



Women's Football Alliance

The Largest Women's Football League in the World.

Come Grow with Us!

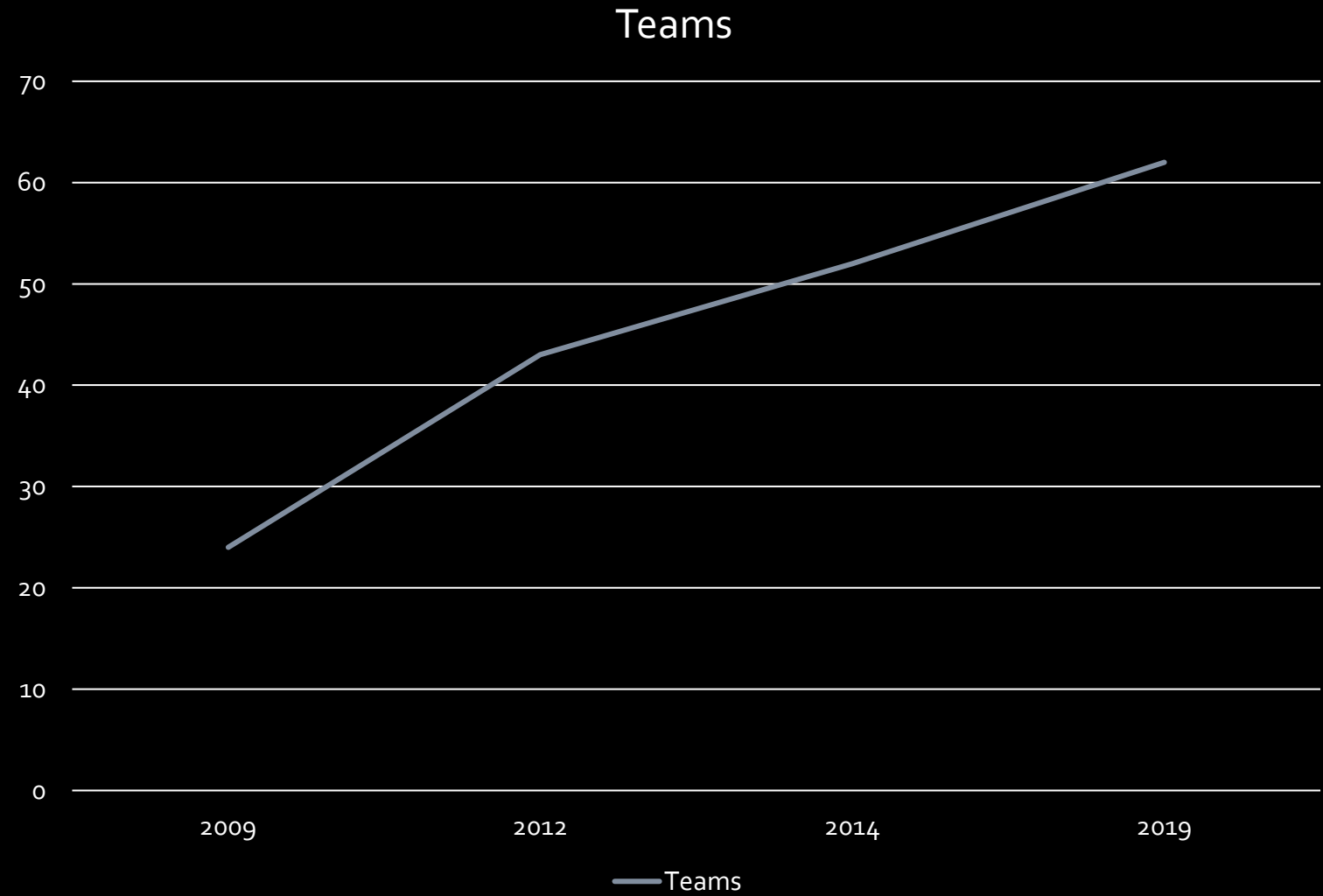




WFA 2019 All-American Game 120 Participants from 60 teams across the US

The Women's Football Alliance (WFA) completed its 10th season in 2019. Since its inception, there has been a significant growth in women playing tackle football.

