



Charlie Foxtrot Group, LLC



U.S. ARMY

ARMY STRONG



**U.S. ARMY
ALL-AMERICAN COMBATIVES CUP**

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Small Disabled Veteran Owned Business

C/O

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On Average the U.S. Army spends millions of dollars on its recruiting efforts in the form of sponsoring special events. Over the years the strategy has been putting more emphasis on national sporting events versus local advertising and sponsorships. Some examples of such sponsorships include past and present:



- Army Motorsports costs taxpayers approximately \$20 million a year.
- Army All-American Bowl costs taxpayers approximately \$37 million over 5 years.
- Arena Football League cost taxpayers \$1 million a year.

Many of these programs are under fire by congress. Speaking from past professional experience and being involved with the aforementioned it is my strong belief the sponsorships aimed at supporting the Army's recruiting efforts can be summed up by the following analogy: good intent, bad execution. Even though there were other special events the Army could have pursued, many organizations felt the opportunity costs, lack of understanding of the Army and its contracting processes, which limited the sponsorship and special event opportunities they had to choose from. The Army is prohibited from negotiating and entering into a contract as a Department of Defense entity. As a result, they are required to contract an advertising firm to due their bidding, which in some case can complicate the process even more.



**COMBATIVES
MANUAL OF
THE U.S. ARMY:
FM 3-25.150**

Proposing National Event that would support Army Recruiting efforts.

- Grappling and Submission Wrestling
 - Karate
 - **Employ U.S. Army All-American Bowl Strategic Plan substituting high school football with the aforementioned martial arts styles.**
- www.usarmyallamericanbowl.com

Justification to support consideration of pursuing U.S. Army All-American Combatives Cup

- Ability to assemble team with specific subject matter expertise; especially, knowledge and understanding of U.S. Army Recruiting and Accession Command, Army advertising, Army contracting, Army's Advertising agency.
- Ability to leverage key relationships and call upon force multipliers, which would provide us with an outstanding chance of implementing the aforementioned endeavor and secure highly lucrative contract.
- Favorable consideration collaborating and/or partnering with Small Disabled Veteran Owned Business.
- Favorable consideration for organization's with established track record and who have engaged in doing business contractual with the U.S. Army. For example, The Arnold Fitness Festival.
- Possibilities of organizing and executing combatives and even MMA events on military installations in (CONUS– Continental United States) and throughout the world.

