



WOMEN'S FOOTBALL ALLIANCE



SPORTS & ENTERTAINMENT



ABOUT US

The Women's Football Alliance (WFA) is the largest, longest running, and most competitive women's tackle football league in the world. Women's tackle football teams and leagues have been in existence for over four decades, but the most promising growth in the sport – both in the number of teams and in the level of competition – has taken place over the last five years. The WFA was founded in 2009.





OUR TEAMS

The Women's Football Alliance consists of 66 teams across three divisions. Each Spring our teams play a 6-game schedule over the course of eight weeks. Our teams consist of 11-on-11. The season will culminate with Championship Week, where the top two teams in each division will battle it out to determine a Champion.



HISTORY & GROWTH OF WOMEN'S FOOTBALL

2015: NFL hires first Female Coach

2018: 53% increase since 2010 in girls playing high school football

2019: Tampa Bay Buccaneers establish women's football scholarship

2020: NAIA makes flag football a championship sport in partnership

2020: WFA establishes Women's Football Coaches Alliance

2021: 12 women coaches in the National Football League during the 2021 season

2021: WFA Forms partnership with Tom Benson Hall of Fame Village

2021: WFA Partners with NFL Alumni Academy

2021: First time Women's Tackle Football National Championship Played at Hall of Fame Stadium

2021: WFA Signs Major Broadcast Deal with ESPN

RECOGNIZED AT THE PRO FOOTBALL HALL OF FAME



The Pro Football Hall of Fame announced that it plans to recognize the WFA National Championship Team in the Pro Football Hall of Fame Museum each year. The first weekend of August will not only be the weekend for the prestigious gold jacket ceremony with the new class of Hall of Fame inductees, but it will now be the time when the WFA National Championship team MVP will be on display. This year Allison Cahill received this honor for her stellar performance leading the Boston Renegades to their third straight WFA National Championship Title. Cahill also became the first Quarterback lead a women's tackle football team to 6 national titles (2010, 2011, 2014, 2018, 2019, 2021), surpassing the mark of five set by Kim Grodus of the Detroit Demolition (2002, 2003, 2004, 2005, 2007).



COMING TO ENTERTAINMENT

WOMEN'S FOOTBALL ALLIANCE IN THE NFL

The WFA has broken many barriers. It was the first women's football league to play a National Championship in an NFL stadium, as well as the first women's league to have its games broadcasted on national television. In addition, over 15 veteran WFA players have earned coaching and scouting positions in the NFL including Katie Sowers (San Francisco 49ers), the first female to coach in a Super Bowl, and Jennifer King (Washington Redskins), the first female African American coach in the NFL.



- Katie Sowers-
1st female Coach in a Superbowl
- Lori Locust-
1st female Coach to win a Superbowl
- Jennifer King-
1st African American NFL Coach
- Callie Brownson-
1st full time female coach in the NFL



WFA

INTERNATIONAL

The WFA started an international program 2 years ago. Our league formed a partnership with women's teams and leagues with countries in Europe, North and South America, and Africa. This is the second phase where the league started a WFA Team World. The WFA Team World is an All Star team of players from around the world who will compete at the WFA National Championship International Bowl International Bowl.



YMCA FLAG FOOTBALL

We have partnered with the NFL Alumni Academy and YMCA to launch a girls flag football league. This new league will be offered to girls ages 10-18. We will kick off in 8 major cities across the United States in the Spring of 2022.



THE NATIONAL CHAMPIONSHIP WEEKEND

Player Demographics:

100% Female

Age 18-24: 25% Age 25-34: 55% Age 35-44: 20%

Fan Base Demographic:

67% Female

33% Male

Age 13-17: 1% Female, 1% Male

Age 18-24: 6% Female, 4% Male

Age 25-34: 22% Female, 9% Male

Age 35-44: 21% Female, 9% Male

Age 45-54: 11% Female, 7% Male

Age 55-64: 4% Female, 3% Male

Age 65+: 2% Female, 1% Male

2021 Weekend Calendar

Friday July 23rd:

10AM-2PM Cleveland Browns WFA All-American Girls Football Clinic

3PM WFA DII National Championship

6PM WFA DI National Championship

Saturday July 24th

1PM Xenith All-American Game

Halftime of All-American Game: WFA MVP Awards

5:30PM WFA Breaking Barrier Awards

6PM WFA Pro National Championship

Halftime of D1 Game: High School Flag Football Exhibition Games

After D1 Game WFA After Party



Cleveland Browns WFA All American Girls Clinic



100 + Girls Participated in Annual Girls
Football Clinic coached by WFA All
Americans and Cleveland Browns



Groundbreaking Broadcast Deal with ESPN

**TOM BENSON HALL OF FAME STADIUM
JULY 10TH 2022
CANTON, OHIO**



WFA PRO NATIONAL CHAMPIONSHIP

LIVE ON

ESPN 2



2022 NATIONAL CHAMPIONSHIP WEEK EVENTS



Training Camp

3 day classroom and on field training camp offered to Female Youth Players.