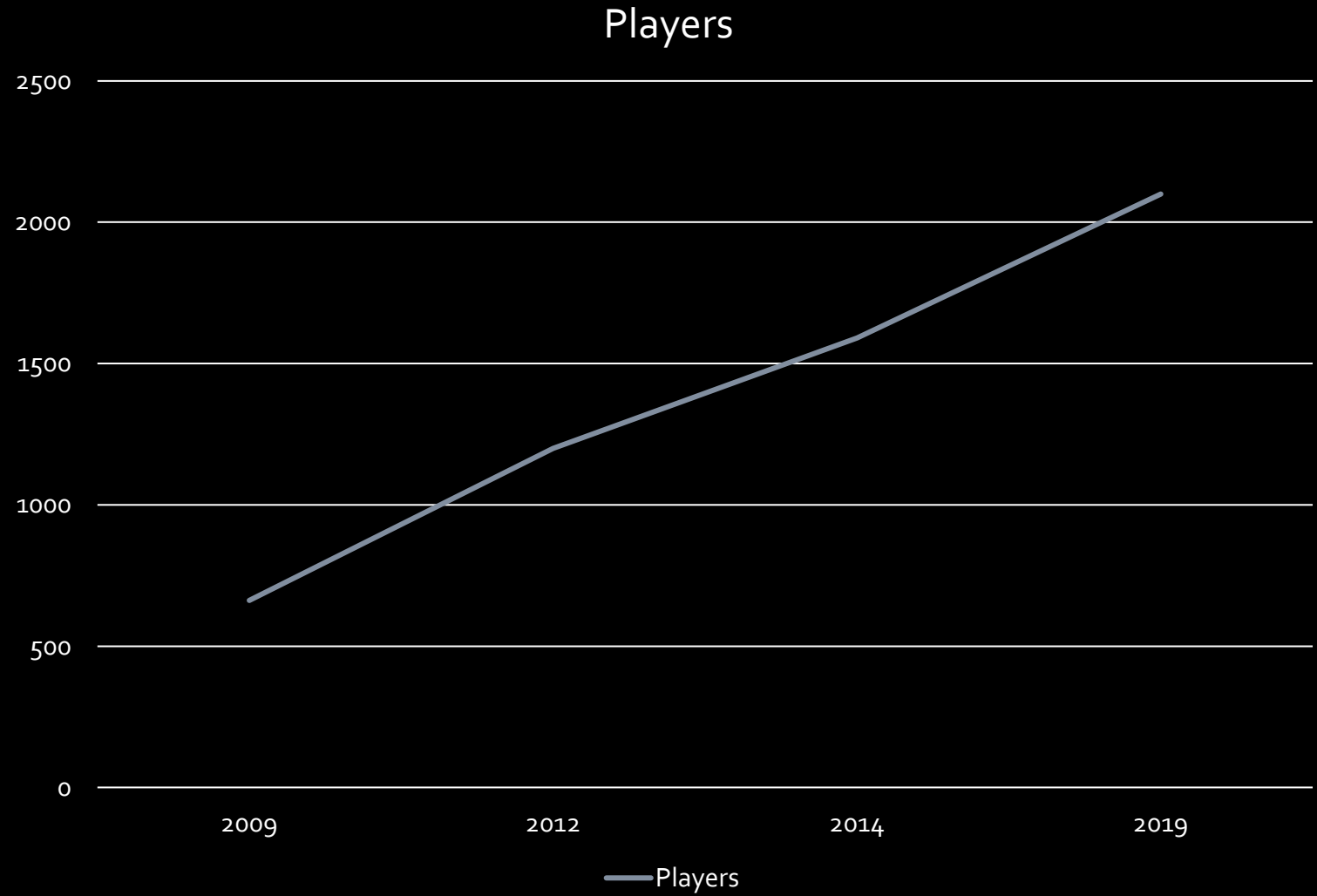
of Teams Growth



58 Teams across the US



Number of Players in WFA





WFA
National Championship

4 Games

Division 1 National
