



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 Stingray 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 3rd 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's 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 investor's name.



H.A.N.D.S. U.P. Charity Inc. is purchasing the Florida Stingrays of the AIFA for play in the 2011 season. At that time, the team will be divided into 20,000 ownership shares. H.A.N.D.S. U.P. Charity Inc. will keep 51% (10,200 shares) and will hold the team's controlling interest. The remaining 49% (9800 shares) will be sold to the public at a price of \$100 per share.

I, _____ agree to purchase _____ of the
Full Name Number of shares
9,800 available ownership shares of the Florida Stingrays for a price of \$100 per share.

I understand that this investment is considered "HIGH RISK" and that my investment into the Florida Stingrays is not guaranteed to generate an income but, is considered an investment into the community. _____
Initial

I understand that I am responsible for purchasing at least 1 season ticket for every share of the team that I own in each of my first 5 seasons as an owner. Season ticket prices will be \$20 per game for "Premium Seats" or \$10 per game "General Seating". _____
Initial

I understand that the ending date on this sale is Monday, November 01, 2010. If at least 5000 of the 9800 shares are not sold by that date FOR ANY I will receive all my payment back except for \$25 which will be donated in my name to H.A.N.D.S. U.P. Charity Inc. _____
Initial

I understand that, as a share holder, I am entitled to but not required to attend no less than 4 quarterly ownership meetings where I will be given an opportunity to voice any and all concerns surrounding the team unless the meeting time expires. _____
Initial

I understand that Jay Lawrence CEO of H.A.N.D.S. U.P. Charity will be the teams General Manager and as such will have the final decision on all things related to the Florida Stingrays.

Initial

I understand and agree to all statements contained in this contract.

Signature x _____ Date: _____



Florida Stingray Ownership Pricing

Ownership Share.....\$100 each

Season Tickets

Red Seats.....\$20 per game

Blue Seats.....\$15 per game

Orange & Grey Seats.....\$10 per game



EXECUTIVE PACKAGES

Bronze.....\$1000
(10 Shares & 2 Blue Season Tickets)

Silver.....\$5000
(50 Shares, 2 Blue Season Tickets, 3 Orange/Grey Season Tickets & 1 Field Banner)

Gold.....\$7500
(80 Shares, 5 Blue Season Tickets, and 1 Field Baner)

Platinum.....\$10,000
(110 Shares, 1 Luxury Box with Banner On Front, 5 Blue Season Tickets, 5 Orange/Grey Season Tickets)