

WOMEN ON THE BALL

A television special
Celebrating the love of Football ...
From a woman's perspective –



The game ignores some of the most ardent fans...

"Google" or otherwise search to find statistics about women who love football. Try to find how many women buy tickets and attend games. You will find that there is little information to support your query.

Women have been contributing to the sport for decades. We are mothers of players, daughters of players, sisters of players, player's wives and girlfriends. In some cases we are semi pro or recreational players. Some of us have rebelled since the 50's when relegated to cheerleading squads in spite of our playing ability. We were passionate football fans for every level of the game before "POP WARNER" was the sport's national equalizer of little-boy leagues. Admittedly, some of us enjoy driving our sons to football practice, being team "moms" who bake cookies and make lemonade, but our love of the sport frequently only begins at that level. Our collective experiences at community parks, in the neighborhoods, at high school, college and at NFL game sites make WOMEN ON THE BALL a paraphrase for successful women who LOVE football.



There is a culture of women who are 40+ who have been in love with the sport and the people who play it for so long that they are experts. As capable as any man in efforts to predict the outcome of the best in college rivalries and competent to offer commentary or insight, women football fanatics are an audience segment waiting to be “tapped.”

Most of us are college graduates. We are successful professionals often married to other successful professionals. We are willing to pay significant dollars to buy game tickets, travel to see our favorite teams play, and to dress in fashionable colors that reflect our fan loyalty. We host football parties, buy food and beverages to be served at tailgate parties and at our homes. It is time to give us the recognition that we are due. It is a great moment to consider us as an overlooked audience segment who have significant purchasing power.

A UNIQUE ADVERTISING OPPORTUNITY

Tight Shots & Sounds, Inc., will provide sponsors with an unprecedented access to a powerful demographic group.

WOMEN ON THE BALL is guaranteed significant viewership as it will be offered to television stations throughout Florida. Stations will retain the right to sell commercial avails as incentive for broadcast, and sponsors will be guaranteed commercial avails as their messages travel within the format of the program.

This program will attract millions of viewers based on the excitement of great historical college rivalries and this year’s top bowl contenders.

ABOUT THE PRODUCER – Tight Shots & Sounds was formed in 2002 when the parent company of NBC, Westinghouse Corporation implemented a requirement for “outside” producers to be incorporated entities. Until that time, Tight Shots & Sounds President, Chucha Barber had produced more than 20 documentaries with CBS and NBC as an independent consultant, winning two Emmys as Executive Producer.

The Tight Shots & Sounds television project, entitled *Stolen Identities: Protecting Your Good Name*, won a third Emmy for Mrs. Barber. In addition to *Stolen Identities*, Tight Shots & Sounds also produced *HURRICANE ANDREW: Ten Years After* which received an Emmy nomination. Mrs. Barber serves as the full-time Executive Director for an Art and Science Museum in Tallahassee, Florida. **WOMEN ON THE BALL** will be only the third television production undertaken by her firm since its inception, and the first non-documentary project.

We are **WOMEN ON THE BALL**. In this case, the **BALL** is football and the season is now!