Championship

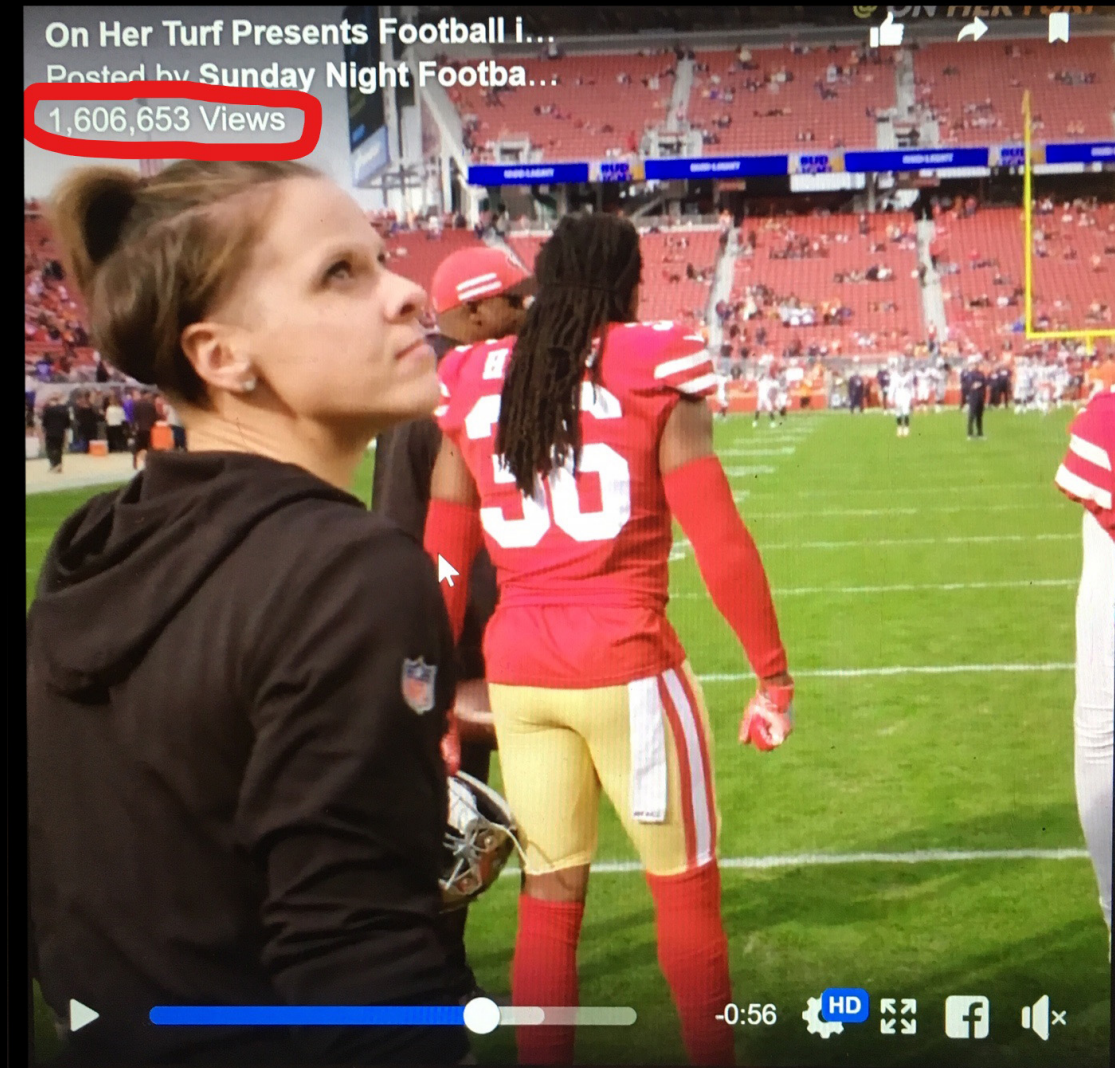
Division 2 National
Championship

Division 3 National
Championship

All-American Game

Over 400 participants.

