# A Wild Ride The Story Behind "The Alaska Wild"





# Outline – A Wild Ride

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





# 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











# **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









#### TV SHOW TO VISIT ALASKA

Want your home rebuilt for free? LIFE



#### **MAT-SU CINEMA**

12-plex movie theater may expand your options

ALASKA



#### **KENTUCKY DERBY**

Here's what to expect at post time today



**Final Edition** Anchorage Daily News

Saturday, May 6, 2006

# 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

known as a state with one professional sports

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

A locally owned business, Alaska Profession- teams to Anchorage. al Sports, announced plans Friday to organize a to play at Sullivan Arena, team officials said.

Dave Weatherholt, the president and founder of Alaska Professional Sports, said Anchorage tional Football League, is in its seventh season, In less than a year, Alaska will no longer be should be a good market for an AF2 team because with 23 teams. the city has just one pro team - hockey - and no

> Weatherholt started Alaska Professional from mid-April to July. Sports about a year ago to bring more pro sports

"I think Anchorage is going to be impressed franchise in the Arena Football2 League (AF2) and with this level of football," Weatherholt said by bring it to Anchorage next spring. The team wants phone Friday. "Lots of hard hitting and scoring." The AF2, which is one level below the Arena

Football League and worlds away from the Na- penses and a small fan base.

Teams range from Albany, N.Y., to Esterso, Fla., to Spokane, Wash. The AF2 season runs ey League)," Kurz said by phone, "but it's a grea

Alaska's team will play in the West Coast Con

kane, Bakersfield, Calif., Fresno, Calif., Stockton Calif., and Everett, Wash.

The Last Frontier is difficult for pro sport fran chises, Weatherholt said, because of the travel ex

But AF2 president Jerry Kurz said he's confi dent that professional football will draw Alaskans "It's not like the NHL or AHL (American Hock



# 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





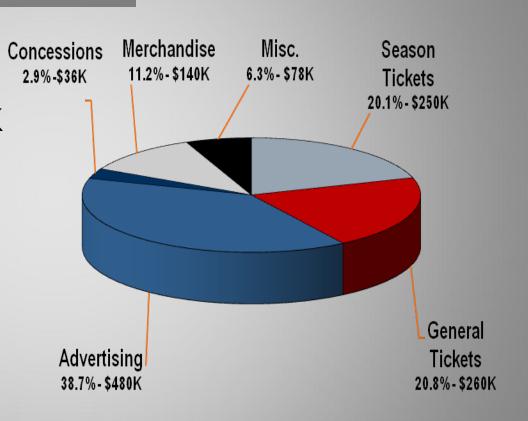
# Off The Field - Results

### 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!