

**APS**

**ALASKA PROFESSIONAL SPORTS<sup>®</sup>**

Bringing Professional Football to the Last Frontier



Arena football capitalizes on it all...



...a tremendous opportunity.





# History of Arena Football in Alaska

## Passion for business

- ▶ Author of over forty business plans
- ▶ Earned MBA from Alaska Pacific University
- ▶ Has owned and operated two successful businesses
- ▶ Applied financial management skills to the potential for arena football in Anchorage

## Passion for football

- ▶ Lifelong football fan
- ▶ Fifteen years officiating high school football in Alaska
- ▶ Officiated three state championships and numerous semi-final games
- ▶ Applied to AFL to be an official, however was denied due to geographical challenges
- ▶ So, obviously Anchorage needs an Arena Football team.



## America's Appetite for Football

- ▶ **Football is America's favorite spectator sport** (Source: ESPN Sports Poll)
- ▶ **617 NCAA teams; 58,000 players** (Source: NCAA)
- ▶ **Over 14,000 High School teams** (Source: NFHS)
- ▶ **Over 240,000 players in Pop Warner football** (Source: Pop Warner)





## af2 - Two Steps from the NFL

### Arena Football League (AFL)

- ▶ 1981 – James Foster inspired while attending a hockey game.
- ▶ 1986 – The first Arena Football game was played in Rockford, Illinois.
- ▶ 2006 – Arena Football completed its 20<sup>th</sup> season with 19 teams

### Arena Football 2 (af2)

- ▶ 2000 – af2 announces its inaugural season schedule.
- ▶ 2004 – af2's five-millionth fan attends a game.
- ▶ 2006 – Seventh Arena Cup will be played August 26th
- ▶ 2007 - 26 teams



## Arena Football is Unique & Exciting

- ▶ 50-yard field, indoor padded surface
- ▶ 8 players on the field
- ▶ 19 man active roster
- ▶ 2 man inactive roster
- ▶ Two-way, "Ironman" football
- ▶ No punting
- ▶ The nets in each end zone are also in play
- ▶ Non-stop, high-adrenaline, high-scoring action
- ▶ Average of 100 points in a 2.5 hour game



## Arena Football Mission Statement

"To serve our community with pride and passion as a quality example of individual and team excellence on the field, in the office, at the arena and within the community by consistently exceeding our customers' expectations by demonstrating the highest character, appreciation and respect for our game, customers, teammates and partners as a cost-effective and visionary organization providing a total entertainment experience." AFL and af2 Mission Statement, Goal of APS





## Af2 a League of Opportunity

### Players

- ▶ 15 af2 Players to NFL Teams (4 Currently on Rosters)
- ▶ 10 af2 Players to NFL Europe
- ▶ 138 af2 Players Currently on AFL Rosters

### Coaches

- ▶ 10 af2 former Head Coaches to AFL Coaching Staffs
- ▶ 3 are current AFL Head Coaches
- ▶ 21 other former af2 coaches to AFL Coaching jobs

### Officials

- ▶ 36 former af2 Officials to AFL Officiating Crews





## Af2 a League of Opportunity

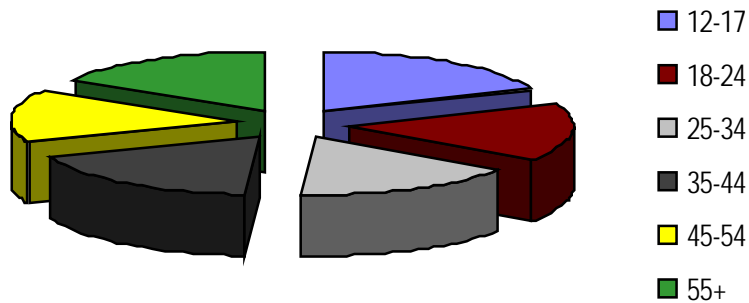
### Owners

- ▶ Own a part of the af2 League
- ▶ Back a team that will build community pride
- ▶ Experience your investment face-to-face in real-time