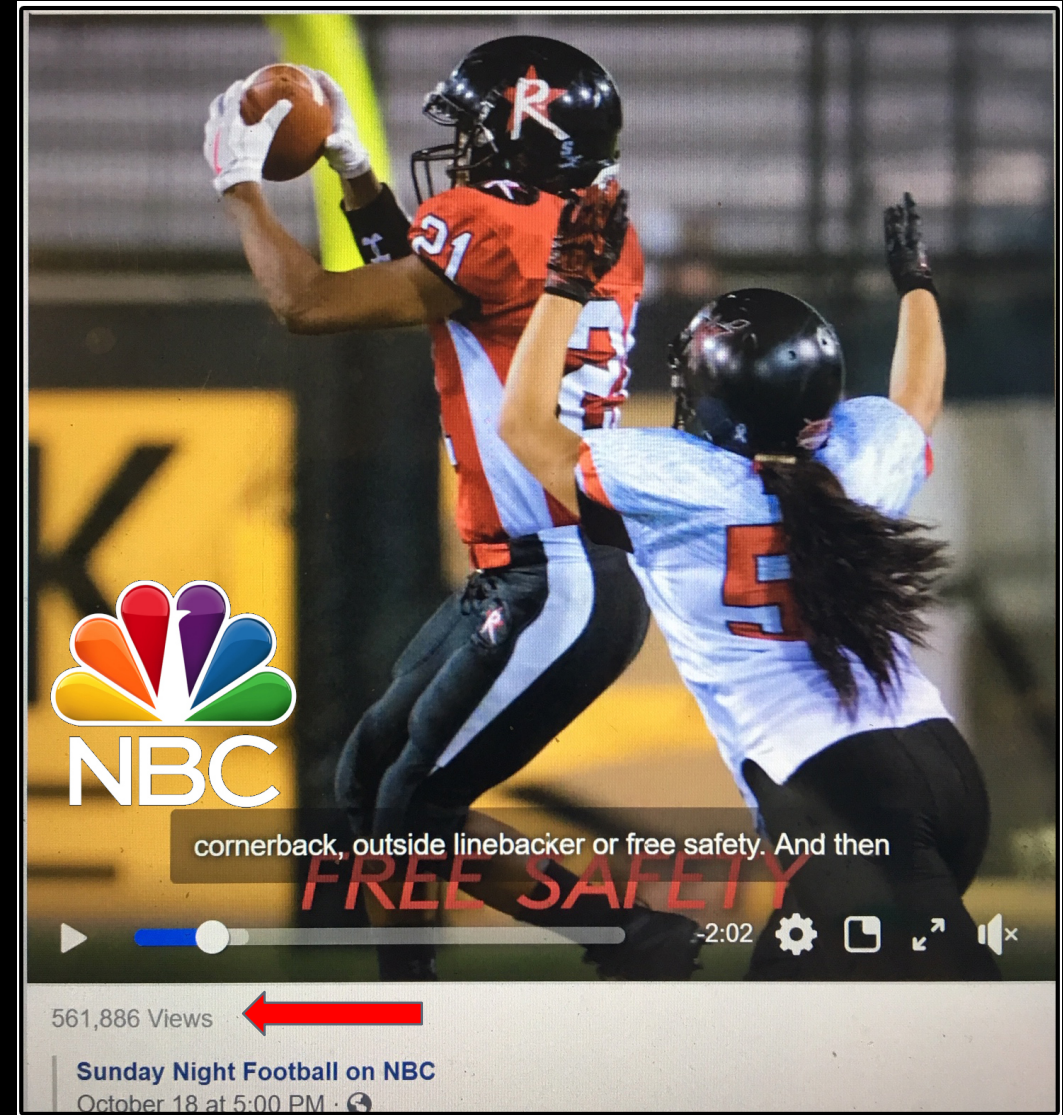
Over 20 WFA players have earned NFL positions as coaches, interns, and scouts.