Monday (Ages 10-18)

NFL Alumni Academy Training Camp Day #1

- Classroom Exercise Science/Strength and Conditioning,
- Field: Speed, Agility, Footwork

Tuesday (Ages 10-18)

- NFL Alumni Academy Training Camp Day #2
- Classroom: Sports Mental Health, Nutrition
Field: Position Training

Wednesday (Ages 10-18)

NFL Alumni Academy Training Camp Day #3

- Classroom: Team 101: Offensive/Defensive Schemes
- Field: Exhibition Games



Friday

9a-2p High School Flag Tournament

6pm: International Bowl

Saturday

10a-12p Cleveland Browns Youth Camp

12:30pm Breaking Barriers Award Luncheon

3pm WFA Division II National Championship

6pm WFA Division I National Championship

Sunday:

10a-12p WFA All American Game

2pm-WFA Pro National Championship

(on ESPN2)



The Washington Post

Family, friends traveled thousands of miles to watch women's football championships in Canton

Benjamin Duer The Repository

Published 9:05 p.m. ET Jul. 23, 2021 | Updated 10:00 p.m. ET Jul. 23, 2021

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July 23, 2021: Division III Women's Football Alliance Championship in Canton


Women's Football Alliance is playing its three championship games in Tom Benson Hall of Fame Stadium in Canton. Here are highlights from Division III. Benjamin Duer, The Repository

The Women's Football Alliance received digital media mentions on the following news sites on multiple occasions:

- ESPN.com
- Yahoo Sports
- USA Today
- Washington Post
- NY Times



SOCIAL MEDIA



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@wfafootball · Professional Sports League

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The Women's Football Alliance is the largest and most competitive women's tackle football league in the world with over 60 teams nationwide and Canada.

32,025 people like this
33,769 people follow this
<http://www.WFAprofootball.com/>
559-328-4321
info@wfafootball.com

Women's Football Alliance ✓
August 24 at 2:11 PM · 🌐

From Cahill to Messemer, these QBs got it done on the gridiron year!

#wfa #womensfootballalliance #womensamericanfootball #womensprofessionalfootball #championship #womeninsport #championshipgame #roadtocanton #football #footballhalloffame #sportshighlights #footballhighlights #womentacklefootball #womeninsport #footballisfemale #footballisback #herstory

Player	Completion %	Touchdowns	QB Rating
7	73.9	19	146.2



329,068 VIEWS



SOCIAL MEDIA REACH DURING CHAMPIONSHIP WEEKEND 2021



12 NATIONALLY TELEVISED GAMES OF THE WEEK



Cable/Satellite



DIRECTV

#1665

fios^v
by verizon

#597



AT&T

#623

Smart TV

FTF

ROKU[®]

Channel 228

2021

725,000 Impressions

134,000 Viewers

103,000 Hours



The WFA National Championship games received the following Broadcast Media recognition:

- All games were nationally televised on Eleven Sports on Direct TV + Roku
- ESPN + NFL Live covered Championship highlights
- NFL Films covered the D1 Championship



DIGITAL MEDIA



CBS News USA · Jan 26 · 8:32 am

Washington Football Team's Jennifer King becomes first full-time Black female assistant coach in NFL history

was canceled last year. She was also a quarterback and receiver for the Carolina Phoenix of the **Women's Football Alliance** from 2006-2017.



Yahoo news Cassandra Negley · USA · Jul 24 · 12:50 pm

From one dynasty to another: Patriots plane takes Renegades to women's football title game

— literally — to do it. The Renegades are going for their third consecutive **Women's Football Alliance** (WFA) title on Saturday at 6 p.m.



420 results · sorted by reach



Yahoo news USA · Jun 20 · 8:52 pm

Minnesota Vixen Gear Up For Playoffs

The Minnesota Vixen just finished their **Women's Football Alliance** schedule undefeated, reports Norman Seawright (2:27). WCCO 4 News At 10 -



CBSSports.com USA · May 26 · 6:44 pm

Former 49ers assistant coach Katie Sowers announces she will join Chiefs staff during camp

is a Kansas native and also played professional football in the **Women's Football Alliance**. She got her coaching start with the Atlanta



People.com Jasmine Grant · USA · Jul 30 · 2:07 pm

Jennifer King on Being the First Black Female Full-Time NFL Coach: I Had to Be 'So Good I Couldn't Be Denied'

. She also played football herself during that time for several **Women's Football Alliance** teams, which only deepened her love for the sport.

