



WOMEN'S FOOTBALL ALLIANCE

We ARE Women's Football



SPORTS & ENTERTAINMENT

WHO WE ARE

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 60 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 National Champion.



GROWTH OF THE SPORT



2015: NFL hires first Female Coach

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

2020: NAIA makes flag football a championship sport in partnership

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

2021: WFA Signs 5 Year Deal Tom Benson Hall of Fame Stadium

2021: WFA Partners with NFL Alumni Academy

2021: WFA Signs Major Broadcast Deal with ESPN

WFA PRO DIVISION

Minnesota Vixen

Boston Renegades

St. Louis Slam

DC Divas

Nevada Storm (Reno)

Pittsburgh Passion

Cali War (LA)

Detroit Venom

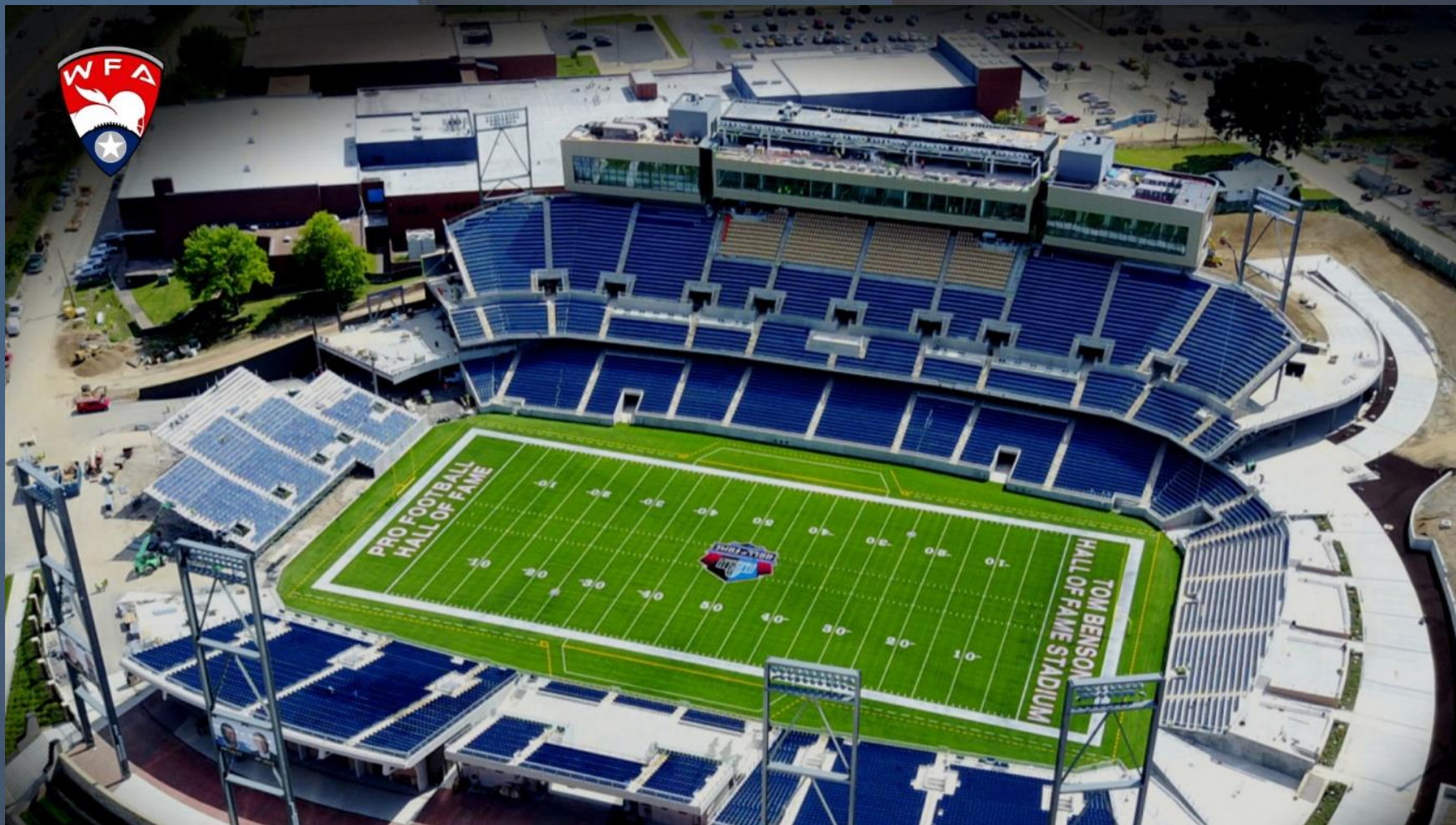
Arlington Impact

Tampa Bay Inferno

Dallas Elite



5 YEAR DEAL TOM BENSON HALL OF FAME STADIUM



MAJOR ENDORSEMENT DEALS

Meet the New Faces of Power, Strength, and Beauty

got milk?