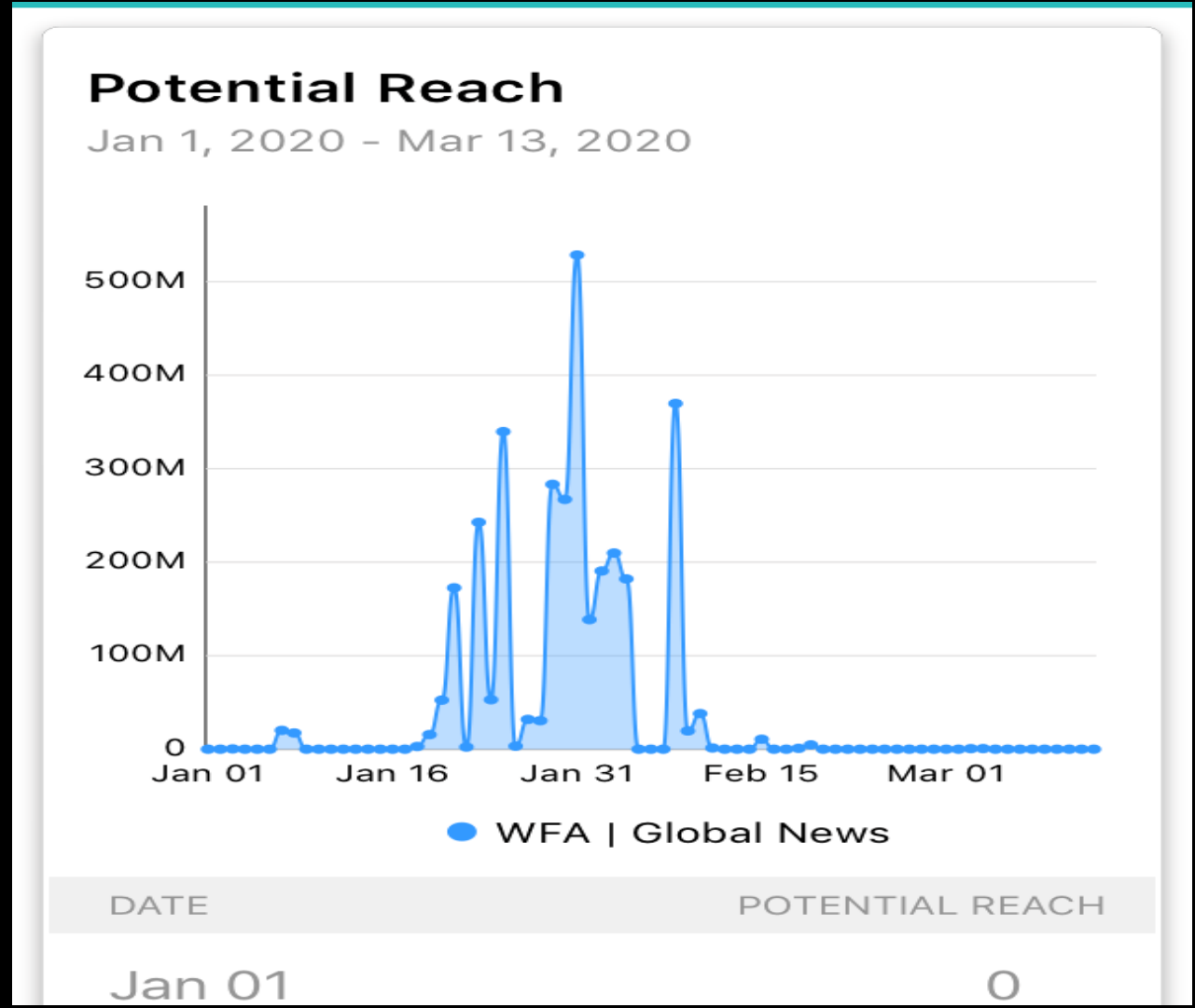
Katie Sowers, Coach San Francisco 49ers

Media Growth

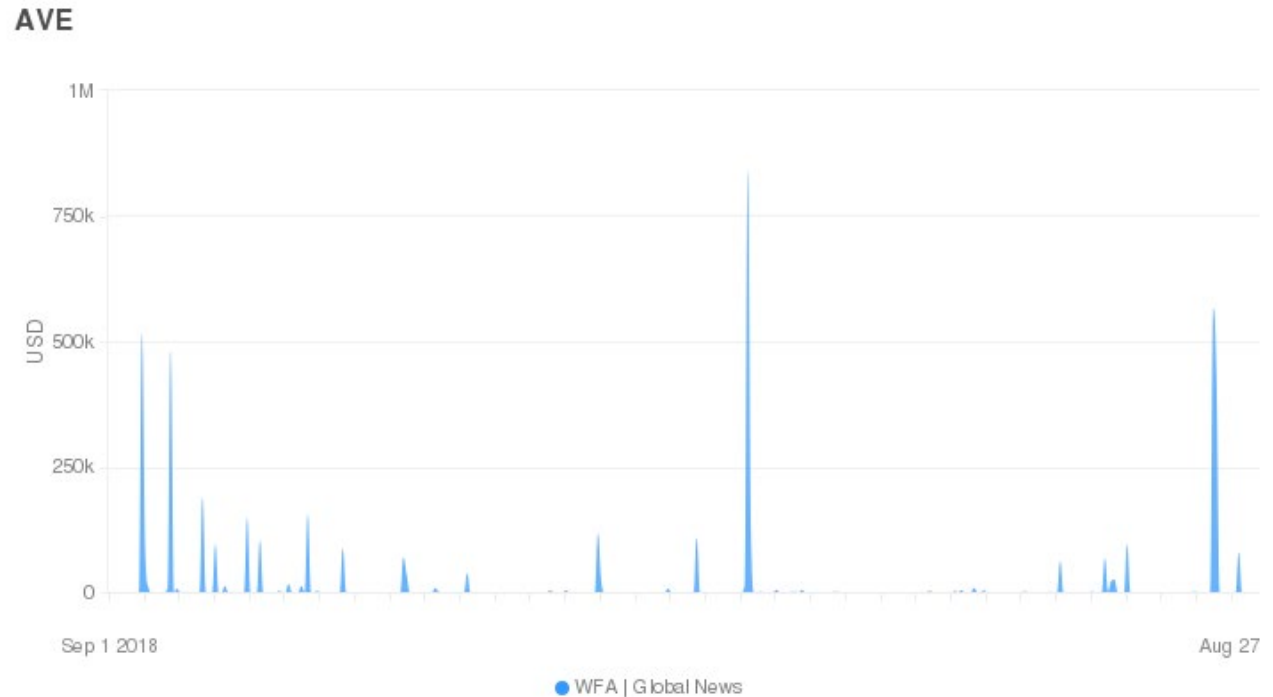
- **478** news outlets in **7** countries have covered the WFA including: ESPN, USA Today, Sports Illustrated, Chicago Tribune, Washington Post, Yahoo Finance, Yahoo Sports, NFL, NBC, ESPNW, ABC News and Morningstar. Total reach for 1 year: **506 Million**