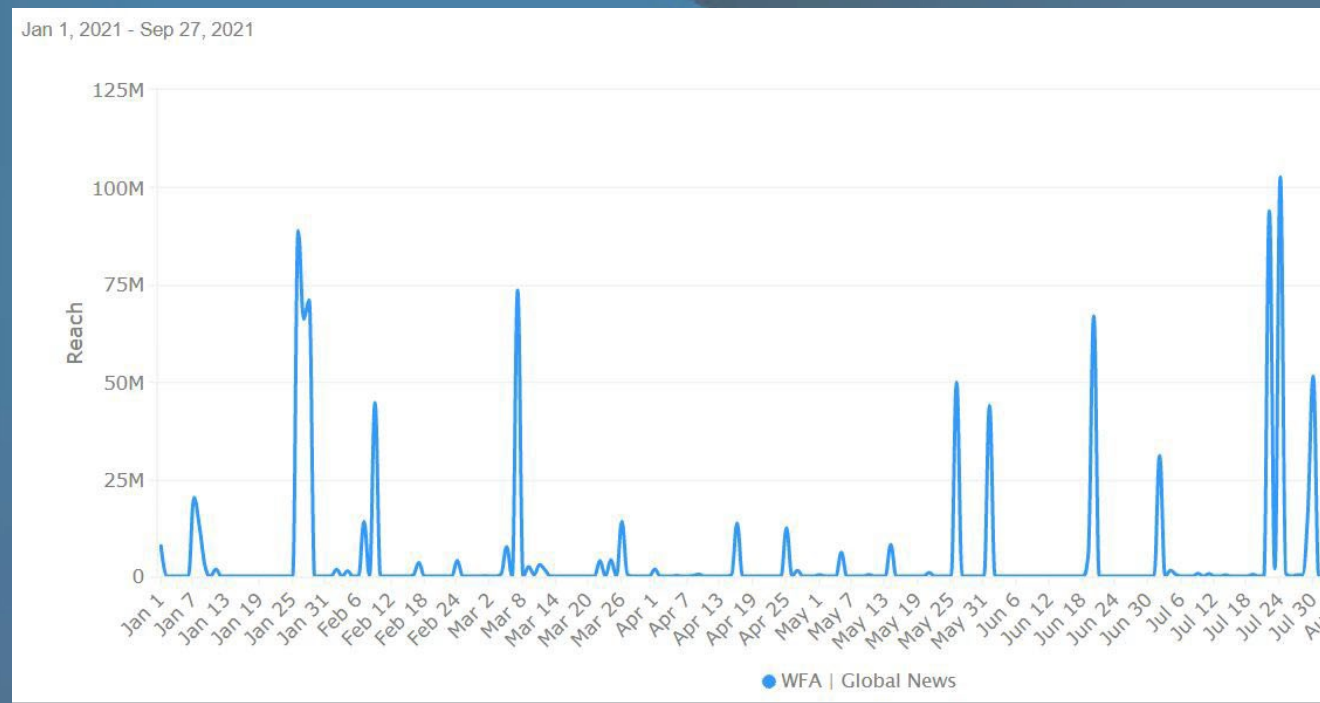
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Neutral ○