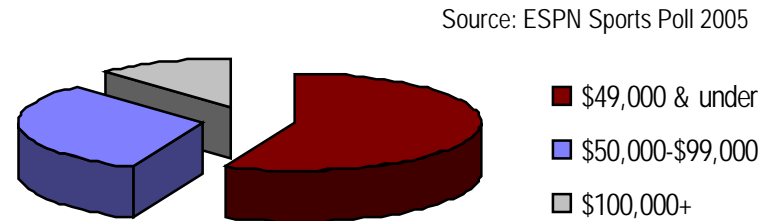


## AFL's Diverse Fan Base

AFL Fan Age



AFL Fan Household Income



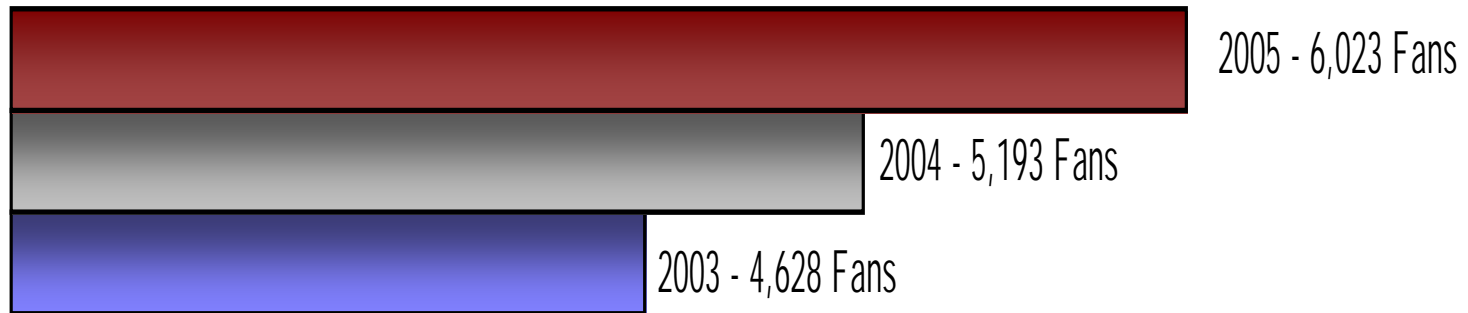
Source: Scripps Howard News Service, December, 2003

This document is not, and is not to be construed as, an offer of securities



## af2's Growing Fan Base

af2's Average Attendance Per Game (up 30 % in 2 years)



Source: The Duece 2005 Part 2 Demographics, af2 league.



## Anchorage Facilities

### Sullivan Arena

#### Dimensions:

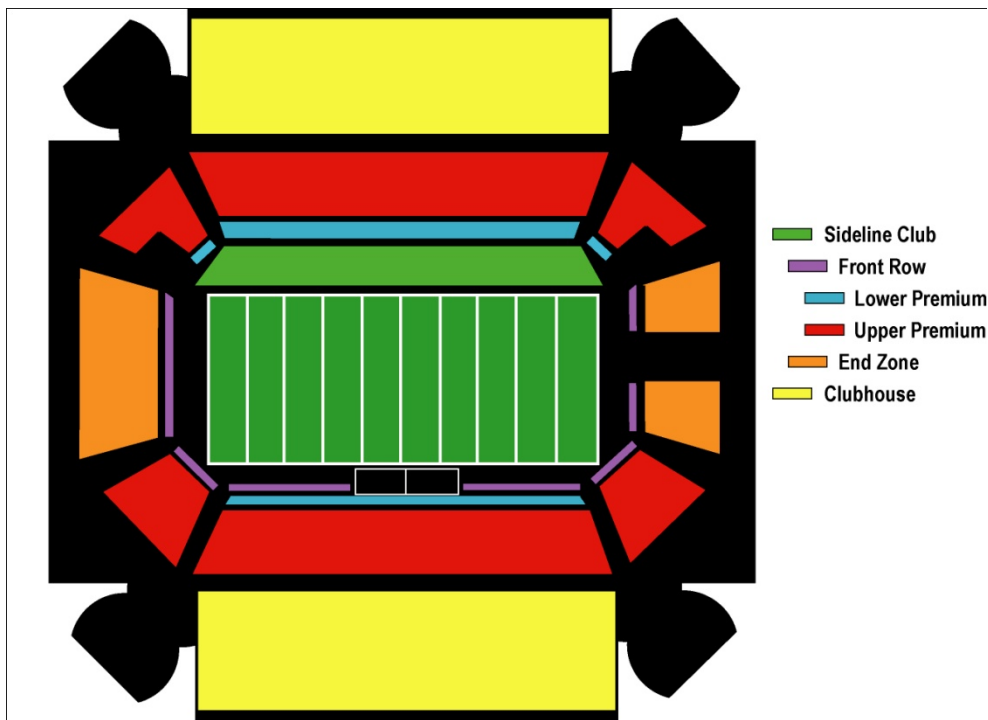
Playing Surface 200' x 100'

