



Back-to-Back IFL Champions ('08-'09)
3 time IFL Franchise of the Year ('07-'09)

Dear Prospective Sponsor,

The Madison Mustangs, a semi-pro football organization, are back and ready for another great year of football. We are looking for your support this upcoming 2010 season, which we hope leads to a long standing partnership for the future.

The Madison Mustangs have a long standing tradition dating back to the 1960's. Our goal is to continue that tradition and provide the Madison community the opportunity to be entertained by a class organization playing great football. We are owned and headed by successful attorney Robert Gingras of Gingras, Cates, and Luebke. Mr. Gingras remembers the great Mustang teams of the 60's and 70's and has worked diligently to ensure that the Mustangs bring another championship to Madison.

We play in the Ironman Football League (www.ironmanfootballleague.com), an AAA semi-professional football league that consists of 11 teams from Madison, Fond du Lac, Janesville, and the Greater Milwaukee area. All players are not compensated; they play for "the love of the game". Your Mustangs led the league in attendance for the third consecutive season, have accumulated a record 24 game win streak, won back-to-back IFL Championships, had 18 players voted as IFL All-stars in '09, are the #1 ranked semi-pro football team in Wisconsin by wisemipro.com and consistently ranked in the top 10 in the Country by three major polls. Our organization's hard-work and dedication to excellence was rewarded with an unprecedented third consecutive Franchise of the Year Award, and we continue to work very hard this off-season to upgrade our staff, roster, facilities, website, and promotions to ensure the 2010 season is the best season ever for the Mustangs!

We play 10 regular season games and up to three playoff games, starting in May, at Middleton High School's Breitenbach Stadium. This stadium allows for us to use its abundance of space to strategically place your advertising in high volume traffic areas. Our ticket prices are \$6, which allows virtually anyone to enjoy the great entertainment that Madison Mustangs football provides. Our already strong fan base will continue to grow through greater investments in advertising, more exposure through local media outlets, a possible TV deal with local channel 14, continued broadcasts by ESPN Radio 100.5, and continued great play. We will also be hosting various events and promotions to make all Mustang home games a fun and exciting atmosphere for all fans. Our website, which over the last year has had over 90,000 hits, is another great way, along with signage, and radio and potential TV advertisements to get your company more exposure.

Please take the time to thoroughly look over the different sponsorship packages we offer to see what fits your businesses advertising needs. Our packages are very flexible and can be mixed and matched to fit your company needs. We thank you for your attention and consideration with this investment opportunity, and we look forward to setting up a time to meet and talk further as to how the Madison Mustangs Sponsorship Program can help you and your business. Please contact Robert Gingras, Owner, or Adam Smith, Director of Football Operations, anytime to arrange a time to meet or if you have any questions.

Yours in Football,
The Madison Mustangs
2008-09 IFL and Ironbowl XII & XIII Champions