



SPONSORSHIP OPPORTUNITY



THE TOUR

FLAG FOOTBALL
WORLD CHAMPIONSHIP TOUR
2017

WHAT IS THE FFWCT

The Football World Championship Tour is a unique experience that ties together the top Football Tournaments in the world to crown one true champion.

Events range from 50-450+ teams each with divisions consisting of Youth Flag Football, Middle School & High School 7v7 & Adult Flag Football.

Teams will compete in tournaments around the country leading up to the Football World Championships in Orlando, Florida.



EVENTS

NATIONAL CHAMPIONSHIPS



USFTL NATIONALS

Jan 13-15, 2017 • Tampa, FL

The USFTL National Championships is currently the largest Football tournament in the world and will feature 500+ teams and 20,000+ total participants over 3 days. Teams will venture from all 50 states and travel from many international countries including Mexico, Cayman Islands, Canada, Puerto Rico, Europe, the Bahamas and more.



EVENTS

WORLD CHAMPIONSHIPS

BATTLE ORLANDO

May 26-28, 2017 • Orlando, FL

The Battle Orlando Football World Championships will kick off May 26, 2017 in Orlando, Florida as the top Cash Prize Flag Football Tournament in the World at a \$30,000 purse. With an expected 200+ teams and 10,000+ players and spectators participating over the weekend, on-site activities the Friday before including media day and a Guinness Book of World Record setting Nerf Battle, it promises to deliver on many levels! EA Sports will be there with their Madden Ultimate Team Division.

THE FLAG FOOTBALL WORLD CHAMPIONSHIP TOUR PRESENTS

MAY 26TH - 28TH, 2017

TOP TEAMS FROM ACROSS THE COUNTRY
TELEVISED ON HSPN & MEDIA DAY FOR ATHLETES
TRAVEL & THEME PARK DISCOUNTS

REGISTER NOW
WWW.BATTLEORLANDO.COM

ALL DIVISIONS
\$50 PER PLAYER

BATTLE ORLANDO
HIGH SCHOOL 7V7 TOURNAMENT

ORLANDO, FLORIDA



SANCTIONED



PRESENTED BY



THE MARKET



TARGET AUDIENCE & DEMOGRAPHICS

CURRENT DEMO

- 55% Male ages 19-34
- 15% Females Ages 21-30
- 30% Youth ages 6-18

NATIONAL STATISTICS

- Flag football participation of US children between the ages of 6 – 14 totaled 548,000 in 2015, up 10.5 percent from 2014 (496,000). [Source.](#)
- Flag football participation among this age group totaled 548,000 in 2015, up 10.5 percent from 2014 (496,000). [Source.](#)
- [According to data from 2014](#), and estimated **15 million** adults participated in organized recreational sports.



THE MOMENTUM



2016 TRACTION & GROWTH

SOCIAL MEDIA

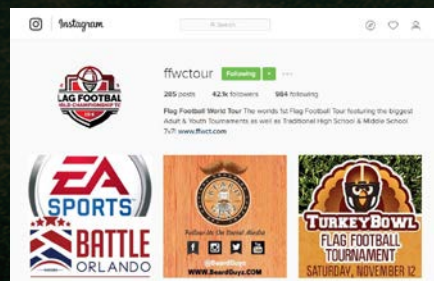
100,000+ FOLLOWERS

The Flag Football World Championship Tour focuses our marketing efforts heavily in social media, building a community of followers that are actively engaged and plugged into our every move across multiple channels. We opened 2016 with less than 5,000 total followers, experiencing tremendous growth over the year.

SOCIAL MEDIA TRAFFIC FROM 1/1/2016 - 10/29/2016

- 2.1MM Total Video Views
- Total YTD post reach 2,435,369
- Most Followed Flag Football Instagram account in the world
- 73,000+ Instagram Impressions per week
- 671,000+ YTD Facebook Post engagements
- Frequently Reposted by Viral Video companies such as: (Followers reflect media brands combined Instagram & Facebook Followers)

- Whistle Sports: 3,658,006
- Bleacher Report: 13,257,291
- Sick Catches: 2,301,510



WEBSITE VISITORS

13,000+ MONTHLY VISITORS

With a new website redesign in the last 2 months focused on developing our community forums and providing relevant content along with event information, our statistics have skyrocketed.

- 100% growth in visitors and total website hits each of the last 2 months
- Over 35,000 hits in last month
- 500% growth from both social media referrals and organic searches in last month

EMAIL DATABASE

25,000+ SUBSCRIBERS

Regular email blasts sent to an active and opted in group of fans, coaches, players and organizers promoting FFWCT activity, sponsors and general flag football information.

ACTIVATION



ENGAGEMENT & EXECUTION



Players, athletes, family members & spectators will be engaged through digital assets including but not limited to; monthly email blasts & newsletters, specialized contests incentivizing patrons to purchase products, digital banners on the FFWCT.com home page, and monthly social media blasts. On-site and the week of our events we can host sponsored after-parties, sale and sampling of product, DJ Live Stream, sponsored flag football teams, sponsored pre-event Draft Party and more!

The FFWCT will execute synergistic activations at all FFWCT stops. Execution will consist of on-site brand activations with high level consumer engagement and experiential marketing components, product sampling and more.

PACKAGES



PROMOTIONAL SPONSORSHIP

PROMOTIONAL SPONSORSHIP INCLUDES:

- Access to both Battle Orlando & USFTL Nationals
- 10x10 on site footprint for tent access or mobile structure
- May sample and sell on site
- Included in marketing collateral
- Monthly social Media Blast

\$5,000 / *Jan 1, 2017 – May 30, 2017*



PACKAGES

PRESENTING SPONSORSHIP



BATTLE ORLANDO
\$30,000 FLAG FOOTBALL TOURNAMENT

MAY 26TH - 28TH, 2017



TEAM
LEAGUE OF SHADOWS
INDIANAPOLIS, IN

DIVISION
BVB CONTACT A MEN'S

www.BATTLEORLANDO.COM

PRESENTING SPONSORSHIP INCLUDES:

- 10x10 Access at USFTL Nationals
- Up to 20x20 Access at Battle Orlando
- Presenting Sponsor of Battle Orlando
- May sell & sample on site at both events
- Logo integration on all 22 Kill foundation Donations
- Presenting Sponsor of Battle Orlando bracket Draft Party
- Team Card sponsorship shared all over social media (example left)
- Branded Flag Football teams and Division
- Sponsor of DJ live stream (2.1MM Total Followers)
- Presenting Sponsor of Nerf/Hasbro Cobranded activation: World largest NERF Battle powered by your brand
- Website Banners on www.ffwct.com Home Page

\$25,000 / Jan 1, 2017 – May 30, 2017

CONTACT US



WE'RE READY TO GET STARTED

TRAVIS BURNETT

Co-Founder & CIO

(972) 922-9234

travis@ffwct.com



Social Media

[Facebook.com/FFWCT](https://www.facebook.com/FFWCT)

[Twitter.com/FFWCTour](https://twitter.com/FFWCTour)

[Instagram.com/FFWCTour](https://www.instagram.com/FFWCTour)