

A WILD RIDE



THE STORY BEHIND THE “ALASKA WILD”

Business Week July 2012

By David Weatherholt

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Outline – A Wild Ride

The Idea – Indoor Football

- ▶ Passions – Business & Football

Decision Point - The First Step

- ▶ Business Model – Business Plan

The Announcement

- ▶ Friday – Press Release

Five Months – The Kick-Off

- ▶ Mascot/Cheerleaders/Players

Results – W 2, L 12

- ▶ On & Off Field

Lessons – WOW!

- ▶ Vision/Hope/Money



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The Idea – Indoor Football

Favorite Player

- ▶ Galloping Ghost" #77
- ▶ Harold Edward "Red" Grange

Watching Detroit Lions – 1955

- ▶ Bobby Lane/Buddy Parker
- ▶ Hop-A-Long Cassidy

Everett High School Football

- ▶ National Champions 1920
- ▶ Dennis Erickson-College/Pro Coach
- ▶ Chris Chandler-QB/Huskies/Pro

Football Official

- ▶ 15 Years High School
- ▶ UCLA Clinic
- ▶ The Next Level



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Decision Point – The First Step

The Art of the Start - Guy Kawasaki

- ▶ Research – Find a Facility
- ▶ Business Model – Business Plan

Finding a League

- ▶ Started with AFL
- ▶ Transferred to af2

Alaska Professional Sports, Inc.

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



The Announcement – Press Release

Friday Release

- ▶ Not the Best Day
- ▶ Are You Ready for Football?
- ▶ PR @ 11:30 am

Press Release

- ▶ Radio Interview/TV Interviews
- ▶ Front Page ADN

The Buzz

- ▶ Name the Team
- ▶ 5.1 Million Hits



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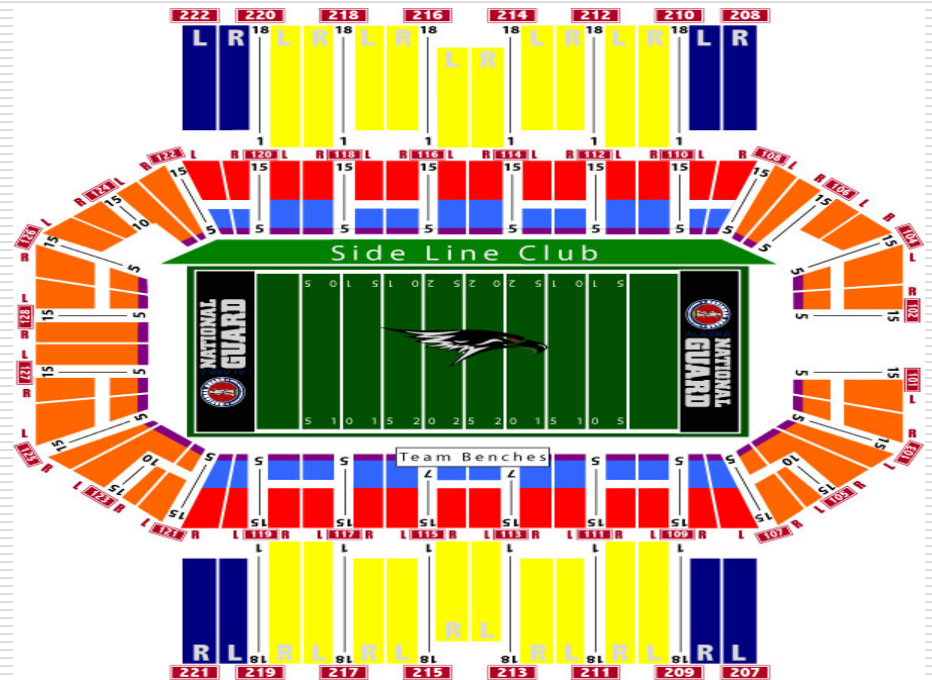
Five Months – To Kick-Off

The Intense Football League

- ▶ Email Chad Dittman
- ▶ Next Week Dallas
- ▶ Paid \$ Signed Agreement

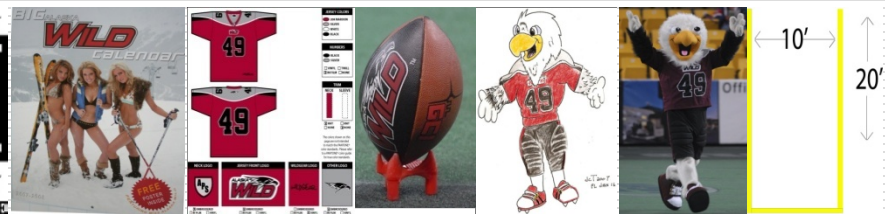
163 Days – The Kick-Off

- ▶ Marketing/Advertising/Sales
- ▶ Logo/Website/Collateral
- ▶ Cheerleaders/Players/Staff
- ▶ Schedule/Arena/Equipment