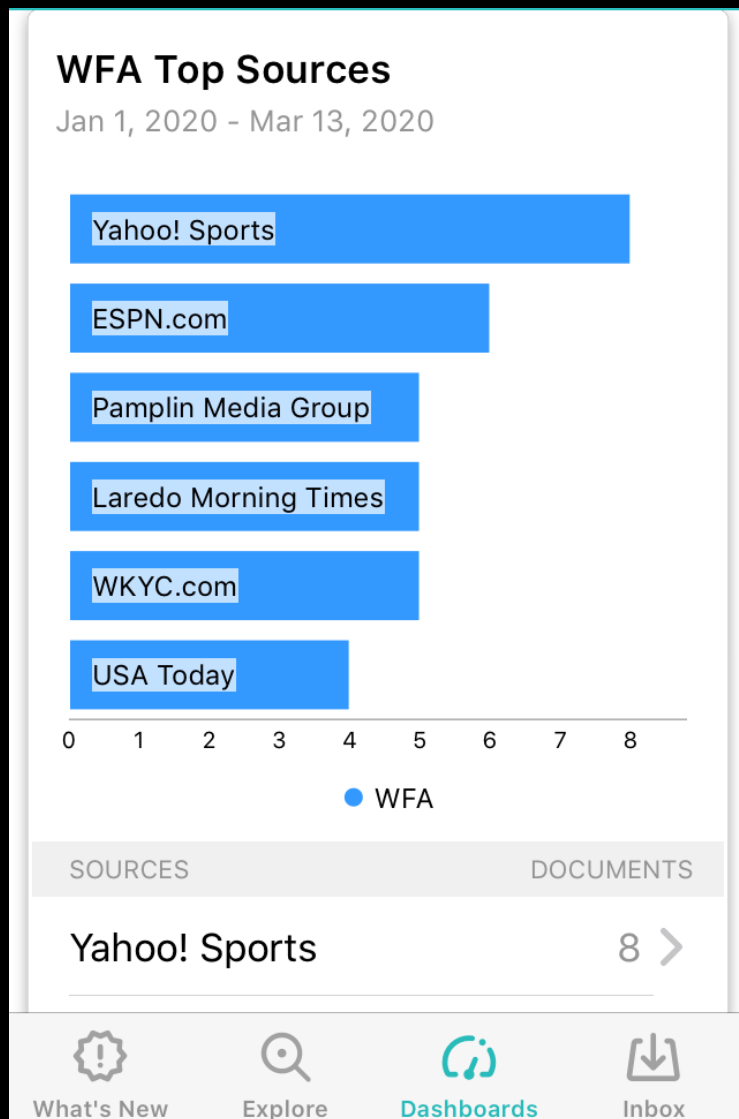


Total Reach for
Global News:
1 Billion



**Estimated
reach
exceeds
\$5 million
worth of
advertising**

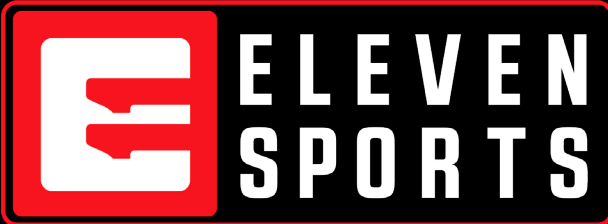




08-Feb-2020	Report: Redskins	https://www.d	Daily Mail Online	United Kingdom	90846960	Women's Football Alliance
02-Feb-2020	Super Bowl LI	https://www.d	Daily Mail Online	United Kingdom	90846960	Women's Football Alliance
03-Feb-2020	San Francisco	https://www.d	Daily Mail Online	United Kingdom	90846960	Women's Football Alliance
17-Mar-2020	Stats Perform	https://mediu	Medium	United States	86702181	WFA National Championship
01-Feb-2020	Katie Sowers	https://www.f	Forbes	United States	73203220	Women's Football Alliance
21-Jan-2020	49ers' Katie S	https://www.b	Business Insider	United States	68636020	Women's Football Alliance
25-Jan-2020	Trailblazing 4	http://www.es	ESPN.com	United States	63046813	Women's Football Alliance
29-Jan-2020	Katie Sowers	http://www.es	ESPN.com	United States	63046813	Women's Football Alliance
08-Feb-2020	Sources -- Red	https://www.es	ESPN.com	United States	62605217	Women's Football Alliance
08-Feb-2020	Sources - Red	https://www.es	ESPN.com	United States	62605217	Women's Football Alliance
18-Mar-2020	American wor	https://www.u	USA Today	United States	58230321	Women's Football Alliance
30-Jan-2020	Katie Sowers	https://www.u	USA Today	United States	56943153	Women's Football Alliance
25-Jan-2020	Trailblazing 4	https://www.u	USA Today	United States	56943153	Women's Football Alliance
30-Jan-2020	Goshen Colle	https://www.u	USA Today	United States	56943153	Women's Football Alliance
31-Jan-2020	Browns name	https://www.u	USA Today	United States	56943153	Women's Football Alliance
02-Feb-2020	Super Bowl 20	https://www.c	CBSsports.com	United States	31600000	Women's Football Alliance
23-Jan-2020	2020 Super B	https://www.c	CBSsports.com	United States	31600000	Women's Football Alliance
31-Jan-2020	Browns' Kevin	https://www.c	CBSsports.com	United States	31600000	Women's Football Alliance
