



FOFA

IT'S OUR TIME TO PLAY!



Dear Sir/Madame,

The Female Outdoor Football Association would like to extend an opportunity for you to become an official sponsor for the first authentic professional women's football league in the world. Football has become the most popular sport in America; yet, there isn't a respectable football league for women. This exists, in part, because there is a misconception that women are not interested in professional football. However, the average person would be shocked to learn that 45% of the NFL fan base is comprised of women. According to Bloomberg, "The NFL is Growing Only Because Of Women."

<https://www.bloomberg.com/news/articles/2014-09-26/the-nfl-is-growing-only-because-of-female-fans>

The purchasing power of women ranges from \$5 TRILLION to \$15 TRILLION annually. (Source: Nielson Consumer, 2013). A partnership with FOFA will connect _____ to a whole new fan base comprised of the most influential consumers on the planet.



Our league was designed for elite female athletes to compete at the highest level. We have selected players from all walks of life and placed them in a professional football environment. Although there are semi-pro football leagues for women, we believe women deserve a professional football league. FOFA was created to succeed where others have failed. • Our athletes will be coached by ex-NFL players, as well as other coaches with extensive football knowledge and experience.

- Our athletes will wear professional regulation fully-padded uniforms, which display dignity and pride.
- FOFA players, like their male counterparts, will attend mini-camp and training-camp.
- Each team will have team doctors and athletic trainers.
- The FOFA season will take place in the spring. We will not have to compete with the NFL and college football for tv ratings because their seasons take place in the fall.
- FOFA will use state of the art collegiate facilities or professional facilities which include: meeting rooms for film study, indoor practice fields to avoid harsh weather in the winter months, and medical training facilities for injury treatment and preventive care.

All of these things will ensure that our athletes are placed in an atmosphere which is beneficial and conducive to them becoming the elite football players we know they are.

Women make up 50.4% of the US population and 49.6% of the world's population. By partnering with us, you will be a part of a groundbreaking empowerment movement that could very well be the catalyst for starting female football teams in high schools as well as colleges/universities. You will also have an opportunity to advertise to the largest consumers in the world and convey our simple message...IT'S OUR TIME TO PLAY!



Mission Statement: Football is the ultimate team sport. There are eleven players on offense and eleven players on defense; each player must execute their assignment. The whole play fails on either side of the ball if one player misses their assignment. Discipline and perseverance are the core principals of football. We drill those principles into the heads of our young men because we hold those things in such high regard.

Our mission statement at FOFA is no different. The mission statement for our league is to provide an avenue and a resource for women who love football to become active participants as players and teammates. Women who play in this league will reap the benefits of being part of a team while preparing for future positions in professional sports as well as positions in corporate America



FOFA EMBODIES

EMPOWERMENT **SPORT** STRENGTH
Family CONFIDENCE DIVERSITY FUN
OPPORTUNITY LEGACY TEAM
Wellness Community

ABOUT FOFA

FOFA is the first professional women's football league of its kind. Our league will rival their male counterparts in every way. All 16 teams will have their own treatment facilities, weight rooms, professional stadiums, licensed uniforms, team doctors, athletic trainers, and coaching staffs comprised of ex-NFL players.

FOFA is a Spring football league comprised of 800 of the best athletes on the planet! Our athletes just happen to be women. The 10-week regular season will begin on March 18, 2018, and end on May 27, 2018. Each team will have one bye week. There will be a 4-week playoff postseason culminating in the FOFA Championship Game on July 4, 2018.



EXECUTIVE SUMMARY

Friday Night Lights is more than a tv show/movie; it's a way of life. Small towns throughout the country literally shut down to support high school football. College football dominates nearly every major TV network each Saturday for the entire fall.

The NFL has become the most popular sport in America. However there is one thing missing...**women**.

Women support football just as much as men do. Yet, they are alienated from the sport that they have come to love so dearly.



**Women make up
45%
of the NFL fan base**

Source: "The NFL is Growing Only Because of Women"
<https://www.bloomberg.com/news/articles/2014-09-26/the-nfl-is-growing-only-because-of-female-fans>

POWER OF WOMEN

85%

of purchasing power is controlled by women

64%

are more likely
to say that advertising
helps them choose
products to buy
for their children

75%

of women have
identified
themselves as
the primary shopper
for their household

50%

of products
typically marketed to
men are purchased by
women

56%

of women will
advocate for brands if
they have had a good
experience with them





LUPUS AWARENESS

Lupus is an autoimmune disease that can damage any part of the body. Although lupus can occur in men and women, 90% of the people diagnosed with lupus are women.

May is Lupus Awareness Month. The Female Outdoor Football Association is dedicated to fighting this horrible disease. We will donate 10% of the ticket sales proceeds in the month of May to Lupus Foundation of America.

Purple is the official color for Lupus awareness. Therefore, every team in the Female Outdoor Football Association will incorporate purple in the team uniforms for the entire month of May to show our commitment to fighting Lupus.

HELP US FIGHT LUPUS!!!



Sponsorship Packages:

Platinum Package \$250K:

- Your company logos on the corner of each end zone of your chosen team
- Your company Logo on front of the team jerseys of your chosen team
- Your company will receive 50 season tickets of your chosen team
- The head coach of your chosen team will participate in 10 of your company events during the calendar year
- Select players from your chosen team will participate in 10 of your company events during the calendar year
- Your company logo posted on the official FOFA website
- Your company logo will appear as an official sponsor on the Jumbotron of your chosen team
- Your company will have 10 signs posted throughout the stadium of your chosen team
- Your company can have a vendor's booth at each home game of your chosen team
- Your company name/logo printed on promotional tee shirts
- Your company name/logo printed in the media guide

Gold Package \$100K:

- Your company will receive 25 season tickets of your chosen team
- The head coach of your chosen team will participate in 5 of your company events during the calendar year
- Select players from your chosen team will participate in 5 of your company events during the calendar year
- Your company logo posted on the official FOFA website
- Your company logo will appear as an official sponsor on the Jumbotron of your chosen team
- Your company will have 10 signs posted throughout the stadium of your chosen team
- Your company can have a vendor's booth at each home game of your chosen team
- Your company name/logo printed on promotional tee shirts
- Your company name/logo printed in the media guide

Silver Package \$50K:

- Your company logo posted on the official FOFA website
- Your company logo will appear as an official sponsor on the Jumbotron of your chosen team
- Your company will have 10 signs posted throughout the stadium of your chosen team
- Your company can have a vendor's booth at each home game of your chosen team
- Your company name/logo printed on promotional tee shirts
- Your company name/logo printed in the media guide