MEDIA COVERAGE



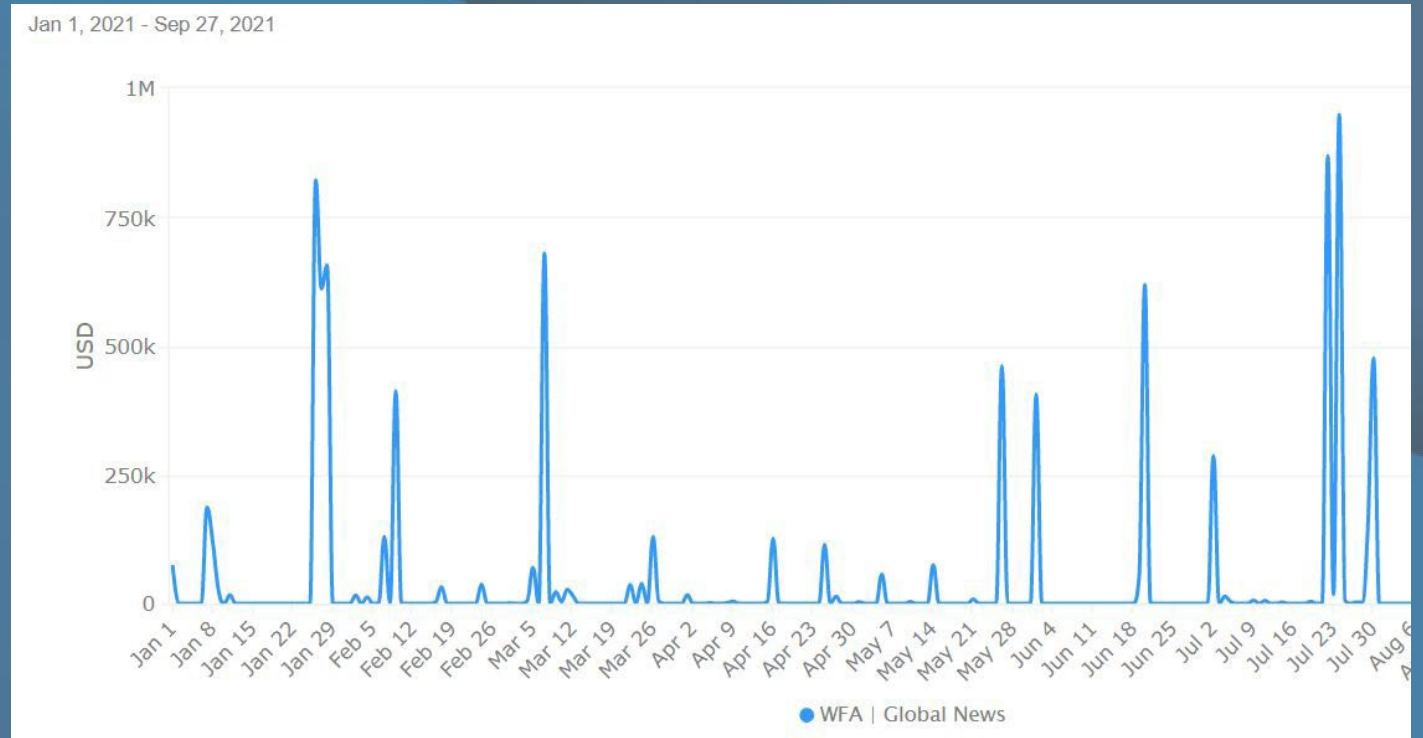
TOTAL REACH
FOR GLOBAL
NEWS:
1 BILLION



MEDIA COVERAGE



Estimated reach exceeds \$5 million worth of advertising



ANALYTICS



WFA Facebook: Past 7 Days

7.4M

People Reached

▲ 220% from previous 7 days

1.6K

Net Followers

▲ 199% from previous 7 days

1.1M

Engagement

▲ 256% from previous 7 days

People Reached

Sep 16, 2021 - Sep 22, 2021

7,380,948 **People Reached** 2,305,488 **Previous Period**

WFA Website: January-July

Users

81,589



Sessions

128,131




Pageviews

415,273



SPONSORSHIP OPPORTUNITIES

A photograph of four football players in action on a field at night. The players are wearing helmets and jerseys. The player on the far left is wearing a white jersey with red accents. The player in the center is wearing a blue jersey. The player on the far right is wearing a white jersey with red accents. The background is a dark stadium with a goalpost visible.

The Women's Football Alliance sponsors share the same vision of growth for girls and women athletes competing in any sport they choose to pursue. Football is a multi-billion dollar industry that for over a hundred years has primarily been exclusive to males. With the recent expansion of women coaches in the NFL, the opportunity and exposure for women playing and coaching tackle football has never been bigger.

2022 NATIONAL CHAMPIONSHIP WEEKEND ASSETS

Naming Rights + Entitlement:

- Category Exclusivity (Proud Sponsor of/ Presented by)
- Naming rights of the WFA Championship weekend
- Naming rights for all three divisions of the WFA playoffs
- Naming rights of the WFA World Team International Championship Game
- Logo inclusion on all marketing merchandise distributed to attendees (Shirts, coupons, bags, etc.)



Naming Rights of Youth Girls Week Long Clinic

- Category Exclusivity
- Logo inclusion on clinic attendee t-shirts, swag bags and water bottles
- Signage at week long clinic
- Rights to distribute coupons / product to competitors and families

On-site Activation:

- Rights to activate in-stadium during the Championship games
- Coupon Distribution
- Product Sampling
- Opportunity to create fan engagement (game/activity)



2022 NATIONAL CHAMPIONSHIP WEEKEND ASSETS

Digital Media:

- Placement on the WFA Website
- Rotating Banner Ad on WFA Website
- Three (3) dedicated email blasts to teams/players/coaches

Championship Broadcast Right: Live on ESPN2 July 10 at 2pm

- Recognition- broadcast brought to you/presented by
- In-game commercial spots
- In-game broadcast reads
- Replay sponsor

Game of the Week Broadcast Right: 12 Nationally Televised Games

- Title Rights to 12 Games of the Week: Next Level Sports-Direct TV and Roku
- In-game commercial spots
- In-game broadcast reads
- Replay sponsor

Signage throughout the Facilities:

- Stadium Static Wall Sign
- Outside of Stadium Static Wall Sign
- Digital Stadium Entrance
- Billboard Banner on-field
- Jumbotron Sponsor

CONTINUE TO CHANGE THE GAME



SPORTS & ENTERTAINMENT

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