01-Feb-2020	Primeira mul	https://globo	Globoesporte.com - Globo	Brazil	29272290	Women's Football Alliance
03-Feb-2020	5 Things To K	https://www.n	Newsweek	United States	27249282	Women's Football Alliance
20-Jan-2020	49ers' Katie S	https://www.c	CBS News	United States	26312804	Women's Football Alliance
31-Jan-2020	First woman t	https://sports	Yahoo! Sports	United States	26179682	Women's Football Alliance
21-Jan-2020	49ers' Katie S	https://sports	Yahoo! Sports	United States	26179682	Women's Football Alliance
21-Jan-2020	History Made	https://sports	Yahoo! Sports	United States	26179682	Women's Football Alliance
25-Jan-2020	Trailblazing 4	https://sports	Yahoo! Sports	United States	26179682	Women's Football Alliance
27-Jan-2020	'A coach is a	https://sports	Yahoo! Sports	United States	26179682	Women's Football Alliance
31-Jan-2020	Browns name	https://sports	Yahoo! Sports	United States	26179682	Women's Football Alliance
01-Feb-2020	Brownson: U	https://www.f	Focus Online	Germany	26062756	Women's Football Alliance
30-Jan-2020	Katie Sowers	http://www.n	NFL.com	United States	25818132	Women's Football Alliance
10-Feb-2020	Redskins nam	http://www.n	NFL.com	United States	25818132	WFA National Championship, Wo
24-Jan-2020	American Foo	https://www.f	Focus Online	Germany	25254140	Women's Football Alliance
08-Feb-2020	Reports: Reds	https://sports	Yahoo! Sports	United States	23243296	Women's Football Alliance
08-Feb-2020	Report: Redsk	https://sports	Yahoo! Sports	United States	23243296	Women's Football Alliance
28-Jan-2020	49ers offensive assistant co	https://www.s	Los Angeles Times (Premium)	United States	22514537	Women's Football Alliance
31-Jan-2020	Kevin Stefans	https://www.s	Sports Illustrated	United States	14041533	Women's Football Alliance
02-Feb-2020	Five Things T	https://www.s	Sports Illustrated	United States	12552992	Women's Football Alliance
08-Feb-2020	Report: Jenni	https://www.s	Sports Illustrated	United States	12552992	Women's Football Alliance