Height of 85'

Hockey Seating Capacity: 6,200

AFL Estimated Seating: 6,500

**AFL Requires:** 200' x 85' with  
Minimum Height of 50'

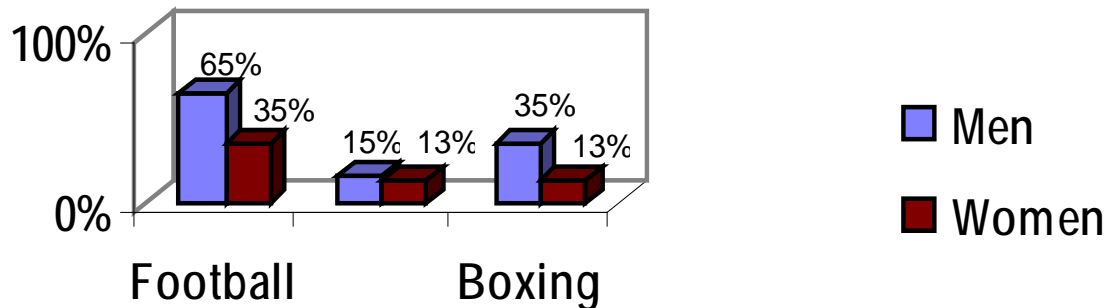




## Anchorage Demographics

- ▶ 347,646 Total Population of Anchorage & Mat-Su
  - 51% Male or 177,300
  - 49% Female or 170,346
  - 38% Age 10-34 or 132,105

### Football vs. Other Sports



Source: Scripps Howard News Service, December, 2003.

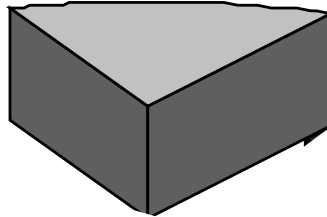
Demographics: Alaska Demographics 2000 U.S. Census and 2004 State of Alaska Demographer estimates.

This document is not, and is not to be construed as, an offer of securities



## Sports Fans in Anchorage (Men)

Hockey,  
26,595 (13%)



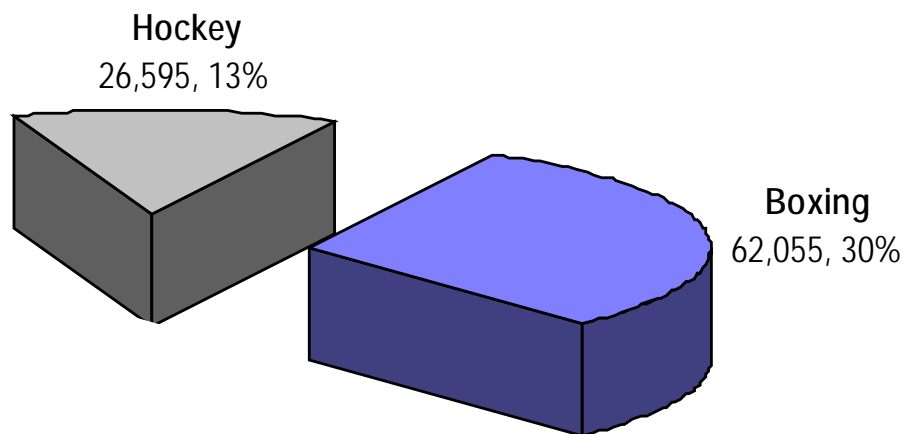
Source: Scripps Howard News Service, December, 2003.

Demographics: Alaska Demographics 2000 U.S. Census and 2004 State of Alaska Demographer estimates.