Wide Receiver

**LOIS
COOK**

MEET LOIS >

2022 NETWORK DEAL ESPN



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



WFA PRO NATIONAL CHAMPIONSHIP

LIVE ON

ESPN 2

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

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



HOW MANY FOLLOW

SOCIAL MEDIA REACH DURING
CHAMPIONSHIP WEEKEND 2021



Insights

[See All](#)

Last 7 days : Jul 18 - Jul 24 ▼

People Reached

2,596,176

▲ 216%

Post Engagements

501,527

▲ 235%

Page Likes

912

▲ 164%



HOW MANY WATCH

2021 TELEVISED GAMES OF THE WEEK

725,000 IMPRESSIONS

155,000+ Viewers



DIRECTV

ROKU®



WHO IS WATCHING

Player Demographic

100% Female

Age 18-24: 35%

Age 25-34: 55%

Age 35-44: 10%

Fan Demographic

66% Female

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

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

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

33% Male

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

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

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

WFA IN THE MEDIA

yahoo!
sports

USA
TODAY



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.



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 -



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.



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.

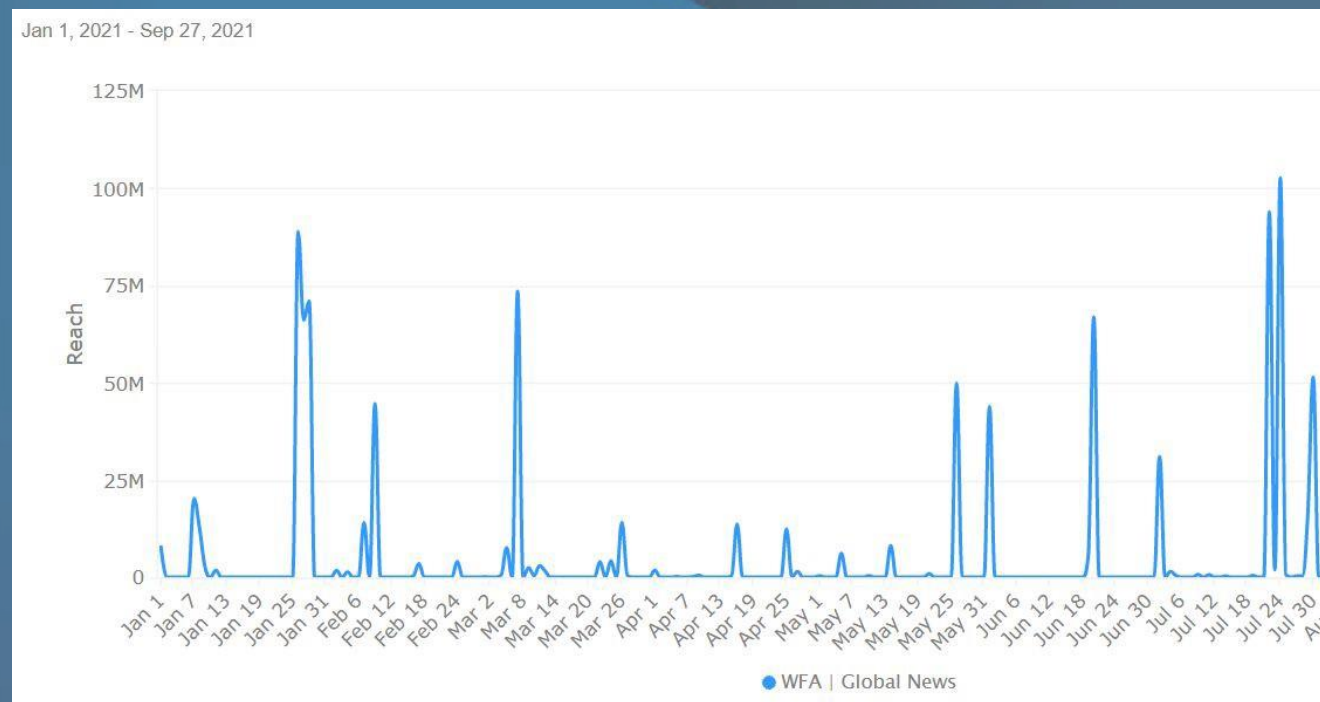
1 more article · Reach 36M

Neutral ○

MEDIA COVERAGE



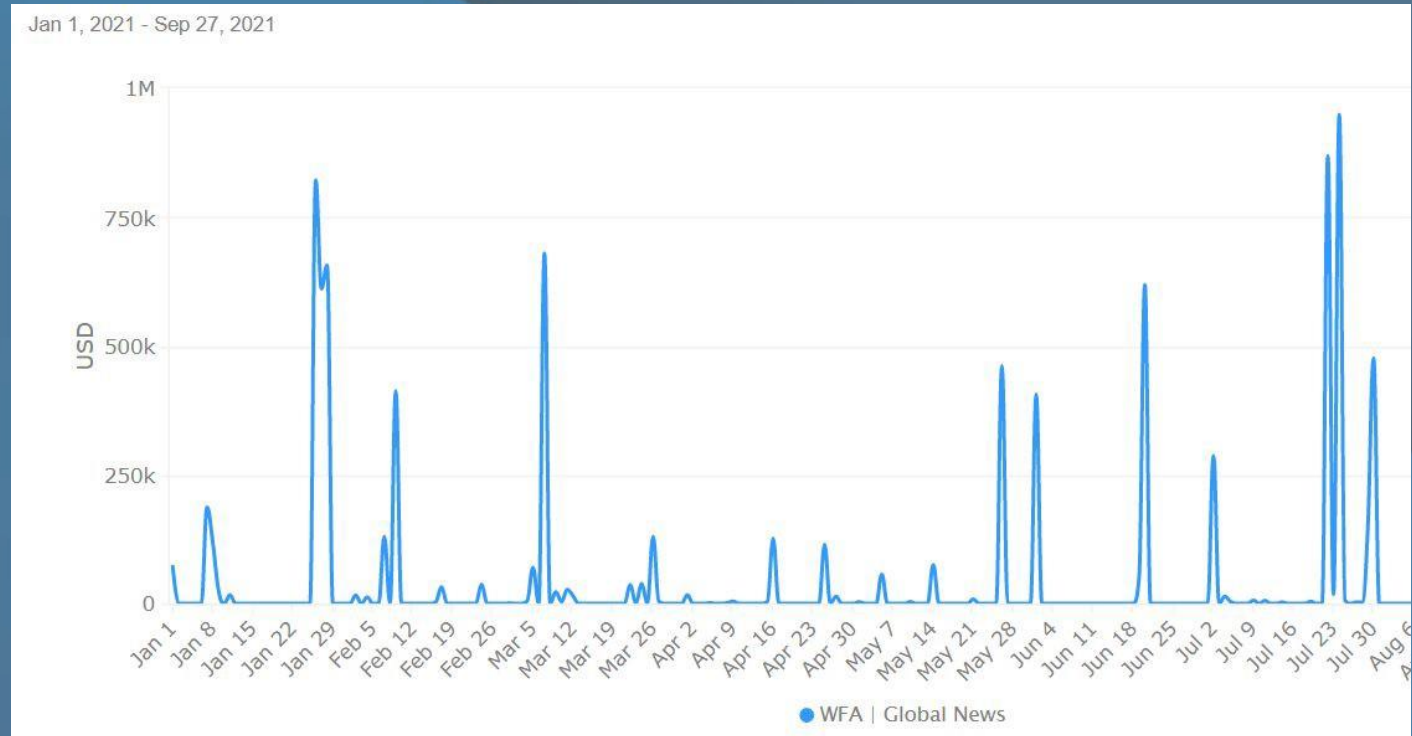
TOTAL REACH
FOR GLOBAL
NEWS:
1 BILLION



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



DEVELOPING OUR GAME



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

INTERNATIONAL GROWTH



WFA

INTERNATIONAL

With the goal of developing women's football on an international level, the WFA formed partnerships with women's leagues in countries in Europe, North and South America, and Africa.

