My organization has done unique things like making a group out of three people and asking the NFL to have a team and they did all what they can to get a team. After a couple of months touchdown jaguars got a expansion team they were going to be in the NFL 5 years as an expansion team. The touchdown jaguars were deciding on whether the team name would be the jaguars or the sharks and they did a fan vote and the jaguars won with like 14,000 votes. After that 5 years they became an actual NFL team.