope Solo
  - Marta Vieira da Silva
  - Abby Wambach



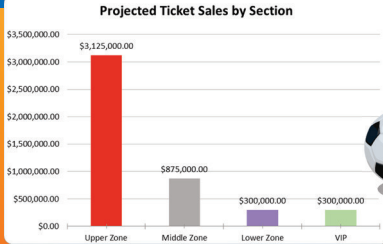
## Average Player Salary



FIRST NAME	LAST NAME	POSITION	SALARY
Whitney	Engen	Defender	\$63,000.00
Nilla	Fischer	Defender	\$65,000.00
Amy	LePitbet	Defender	\$62,000.00
Betsy	Sauerbrunn	Defender	\$60,000.00
Bianca	Schmidt	Defender	\$65,000.00
Sara	Thunberg	Defender	\$64,000.00
Sydney	Lemoux	Forward	\$92,500.00
Arija	Mittag	Forward	\$90,000.00
Alex	Morgan	Forward	\$200,000.00
Lotta	Schelin	Forward	\$250,000.00
Marta	Vieira da Silva	Forward	\$400,000.00
Abby	Wambach	Forward	\$300,000.00
Nadine	Angerer	Goalkeeper	\$90,000.00
Hope	Solo	Goalkeeper	\$65,000.00
Vanessa	Biquette	Midfielder	\$60,000.00
Nahomi	Kawasumi	Midfielder	\$70,000.00
Nadine	Kessler	Midfielder	\$75,000.00
Carl	Lloyd	Midfielder	\$85,000.00
Doreenfer	Marozán	Midfielder	\$80,000.00
Homare	Sawa	Midfielder	\$71,000.00
Average Salary			\$116,575.00

## Ticket Sales Chart

Projected Ticket Sales by Section



Section	Projected Ticket Sales
Upper Zone	\$3,125,000.00
Middle Zone	\$875,000.00
Lower Zone	\$300,000.00
VIP	\$300,000.00

## Promotional Events



**SAY CHEESE**

LA Strikers  
Sofie Promo

DATES  
Friday, June 8  
Friday, June 15

#strickersoffie



The Ultimate Experience!  
**Cool Splash Water Park Night!**

Wednesday, June 8

Four who attend the LA Strikers vs. the Washington Spirit game have the chance to win a **Family 4-Pack** of tickets to **Cool Splash Water Park.**

10 members of the game will be entered to win. Family including children ages 12 and under only. Open to all fans attending the game.