



WOMEN'S FOOTBALL ALLIANCE

We ARE Women's Football

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. The WFA mission is to be a sustainable foundation and governing body for women's professional football to thrive; providing teams the resources they need to enhance their communities through the opportunities they give to elite athletes, coaches, fans and future generations.



OUR TEAMS

The Women's Football Alliance consists of 60 teams across three divisions. The top division, WFA PRO games are televised on multiple networks including ESPN and the Women's Sports Network. The WFA National Championship Weekend consisting of 3 National Title games and an All-American game is played in July at the Pro Football Hall of Fame. Stadium



GROWTH OF THE SPORT



2020: NAIA makes women's flag football a championship college sport

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

2022: WFA Signs Major Broadcast Deal with Women's Sports Network

2022: WFA Signs Major Broadcast Deal with ESPN

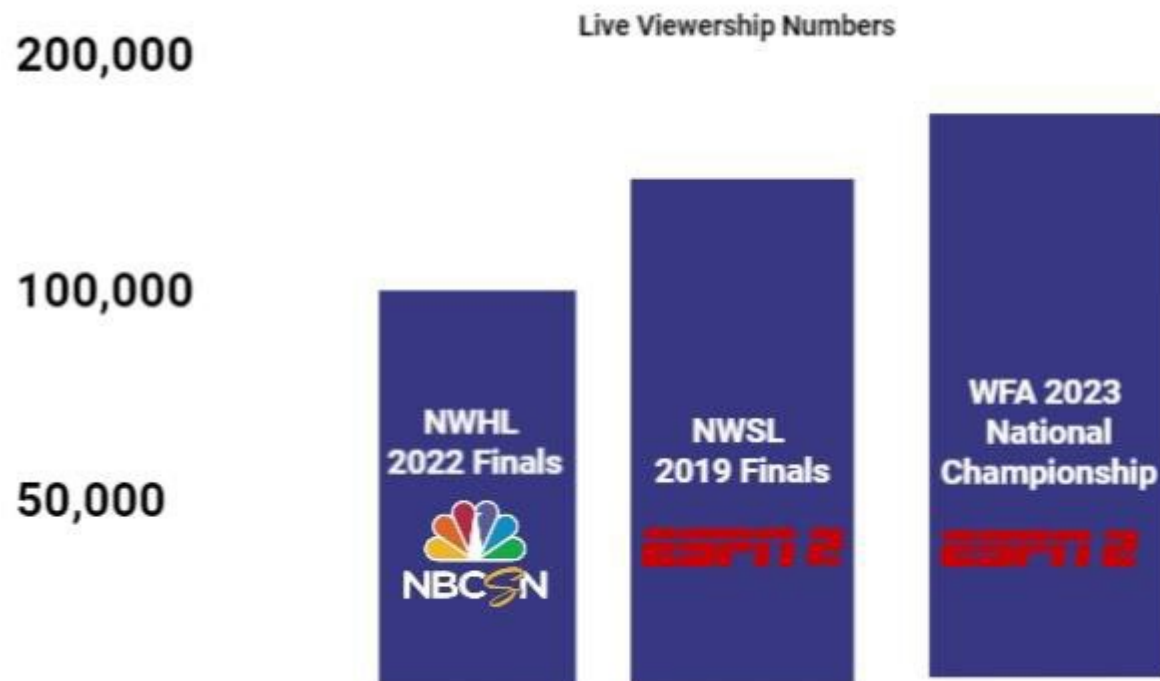
2023: Flag becomes Olympic Sport in 2028 Olympics

2024 WFA Signs Partnership with NFL Alumni

5 YEAR DEAL SIGNED WITH TOM BENSON HALL OF FAME STADIUM TO HOST NATIONAL CHAMPIONSHIP



WFA NATIONAL CHAMPIONSHIP VIEWERSHIP



ESPN 2

PRO GAMES OF THE WEEK VIEWERSHIP

1,000,000

800,000

 womensports
network

500,000

100,000

- 100,000 Unique Views per Game
- 800,000 Unique Views Per Regular Season

HOW MANY FOLLOW

**SOCIAL MEDIA REACH DURING
CHAMPIONSHIP WEEKEND 2023**



People reached

6,184,354

Post engagements

262,259



2023 Season Engagement April–July 2023



81,000 Followers

Total Reach: 9,603,243

Total Engaged: 315,732



**WFA Website Visitors:
184,930**



POWER IN NUMBERS

*Total All Teams

60 Teams 2500 Players



450k+
followers



120k+
followers



58k+
followers



15k+
followers



\$5M+
Earned media
value



Player Ethnicity:

