

MEDIA PITCH

BRIEF DESCRIPTION OF THE ASSET

A new author published her first book, 1440: For the Love of Football. A life story that speaks to a diverse group of people but can overall capture the attention of any crowd. There is a sense of truth and vulnerability that many can relate to.

A young teenager is challenged early in life facing discrimination, gender role stereotype and battling through conformity while in the pursuit of the passion and genuine love to establish a football career. A non-conventional approach to a unique type of love; a love story of life and overcoming heartache and disappointments.

Taylor, a mere thirteen-year old teenager, is a Filipino American seeking for the opportunity to experience the thrills of playing an All-American sport. Being a freshman in high school, she beats the odds by being the only female player on an all men's tackle football team. It became a controversial issue amongst the school faculty and student body creating an uproar of equality, feminism and self-identity. Though this was not her only struggle, it was just the beginning. She further continues to discover passion, determination, sorrow and love. Taylor finds herself in a rare opportunity to own and play on an all-women's tackle football organization. During the next twenty years, she faces multiple road blocks with operating a sports organization, conflicted with her identity, unveiling the truth about love and heartache and juggling her passion for football. A story tale with a fresh take on a journey of life discovery, mended together through football, love, heartache, family and surreal life obstacles.

TARGET AUDIENCE

This book is a heartfelt story about the struggles of life, love, family, football and conforming. It appears to be a variety of subjects about typical life issues but there is an emotional and inspirational depth that is quite unique. This book will truly relate to female athletes from young adolescents to adults, who are constantly trying to break the boundaries of gender roles and stereotypes. That women are just as capable and if not more or equal to men. It's a narrative that is a proven story of equality and a woman's ambitions to find a place as a prominent and respected athlete.

The basis that this book is about football an easy assumption that male, football players and fanatics would be an ideal audience. It discusses the struggles, hard work, commitment and dedication to play such a disciplined and physically demanding sport. People don't realize the time and sacrifices to play the sport let alone make it a lifelong commitment to pursue with small odds to go professional. This book relates to the struggles of trying to make it pro.

Though, the idea of this being a love story indicates that women may gravitate to reading a book based on love, emotions and sentiments about finding a life partner. It is within our biological want to conform to society, the need to be loved, get married and start a family. Taylor, seemingly finds love several times but battles with finding balance with her life as a football player and business owner. The storyline connects with

different types of people that are finding a happy medium to all the important things in life and the people around them.

I am well aware that there are other new and smaller groups of readers we can still attract. The younger audience, teenagers to young adults, parents, LGBT community, Filipino community and a very selected group of individuals who are struggling with self-identity and seeking answers in life. This book screams for those in need of help, additional guidance and how to simply overcome the everyday small and big struggles in life. Taylor, is the epitome of David and Goliath, seeking to fight for the love of football, and overcoming the impossible odds as well as finding her love of her life, whoever or whatever that may be.

MONETIZING THE ASSET

Printed books are not as much of a demand because of the convenient digital solutions with e reader devices. Though we will provide multiple deliverables for this book from a limited print book, e book and audible book. Therefore, we will do dynamic pricing based on release date and deliverable method. There will also be a special bundling package and an incentive to give back and support a non-profit organization.

The launch of the book will be during the football pre-season. Approximately around mid-July to August. Current collaborations will focus around football, men and women, sporting events, and female athletes.

Amazon will be the primary outlet sold for \$20 along with a free version of the audible will be included with the first release.

The second release will encompass the e book version and audible download for \$12.99. A teaser excerpt will be included to allow people to preview the book.

Lastly, the special additional pricing release will be processed as an affiliate program, exclusively on the IWFL (Independent Women's Football League) and 35 other team websites. The book will be a special edition, signed by the author and sold for \$25 and 20% of the proceeds will then be donated back to the IWFL teams in support of female athletes. More than likely most sales will come from this particular target audience because it is focused around their own story to playing football. They are more than likely to relate to this book than the other targeted audiences. Having teams nationwide and the headquarters in Texas most marketing and promotional funds would be directed to these organizations. Raising funds is also a constant issue in ensuring the organizations stay afloat so being there will be an incentive to have some of those funds donated back to the football teams would influence fans and players to purchase the book.

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Los Angeles, California

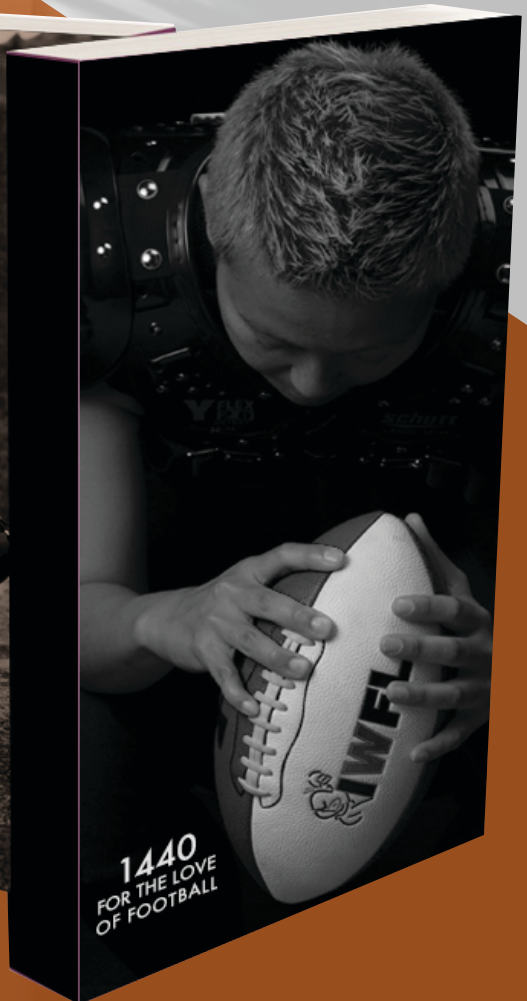
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1440

FOR THE LOVE
OF FOOTBALL



The Story

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-Author

amazon books



audible

1. book with audible
2. e book and audible
3. affiliate program

Target Audience



- female athletes
- football players and fans
- women (young adult, adult, mothers)
- Other

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