



**Texas FUEL**  
*America's First Green Team*



**2008-2009**  
Sponsorship Proposal



# Overview

## INTRODUCTION

Today, your company can proudly partner with America's first green team, a professional American Basketball Association team called Texas FUEL. This exceptional team is located in a city where basketball has a rich history dating back to the days when the San Antonio Spurs played in the old American Basketball Association (ABA). Just as San Antonio is synonymous with basketball, Texas is synonymous with oil. Texas FUEL is utilizing the ABA as a platform to educate Americans, old and young alike, about alternatives to oil. Texas FUEL is currently ranked #2 in the nation on the court while focusing on educating up to 1000 fans each week about sustainable energy off the court.

## NEEDS

Professional basketball players need an opportunity to play ball.

1. Many great talented players are not in the NBA.
2. Approximately 2000-5000 NCAA Div I and II players are not drafted by the NBA.

## SOLUTION

The ABA professional basketball league provides a structure for professional basketball players.

1. Over 30 teams in the US, Canada, Mexico and China exist in the ABA.
2. The ABA currently has teams in major and minor markets: San Antonio, New York, Los Angeles, Detroit, Chicago, Houston, Seattle, San Francisco, Cleveland, Miami, Atlanta and others.
3. The ABA is the largest professional sports league in the nation.
4. The ABA is the most diversified professional sports league in history with over 70% of teams owned by African-Americans, Asians, Hispanics and women.

## EDUCATION

Half-time skits are both entertaining and educating and the Texas FUEL mascot, "Mr. Bio-diesel Man" (as Josh Tickell is referred to by a farmer in the movie, "FUEL") provides opportunities for Americans to learn the importance of sustainable energy.

1. Up to 32,000 fans in stadiums can learn about sustainable energy at basketball games each week at half-time.
2. We will also promote the film, "FUEL" and its grassroots, green, pro-peace movement.

Just as the "FUEL" film demonstrates and builds capacity by demonstrating the wide array of green solutions available today, so does Texas FUEL. Just as "FUEL" is an upbeat way to inspire, motivate and empower movie-goers, so does Texas FUEL with half-time skits.

By reaching up to 32,000 basketball fans per week, Texas FUEL is a major vehicle to help "FUEL" achieve its' goal of 15 million Americans seeing it by end of 2009 so that together, we generate nation-wide support required to end our addiction to oil.





# Overview

## BENEFITS

Community Benefits

1. Affordability
2. Smaller venues keep ticket prices down
3. Average price of an NBA ticket is over \$50.00.
4. Average price of an ABA ticket is a fraction of that.
5. As NBA teams continue to cater to the corporate ticket buyer, the average family of four can't really afford to go to games anymore.
6. The ABA continues to keep tickets prices down while providing the fans an excellent on court product.

## EVIDENCE TEXAS FUEL CAN DELIVER

Texas FUEL is #2 in Nation

Indianapolis, IN. The American Basketball Association (ABA) today released its Power Rankings for week of January 5th and the Southeast Texas Mustangs have held number one position over the powerful Texas Fuel, with Nashville Broncs, Maywood Buzz, Cleveland Rockers and Chicago Steam closely behind. According to Pierre Hall, Chairman of the Power Ranking Committee, "The differences between the top 10 teams in the ABA are very small. Many teams are showing great strength and the ability to win on any given night. I think there will be quite a few changes as the season goes forward. The battle for playoff spots should be a good one.

Texas FUEL contributes to "Shooting Stars", a non-profit 501(c) 3 organization.

1. Founded and directed by Texas FUEL Coach Minifee.
2. An after school sports program aimed at inner-city youths.

## CONCLUSION

Although sponsoring other teams may be a win-win solution, sponsoring Texas FUEL is a multi-win solution:

1. Win for the sponsor
2. Win for the team, players, coaches and referees
3. Win for the families in stadium
4. Win for the youth in after-school program
5. Win for the America greening movement

Texas FUEL accurately reflects depth of leading edge services and products that your company represents. This team is the most valuable resource your company could ever champion.