Black: 46%
White: 34%
Hispanic: 14%
Native American:
3%
Asian: 2%
Pacific
Islander/Hawaii: 1%



LGBTQ+ Community:

60%+ of WFA
players



15% of
players
are
active or
former
military



4M+
Website visitors
per year



60 teams
2500 players



ESPN 2



womensports
network

WFA IN THE 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.



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 ○

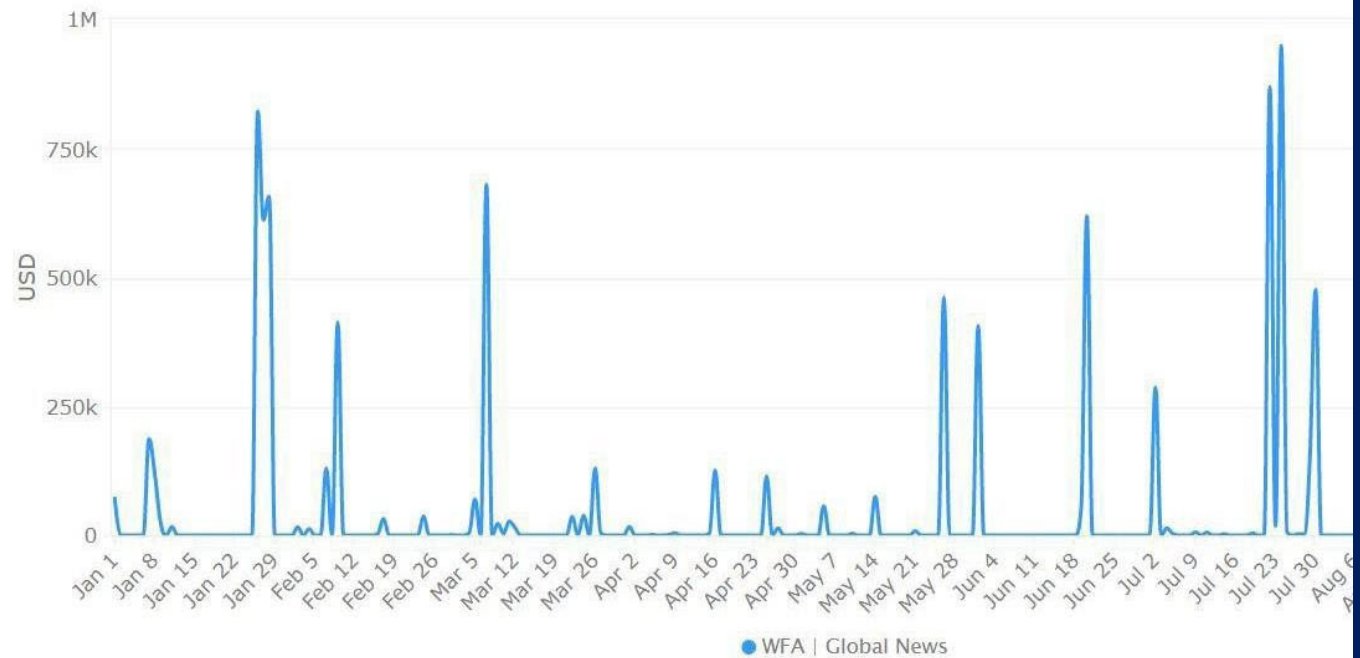


WFA MEDIA COVERAGE

1170

Articles Written about the WFA in 2023

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



MAJOR ENDORSEMENT DEALS

Meet the New Faces of Power, Strength, and Beauty

got milk?

Wide Receiver

**LOIS
COOK**

MEET LOIS >

PRO FOOTBALL HALL OF FAME



THE WFA NATIONAL CHAMPIONSHIP MVP Jersey is proudly displayed at the PRO Football Hall of Fame In Canton, OH.



NFL SUPPORT

The Boston Globe Robert Kraft volunteers Patriots' team plane to take Boston Renegades to WFA title game

From staff and wire reports



WOMEN'S FOOTBALL ALLIANCE IN THE NFL

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

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.