This document is not, and is not to be construed as, an offer of securities



## Sports Fans in Anchorage (Men)

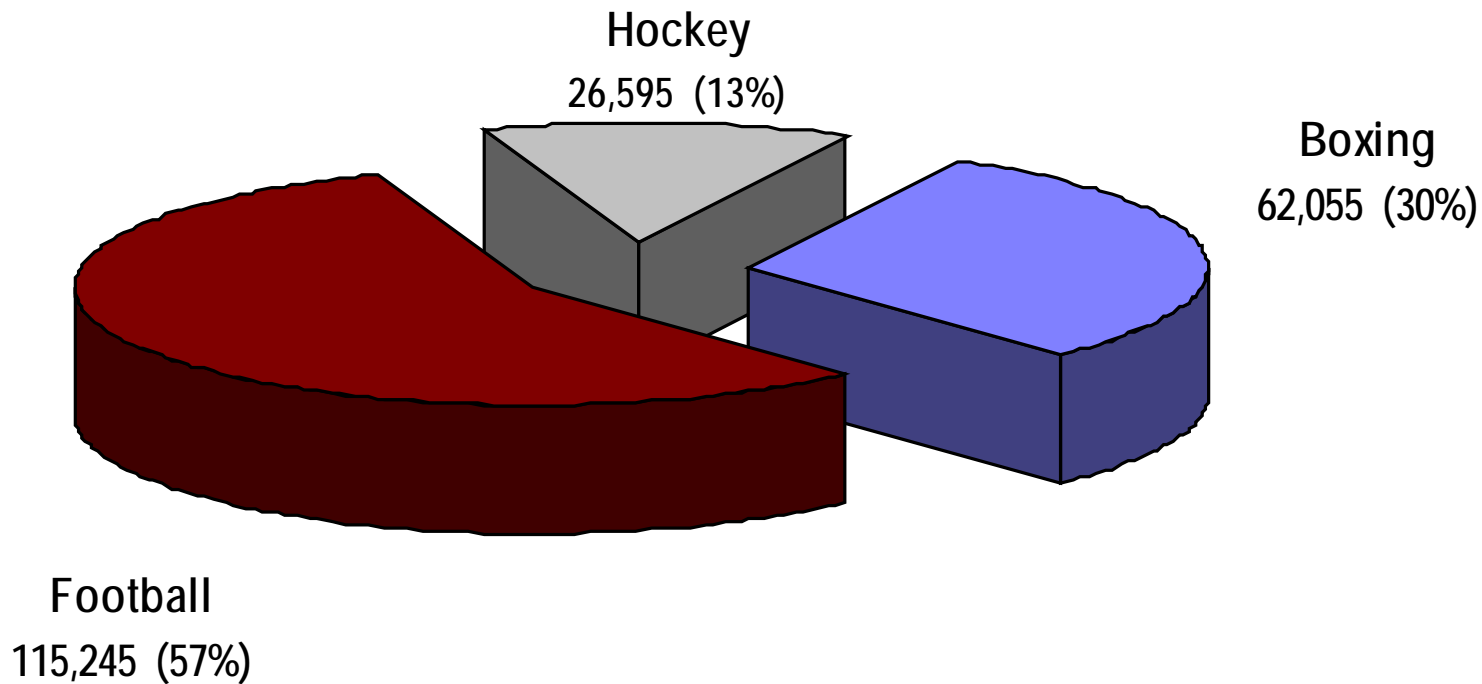


Source: Scripps Howard News Service, December, 2003.

Demographics: Alaska Demographics 2000 U.S. Census and 2004 State of Alaska Demographer estimates.



