

# A Wild Ride

## The Story Behind “The Alaska Wild”

Alaska’s First Professional Indoor Football Team



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# Outline – A Wild Ride

- ▶ The Motivation
- ▶ The Idea
- ▶ Decision Point
- ▶ The Launch
- ▶ 163 Days to Kick-Off
- ▶ On The Field
- ▶ Off The Field
- ▶ Questions?



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# The Motivation – Risk/Reward

“The function of **entrepreneur** is to revolutionize not just by figuring out how to use inventions, but also by introducing new means of production, new products, and new forms of organization.”

*Joseph A. Schumpeter, Capitalism, Socialism and Democracy*

“**Entrepreneur** is not a job title. It is a state of mind of people who want to alter the future.” Guy Kawasaki, Art of the Start

“The fear of regret is greater than the fear of **failure**.”

David W. Weatherholt, A Wild Ride



# The Idea – Indoor Football

## Passion for Football

- ▶ Player/Fan/Official

## Business Model

- ▶ Entertainment Business
- ▶ Theatre & Sports – Same Model
- ▶ Advertising/Concessions/Merchandise/Tickets



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# Decision Point – Product

## Business Planning

- ▶ Research - Business Plan
- ▶ “In preparing for battle I have found that plans are useless, but planning is indispensable.” Dwight D. Eisenhower

## Finding a League

- ▶ Wanted: National Football League
- ▶ Got: Intense Football League



## Alaska Professional Sports, Inc.

- ▶ SOA Business License – March 20, 2006
- ▶ Incorporated in Alaska - May 5, 2006



# The Launch – Public Relations

## Friday Release

- ▶ Not the Best Day
- ▶ PR @ 11:30 am

## Press Release

- ▶ Radio/TV/Print Interviews
- ▶ \$40 K in Advertising

## The Buzz

- ▶ Contest: 1,500 Entries
- ▶ Web: 5.1 Million Hits



## Hey, Anchorage: Are you ready for arena football?

■ **PRO TEAM:** Local business pays \$1 million fee to form Arena Football2 squad for spring debut.

By KEVIN KLOTT  
Anchorage Daily News

In less than a year, Alaska will no longer be known as a state with one professional sports team.

Move over, Alaska Aces; arena football is coming to Anchorage.

A locally owned business, Alaska Professional Sports, announced plans Friday to organize a franchise in the Arena Football2 League (AF2) and bring it to Anchorage next spring. The team wants to play at Sullivan Arena, team officials said.

Dave Weatherholt, the president and founder of Alaska Professional Sports, said Anchorage should be a good market for an AF2 team because the city has just one pro team — hockey — and no college football.

Weatherholt started Alaska Professional Sports about a year ago to bring more pro sports

teams to Anchorage.

"I think Anchorage is going to be impressed with this level of football," Weatherholt said by phone Friday. "Lots of hard hitting and scoring."

The AF2, which is one level below the Arena Football League and worlds away from the National Football League, is in its seventh season, with 23 teams.

Teams range from Albany, N.Y., to Esterso, Fla., to Spokane, Wash. The AF2 season runs from mid-April to July.

Alaska's team will play in the West Coast Con-

ference, Weatherholt said, against teams in Spokane, Bakersfield, Calif., Fresno, Calif., Stockton, Calif., and Everett, Wash.

The Last Frontier is difficult for pro sport franchises, Weatherholt said, because of the travel expenses and a small fan base.

But AF2 president Jerry Kurz said he's confident that professional football will draw Alaskans.

"It's not like the NHL or AHL (American Hockey League)," Kurz said by phone, "but it's a great

See Back Page, ARENA

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# 163 Days – To Kick-Off

## Team Details

- ▶ Sullivan Arena
- ▶ Schedule/Equipment
- ▶ Actors/Auditions
- ▶ Costumes
  - ▶ Players/Cheerleaders/Mascot

## Business Details

- ▶ Advertising/Marketing/Sales
- ▶ Staffing
- ▶ Merchandise



# On The Field – Results

## On the Field

- ▶ 5 Week Road Trip
- ▶ Character vs. Win

## Home Games

- ▶ Total Attendance 23,363
- ▶ Averaged 3,400/Game

## Game Statistics

- ▶ Game Stats
- ▶ Cheerleaders Voted the Best
- ▶ Two Players All-stars





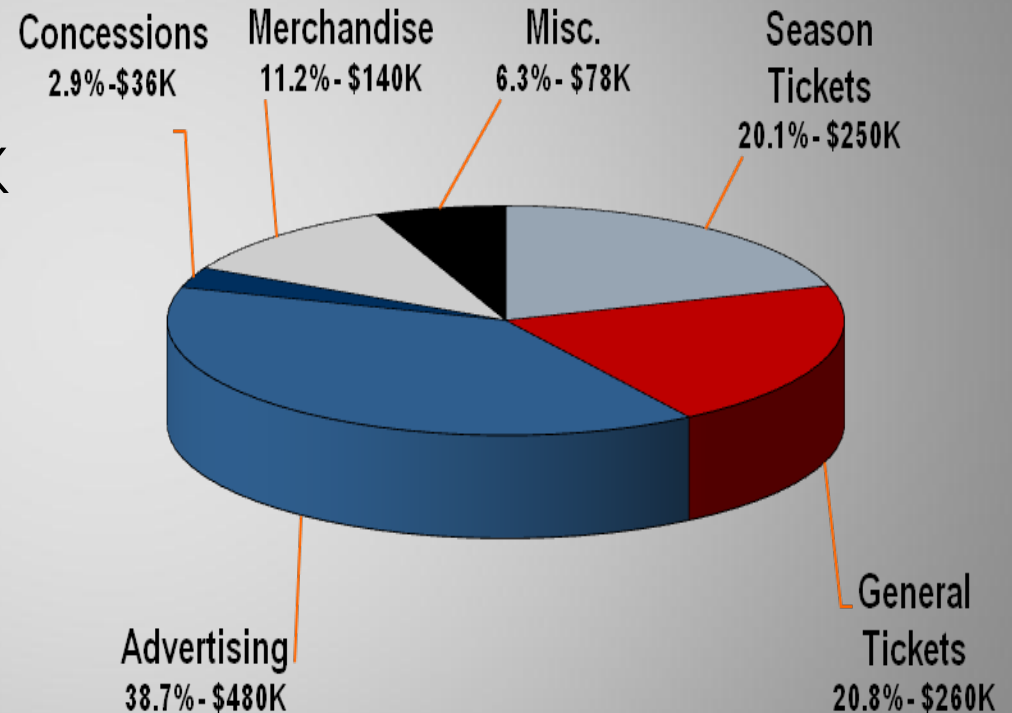
# Off The Field – Results

## Off The Field

- ▶ Sales - \$1.244 Million
- ▶ Common Stock Sales \$700K
- ▶ Direct Expenses - \$873K
- ▶ Gross Profit - \$371K
- ▶ Net Loss (\$387K)

## Notes

- ▶ MOA +\$351K Year
- ▶ Workers Compensation
- ▶ Budget \$60K - Cost \$120K



# Real. **Wild.** Fun. – Questions?



*Thanks For **Your** Time!*

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