HALL OF FAME PRESENTING SPONSORSHIP

WFA NATIONAL CHAMPIONSHIP POWERED BY [YOUR COMPANY]

FULL SEASON SPONSOR

\$100,000

- THREE (3) 30-SECOND COMMERCIALS ON ESPN2 NATIONAL CHAMPIONSHIP WEEKEND
- THREE (3) 30-SECOND COMMERCIALS ON EACH REGULAR SEASON GAME OF THE WEEK BROADCAST ON THE WOMEN'S SPORTS NETWORK
- COMPANY LOGO/BRAND "PRESENTING SPONSOR" DURING WFA PRO NATIONAL CHAMPIONSHIP ESPN2 BROADCAST, D2, D3, AND ALL-AMERICAN GAMES
- COMPANY BRANDED STARTING LINEUPS ON CHAMPIONSHIP BROADCASTS
- COMPANY LOGO PLACED ON EACH ALL-AMERICAN JERSEY SHOULDER PLACEMENT
- COMPANY LOGO PLACED ON EACH HELMET OF WFA PRO NATIONAL CHAMPIONSHIP TEAMS
- FOUR PUBLIC ADDRESS ANNOUNCEMENTS PRE-GAME AND DURING EACH QUARTER BREAK TO TRUMPET YOUR SUPPORT
- TWO COMPANY BANNERS AT NATIONAL CHAMPIONSHIP WEEK
- COMPANY TABLE AT WFA NATIONAL CHAMPIONSHIP WEEK
- VIP SUITE FOR 20 GUESTS AT ALL NATIONAL CHAMPIONSHIP GAMES
- WFA WEBSITE FRONT PAGE BANNER WITH BACK-LINK, PLUS BRANDED PROMOTION ACROSS THE SITE
- SEASON-LONG DIGITAL ACTIVATION CAMPAIGN HIGHLIGHTING YOUR COMPANY AND THE WFA WITH WEEKLY POSTS ON ALL SOCIAL CHANNELS DURING THE SEASON
- WFA GRANTS YOUR COMPANY NIL RIGHTS TO OUR MEDIA IN ANY OF YOUR MARKETING CAMPAIGNS



ALL-AMERICAN TITLE SPONSORSHIP

“YOUR COMPANY” ALL-AMERICAN GAME

FULL SEASON SPONSOR

\$50,000

- TWO (2) 30-SECOND COMMERCIALS ON ESPN2 NATIONAL BROADCAST OF NATIONAL CHAMPIONSHIP WEEKEND
- TWO (2) 30-SECOND COMMERCIALS ON EACH REGULAR SEASON GAME OF THE WEEK BROADCAST ON THE WOMEN’S SPORTS NETWORK (14 Live Broadcasted Games)
- COMPANY LOGO/BRAND "TITLE SPONSOR" DURING WFA ALL-AMERICAN GAME and MERCHANDISE
- COMPANY BRANDING ON ALL-AMERICAN GAME REPLAYS
- COMPANY LOGO PLACED ON EACH ALL-AMERICAN JERSEY: FRONT CHEST PLACEMENT
- COMPANY HELMET STICKER ON ALL-AMERICAN GAME HELMETS
- FOUR PUBLIC ADDRESS ANNOUNCEMENTS ON JUMBOTRON: PRE, POST, AND DURING EACH QUARTER BREAK TO TRUMPET YOUR SUPPORT
- TWO COMPANY BANNERS AT NATIONAL CHAMPIONSHIP WEEK
- COMPANY TENTS ON BOTH HOME AND AWAY SIDELINES
- COMPANY TABLE AT WFA ALL-AMERICAN GAME
- (1) VIP SUITE FOR UP TO 15 GUESTS AT ALL NATIONAL CHAMPIONSHIP GAMES
- WFA WEBSITE FRONT PAGE BANNER WITH BACK-LINK, PLUS BRANDED PROMOTION ACROSS THE SITE SEASON-LONG DIGITAL ACTIVATION CAMPAIGN HIGHLIGHTING YOUR COMPANY AND THE WFA WITH WEEKLY POSTS ON ALL SOCIAL CHANNELS DURING THE SEASON
- WFA GRANTS YOUR COMPANY NIL RIGHTS TO OUR MEDIA IN ANY OF YOUR MARKETING