## Sports Fans in Anchorage (Men)



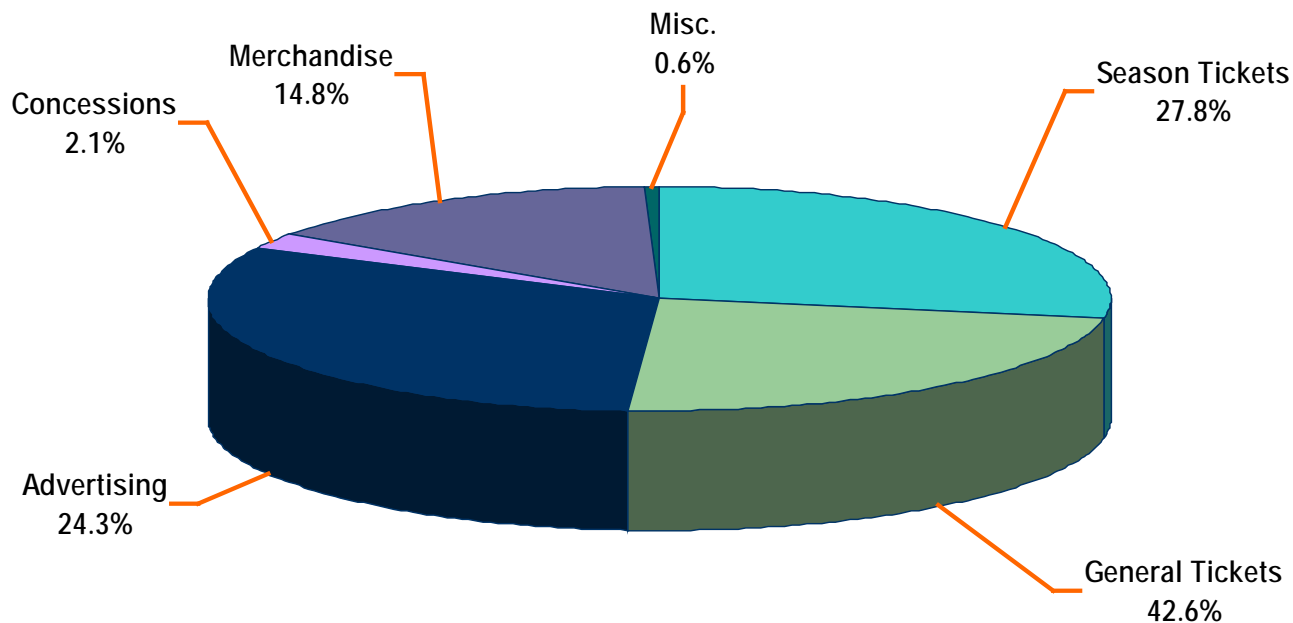
Source: Scripps Howard News Service, December, 2003.

Demographics: Alaska Demographics 2000 U.S. Census and 2004 State of Alaska Demographer estimates.





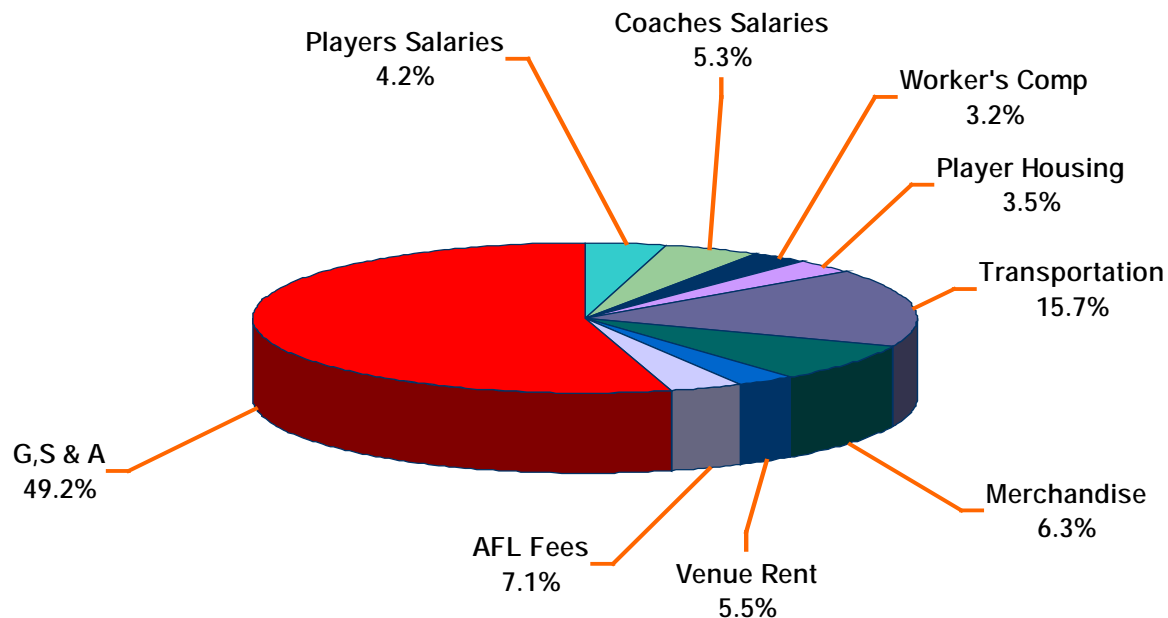
## Alaska Professional Sports, Inc.<sup>®</sup> Projected Annual Revenue



Source: Anchorage Professional Sports Business Plan, May 2006. Averages based on percent of total sales from the five year projections (2007 – 2011).



## Alaska Professional Sports, Inc.<sup>®</sup> Projected Annual Expenses



Source: Anchorage Professional Sports Business Plan, May 2006. Averages based on percent of total sales from the five year projections (2007 – 2011).