What! 13 More Games

- ▶ Thursday April 12, 2007
- ▶ Turned Away at the Door



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On the Field – W 2 / L 12

On the Field

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

Home Games

- ▶ 1st Game – 5,909 Attendance
- ▶ Total Attendance 23,363
- ▶ Average 3,338

Game Statistics

- ▶ Tied for Last Place
- ▶ Cheerleaders Voted the Best
- ▶ Two Players All-stars



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Off the Field – (\$343K)

Off the Field

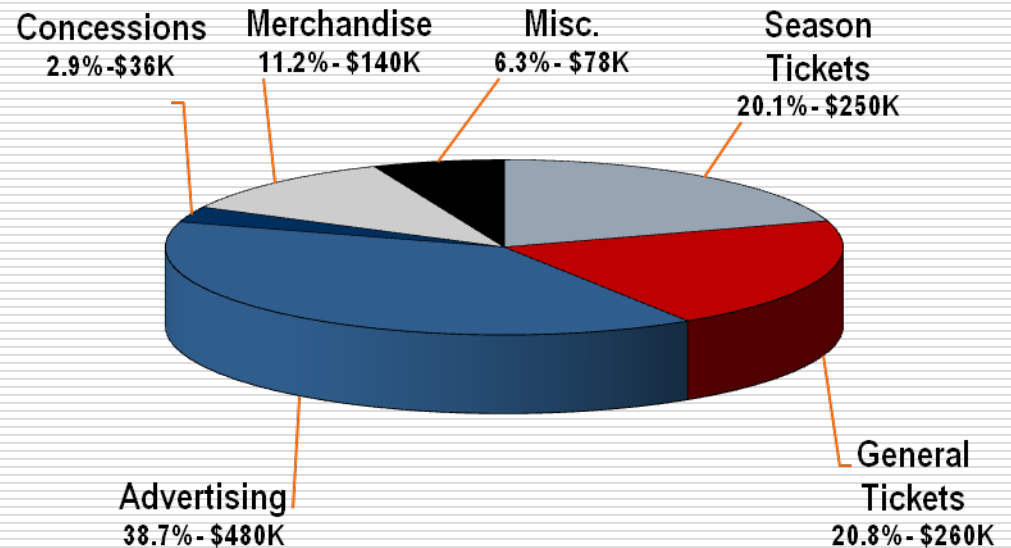
- ▶ Marketing/Advertising/Sales
- ▶ Logo/Website/Collateral
- ▶ Cheerleaders/Players/Staff

What! 13 More Games

- ▶ Thursday April 12, 2007
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- ▶ \$100K

What! 13 More Games

- ▶ Thursday April 12, 2007
- ▶ Turned Away at the Door
- ▶ \$100K



Lessons – A Wild Ride

Results – W 2, L 12

- ▶ Financial - Taxes
- ▶ Attendance – Fun



Thanks For Your Time

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Tail Gate Parties



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Pre-Game Pageantry



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The Coaches



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The Players



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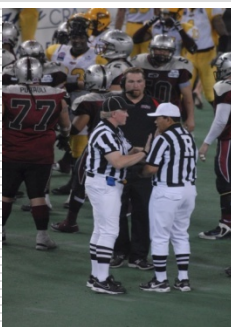
The Cheerleaders



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The Zebras



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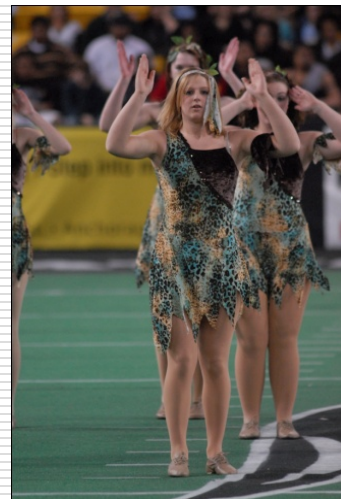
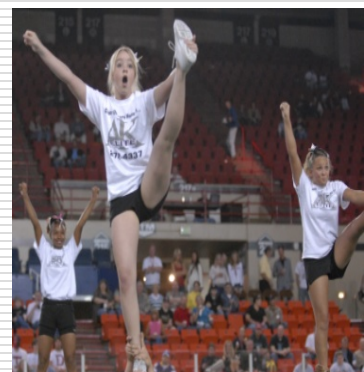
The Mascot - Striker



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Half Time Entertainment



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The Fans - Fun!



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The Kids



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Real. Wild. Fun.



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