# Current Rank

Indianapolis, IN. The American Basketball Association (ABA) today released its Power Rankings for the week of January 5th and the Southeast Texas Mustangs have held the number one position over the powerful Texas Fuel with the Nashville Broncs, Maywood Buzz, Cleveland Rockers and Chicago Steam closely behind. According to Pierre Hall, Chairman of the Power Ranking Committee, "The differences between the top 10 teams in the are very small. Many teams are showing great strength and the ability to win on any given night. I think there will be quite a few changes as the season goes forward. The battle for playoff spots should be a good one." The rankings:

1. Southeast Texas Mustangs
2. Texas Fuel
3. Nashville Broncs
4. Maywood Buzz
5. Cleveland Rockers
6. Chicago Steam
7. Kansas City Spartans
8. Kentucky Bisons
9. Beijing Aoshen Olympian
10. Jersey Express
11. Knoxville Thunderbolts
12. Las Vegas Aces
13. Salt Lake City Saints
14. Los Angeles Push
15. Houston Takers
16. Mississippi Blues
17. Washington Raptors
18. San Francisco Rumble
19. Modesto Bearcats
20. West Texas Whirlwinds
21. NYC Internationalz
22. West Virginia Blazers
23. Phoenix Fury
24. Texas City Rangers

**For more information, visit [www.abalive.com](http://www.abalive.com).**







# Our Sponsorship Packages



## **Green Earth Sponsor: \$10,000.**

- All Regular Season Home Games
- 6 Season Passes to All Home Games / 50 tickets
- 8 3'x8' Fence Banners Provided By Sponsor
- Players Attend Your Business 6 Times to Sign Autographs and Community Outreach
- Company Name & Logo Recognition on Team Web Site
- Company Announced during Time-Outs inside Arena
- Two 30 Second Radio Spots Each Game

## **Green America Sponsor: \$6,000.**

- All Regular Season Home Games
- 6 Season Passes to All Home Games / 50 tickets
- 6 3'x8' Fence Banners Provided By Sponsor
- Players Attend Your Business 6 Times to Sign Autographs and Community Outreach
- Company Name & Logo Recognition on Team Web Site
- Company Announced During Time Outs inside Arena
- Two 30 Second Radio Spots Each Game

## **Green State Sponsor: \$3,000.**

- All Regular Season Home Games
- 6 Season Passes to All Home Games / 50 tickets
- 4 3'x8' Fence Banners Provided By Sponsor
- Players Attend Your Business 6 Times to Sign Autographs and Community Outreach
- Company Name & Logo Recognition on Team Web Site
- Company Announced During Time Outs inside Arena
- Two 30 Second Radio Spots Each Game



# Our Sponsorship Packages

## **Green City Sponsor: \$2,500.**

- 2 Season Passes to All Home Games / 45 tickets
- 2 3'x8' Fence Banners Provided By Sponsor
- Players Attend Your Business 4 Times to Sign Autographs and Community Outreach
- Company Name & Logo on Team Web Site
- Company Announced During Time Outs inside Arena

## **Green Community Sponsor: \$2,000.**

- 30 Game Tickets
- 1 3'x8' Fence Banner Provided By Sponsor
- Players Attend Your Business 3 Times to Sign Autographs and Community Outreach
- Company Announced During Time Outs inside Arena
- Company Name & Logo Posted on Team Web Site

## **Green Neighborhood Sponsor: \$1250**

- 30 Game Tickets
- 1 3'x8' Fence Banner Provided By Sponsor 3'x 8'
- Players Attend Your Business Twice to Sign Autographs and Community Outreach
- Company Announced During Time Outs inside Arena
- Company Name & Logo Posted on Team Web Site





# Our Sponsorship Packages

## Green Household Sponsor: \$1000

- 20 tickets to Game
- 1 Fence Banner Provided By Sponsor 3'x 5'
- Company Announced During a Time Outs inside Arena
- Company Name & Logo Posted on Team Web Site
- Players Will Attend Your Business 1 Time to Sign Autographs and Community Outreach

## Green Individual Sponsor: \$500.00

- 20 tickets to game
- Fence Banner Provided By Sponsor 3x5
- 2 PA announcements at game
- Company Name and Logo on Team Website



# Staff

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