CHAMPIONSHIP PRO REPLAY SPONSORSHIP

\$25,000

CHAMPIONSHIP WEEKEND SPONSOR

- TWO (2) 30-SECOND COMMERCIALS ON ESPN2 NATIONAL BROADCAST OF NATIONAL CHAMPIONSHIP WEEKEND
- OFFICIAL REPLAY SPONSOR (YOUR LOGO) ON WFA PRO NATIONAL CHAMPIONSHIP REPLAYS DURING ESPN2 BROADCAST OF NATIONAL CHAMPIONSHIP
- FOUR PUBLIC ADDRESS ANNOUNCEMENTS ON JUMBOTRON: PRE, POST, AND DURING EACH QUARTER BREAK TO TRUMPET YOUR SUPPORT
- TWO COMPANY BANNERS AT NATIONAL CHAMPIONSHIP WEEK
- COMPANY TENTS ON BOTH HOME AND AWAY SIDELINES
- (1) VIP SUITE FOR UP TO 10 GUESTS AT ALL NATIONAL CHAMPIONSHIP GAMES
- WFA WEBSITE FRONT PAGE BANNER WITH BACK-LINK, PLUS BRANDED PROMOTION ACROSS THE SITE
- DIGITAL ACTIVATION CAMPAIGN HIGHLIGHTING YOUR COMPANY AND THE WFA POSTS ON ALL SOCIAL CHANNELS DURING THE CHAMPIONSHIP WEEKEND



CHAMPIONSHIP REPLAY SPONSORSHIP

\$15,000

CHAMPIONSHIP WEEKEND SPONSOR

- ONE (1) 30-SECOND COMMERCIALS ON ESPN2 NATIONAL BROADCAST OF NATIONAL CHAMPIONSHIP WEEKEND
- OFFICIAL REPLAY SPONSOR (YOUR LOGO) ON DIVISION 2 and 3 CHAMPIONSHIP REPLAYS DURING NATIONAL BROADCAST
- COMPANY LOGO ON ALL-AMERICAN TEAM WARM-UPS
- FOUR PUBLIC ADDRESS ANNOUNCEMENTS ON JUMBOTRON: PRE, POST, AND DURING EACH QUARTER BREAK TO TRUMPET YOUR SUPPORT
- TWO COMPANY BANNERS AT NATIONAL CHAMPIONSHIP WEEK
- (1) VIP SUITE FOR UP TO 10 GUESTS AT ALL NATIONAL CHAMPIONSHIP GAMES
- WFA WEBSITE FRONT PAGE BANNER WITH BACK-LINK, PLUS BRANDED PROMOTION ACROSS THE SITE
- DIGITAL ACTIVATION CAMPAIGN HIGHLIGHTING YOUR COMPANY AND THE WFA POSTS ON ALL SOCIAL CHANNELS DURING THE CHAMPIONSHIP WEEKEND



CHAMPIONSHIP MVP SPONSORSHIP

\$10,000

CHAMPIONSHIP WEEKEND SPONSOR

- One (1) 30-SECOND COMMERCIALS ON ESPN2 NATIONAL BROADCAST OF NATIONAL CHAMPIONSHIP WEEKEND
- COMPANY LOGO/BRAND “MVP’s of the GAME” SPONSOR DURING ALL FOR (4) WFA CHAMPIONSHIP GAMES
- COMPANY LOGO/BRAND “MVPs of the GAME” ON ALL TROPHIES PRESENTED TO MVPS.
- FOUR PUBLIC ADDRESS ANNOUNCEMENTS ON JUMBOTRON: PRE, POST, AND DURING EACH QUARTER BREAK TO TRUMPET YOUR SUPPORT
- TWO COMPANY BANNERS AT NATIONAL CHAMPIONSHIP WEEK
- (1) VIP SUITE FOR UP TO 5 GUESTS AT ALL NATIONAL CHAMPIONSHIP GAMES
- WFA WEBSITE FRONT PAGE BANNER WITH BACK-LINK, PLUS BRANDED PROMOTION ACROSS THE SITE
- DIGITAL ACTIVATION CAMPAIGN HIGHLIGHTING YOUR COMPANY AND THE WFA POSTS ON ALL SOCIAL CHANNELS DURING THE CHAMPIONSHIP WEEKEND

