



www.pittsburghpassion.com

Pittsburgh Passion



www.iwflsports.com

Partnership Opportunities

Hello,

The Pittsburgh Passion would like to thank you for considering a partnership with our team. In the **Passion mission** of **“teaching positive life lessons through sport”**, we are just as committed to success in the community, as we are to success on the field. We offer outstanding and affordable marketing opportunities. Thank you for taking a moment to consider a partnership with our organization.

The **Pittsburgh Passion** is one of the most popular teams in the rapidly emerging sport of women’s professional football. In 2007 the Passion went 12-0 to become the undefeated **National Champions**. In 2008, the team clinched the **North Atlantic Divisional Championship**, and finished 9-1 overall. **Sports Illustrated** and **ESPN’s SportsCenter** have featured the Passion, and the **Heinz History Center** presented the team with a permanent exhibit in the Western Pennsylvania Sports Museum. The franchise was elected **“Team of the Year”** across the country, for creating the **largest fan base** for the sport and building the best promotional products and campaigns. The team was chosen to represent the league in the historic Gender Bowl Game played at the **LA Coliseum** and also selected to be the subject of a Los Angeles **documentary feature film currently in post-production**. In 2009, the Passion posted a 7-1 Divisional season and finished 7-2 overall for a three season total record of 28-3.

The Passion have received a **substantial amount of exposure** as our home games were televised on **FSN, Comcast, and Armstrong** reaching **over 17 million homes** in Pennsylvania, Maryland, Ohio, New York, and West Virginia, with satellite feeds reaching coast to coast. **2008 Passion Football received a Mid-Atlantic Emmy Nomination by the National Academy of Television Arts & Sciences for Best Sports Live Unedited Series**, and Nielsen TV Ratings recorded the Passion as **one of the most popular sports programs of the summer for Pittsburgh**.

The Passion Pulse, an extensive player/sponsor program, undergoes printing in mass quantities and distribution at every community event the team attends throughout the entire year. The team regularly participates in weekly community and county events in Allegheny, Butler, California, Connellsville, Grove City, Meadville, North Clarion, Titusville, Zelienople, Boardman, and Kinsman among others, giving back to all neighborhoods in the surrounding region.

The Passion website receives over 60,000 hits per year. Players are regularly featured on WTAE, KDKA, WPXI, KISS-FM, Pittsburgh Today Live, FSN’s Savran on Sportsbeat, Star 100.7 Morning Show, WAMO, 105.9 The X, the Pittsburgh Post-Gazette, Pittsburgh Tribune Review, Pittsburgh City Paper, all Gateway Newspapers, WHIRL Magazine, Pittsburgh Magazine, and Pittsburgh Professional Magazine.

The Pittsburgh Passion would like to work with you to create exciting, resourceful promotions. We welcome the opportunity of establishing a long relationship with you and your company. For more information please call Teresa at 724-452-9395.

We look forward to a wonderful partnership with you! ☺

Teresa Conn
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