



# ***Florida Stingrays***

## **BATTLE PLAN**



## **Are you ready for some football?**

Have you ever dreamed of owning your own professional football franchise?

H.A.N.D.S. U.P. Charity is looking for football fans in Southwest Florida who would like to be a part of something extremely special. We are looking to bring professional football back to our community with a team that is owned and operated by average football fans.

There are only 9800 positions available so contact Jay Lawrence at (239) 980-4397.

**This opportunity closes to the public November 01, 2010!**



## **MISSION**

The Florida Stingrays will be a successful professional arena football team owned and operated for the Southwest Florida community by the football fans of Southwest Florida.

We will provide wholesome family entertainment while working hard to improve our community through H.A.N.D.S. U.P. Charity and other community outreach programs. We will work tirelessly to make the Florida Stingrays brand and logo synonymous with community outreach and involvement while providing a winning team that Southwest Florida can be proud of on and off the field.

## **STINGRAY INVESTMENT GROUP** **RULES AND BYLAWS**

1. The Florida Stingray football team will be divided into 20,000 shares.
2. 10,200 shares will be owned by H.A.N.D.S. U.P. Charity as the majority ownership shares.
3. 9,800 shares will be sold to the public at \$100 per share unless the investor purchases an executive package which may bring down the price per share.
4. Each investor is absolutely REQUIRED, without exception to purchase at least 1 season ticket per share owned in each of the first 5 seasons of the team's existence.
5. Season ticket prices will typically range from \$10 to \$20 per home game unless they are bought as part of an Executive Package or if investor chooses to pay for all 5 years of tickets in advance.
6. As President and CEO of H.A.N.D.S. U.P. Charity, Jason C. Lawrence will be recognized as President and General Manager of the Florida Stingrays and will hold the final word on all decisions regarding the Florida Stingrays unless a performance review administered by the investment group after 5 years shows a pattern of gross negligence or mismanagement. At that time, the investment

- group has the right to appointment a new team General Manager from among the investor team but, Jason C. Lawrence will remain in the role of team President without a cut in salary.
7. Jason C. Lawrence's salary will be based on the payscale developed by H.A.N.D.S. U.P. Charity
  8. A volunteer Vice President of Operations position will be voted on by the investment group every 2 years. This may become a paid position if the investor group deems it necessary.
  9. Chris Morant will be given a 3 year, \$90,000 contract to serve in the role of Head Coach and Director of Player Personnel. After completion of the 3<sup>rd</sup> year, Morant's role as Head Coach will be evaluated by the investor group and at that time a new contract can be negotiated. Morant will have the right at that time to stay on as Director of Player Personnel, regardless of the coaching decision, for the remaining 2 years at \$15,000 per year.
  10. All shares, tickets, and merchandise, purchased before the creation of the Stingray Investment Group will be registered as a tax deductible donation to H.A.N.D.S. U.P. Charity Inc.
  11. After creation of the Stingray Investment Group, 5% of all sales will register as a donation to H.A.N.D.S. U.P. Charity in the investor name.
  12. Each investor will agree to allow at least 75% of all profits to go back into building the franchise in each of the first 5 seasons.
  13. If an investor who has bought a share or multiple shares decides to back out at any time, they will receive their entire investment back except for a \$25 fee that will be donated to H.A.N.D.S. U.P. Charity Inc. as a donation in the investor's name.
  14. If H.A.N.D.S. U.P. Charity is not able to sell, at least 5,000 shares before November 01, 2010, all investors will receive their entire investment back except for a \$25 fee that will be donated to H.A.N.D.S. U.P. Charity Inc. as a donation in the investors name.

**\*All rules are subject to change via ownership vote.\***



## **OWNERSHIP SHARE PRICE**

**(Each share includes 1 season ticket)**

**ONLY \$150**

**Tax deductible donation to H.A.N.D.S. U.P. Charity**

### **Executive Packages**

#### **Bronze Package**

**10 Ownership Shares**

**10 Season Tickets**

**1 On Field Banner**

**Donation ONLY \$1500.00**

#### **Silver Package**

**25 Ownership Shares**

**25 Season Tickets**

**2 On Field Banner (1 per sideline)**

**Donation ONLY \$3000.00**

#### **Gold Package**

**60 Ownership Shares**

**50 Season Tickets**

**2 On Field Banners (1 per sideline)**

**Donation ONLY \$5000.00**

**(Prices only guaranteed through June 01, 2010!)**

**Support**  
**HANDS UP**



Helping Acquire Necessary Disability Supplies for Underprivileged People EIII 26-4133295

**Do You LOVE Football?**  
**Wanna Own a TEAM??**

**1 Ownership Share  
& 1 Season Ticket**

**ONLY \$150!**

**Tax Deductible Donation**

**HANDS UP**

Helping Acquire Necessary Disability Supplies for Underprivileged People

[www.HandsUpCharity.org](http://www.HandsUpCharity.org)



**For Details Call  
Jay Lawrence  
239-980-4397**

**Printing Provided by  
ADTECHIA 813-508-SIGN**