Covered in every major media outlet reaching millions of readers

National Broadcast Deal



Network Deal 2020 :
10 Games of the Week

2 Division I Conference
Championship Games

1 Division I National
Championship Game

Satellite, Cable, and Linear Broadcasts

55 Million Homes:

DIRECTV: Channel 623

U-verse: Channel 1665

VERIZON FIOS: Channel 597

SONY VUE

NCTC

SAMSUNG TV PLUS

FUBO TV

MEDIACOM

SUDDENLINK

DISTRO TV

FTN Next

www.twitch.tv/elevensportsnext



Our Sponsors



Franco Harris, NFL Hall of Fame



KT TAPE
Wilson.

**GLAZIER
CLINICS.**

XENITH

**Coors
LIGHT**

The New York Times

**STILL SWEATING
INEQUALITY?**

TOGETHER, WE'RE CHANGING THE GAME.

Actual social reactions from our ad last Sunday:

I just cried through a deodorant commercial then had to explain to my daughters that GIRLS DO PLAY FOOTBALL.
6:50 PM - Feb 2, 2020

This was beautiful. Love thinking about the little girls we've coached in flag football knowing they can have the same future in sports that boys do.
6:52 PM - Feb 2, 2020

I don't think my 11-year-old self would have believed there would be campaigns like #KickInequality in my lifetime.
6:56 PM - Feb 2, 2020

Secret believes strength is more than overcoming what makes us sweat. It's pushing for progress and a level playing field. We are proud to announce our partnership with the Women's Football Alliance to air their National Championship on TV for the first time ever. Let's be on the right side of history and #KickInequality.



Secret

**ALL STRENGTH
NO SWEAT**

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Secret

ALL STRENGTH
NO SWEAT

Largest Corporate Cash Sponsor given to Women's Tackle Football.

Sponsorship covers:

1. Championship production for Nationally televised game.
2. Travel costs for Championship Teams
3. Championship Swag for Championship Participants

The New York Times

STILL SWEATING INEQUALITY?

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Secret

ALL STRENGTH
NO SWEAT

KT TAPE®

WFA teams' kinesiology supplies are sponsored by KTTape.



**GLAZIER
CLINICS®**



Glazier Clinics, the #1 Coaches Training Clinic in the country provided the WFA a grant for coaches training. All teams will have a 1 year subscription (\$500 per team value) to their vault which has thousands of hours of training videos and coaches tools. In addition, the subscription will allow coaches to attend live coaches clinics for free.

XENITH

Xenith Sponsored WFA 2019 Champions with the largest equipment sponsorship given to a women's football league. All WFA Champions were provided helmets and shoulderpads for the 2020 season.

All Teams:

Special WFA Discount to players (average \$100 discount) helmets and shoulderpads through the store.

Wilson®

WFA footballs and Evo Shield apparel
sponsored by Wilson.





TEAMBUILDR

TeamBuildr: Team online Strength and Conditioning Program

50% discount on Silver subscriptions to any team in the WFA.
Access to all training programs (\$750 value).

Full level of support and training for each organization