



**AFGL**  
American FootGolf League

# SPONSORSHIP PACKAGES





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# ABOUT THE AMERICAN FOOTGOLF LEAGUE

The American FootGolf League manages The Major League of the Sport of FootGolf (AFGLTour) and the Amateur FootGolf Tour (U.S. FootGolf Tour) in the United States. The sport is internationally recognized with 40 countries under the Federation for International FootGolf

## ABOUT THE FOOTGOLF DESERT STORM

Join us in the Coachella Valley, California, for the ultimate FootGolf experience!

### **About the Event**

The FootGolf Desert Storm series, launched by the American FootGolf League in 2019, brings a premier branded event to one of the world's top golf destinations. This exciting competition combines the Coachella Valley's stunning beauty with the thrill of FootGolf.

### **Why Coachella Valley?**

- Unparalleled Golfing Options: Over 124 golf courses, the highest concentration globally.
- World-Class Courses: PGA West, designed by Pete Dye, Gary Player, and Jack Nicklaus.
- Breathtaking Scenery: San Jacinto mountains and desert landscapes.
- Variety for All: Public championship courses, links-style layouts, and manageable distances.
- Stay and Play: Resorts like Indian Wells Golf Resort offer exclusive packages.

### **Featured FootGolf Courses**

- Tahquitz Creek Golf Resort: Just 8 minutes from Palm Springs International Airport.
- Desert Willow Golf Resort: Home Course of the American FootGolf League.
- The Lights at Indio: Coachella Valley's only lighted FootGolf Course.

### **Beyond FootGolf**

Explore the Coachella Valley's rich golf history, dating back to 1927 and FootGolf since 2011:

- Coachella Valley Music & Arts Festival
- Stagecoach, California's Country Music Festival

# Audience Analysis

## Demographics:

1. Primary demographic: 18-45 years old (70%)
2. Youth (15-17): 15%
3. Seniors (46-64): 10%
4. Children (under 15): 5%

## Gender:

1. Male: 60-70%
2. Female: 30-40%

## Income:

1. Middle to upper-middle class: \$50,000-\$150,000 annual household income (60%)
2. Upper class: \$150,000+ (20%)
3. Lower-middle class: \$30,000-\$50,000 (15%)
4. Low-income: <\$30,000 (5%)

## Ethnicity:

1. Caucasian: 70%
2. Hispanic/Latino: 20%
3. African American: 5%
4. Asian/Pacific Islander: 3%
5. Other: 2%

## Interests:

1. Soccer
2. Golf
3. Outdoor activities
4. Socializing
5. Family-friendly activities

## Participation:

1. Casual/recreational players: 80%
2. Competitive players: 15%

## Location:

1. Suburban areas: 60%
2. Urban areas: 25%
3. Rural areas: 15%

## FootGolf facilities:

1. Golf courses: 85%
2. Soccer fields: 5%
3. Dedicated FootGolf courses: 5%
4. Other (parks, recreation centers): 5%

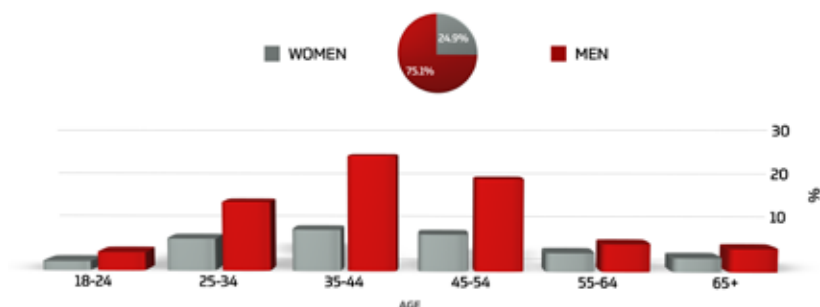
## Participation and Growth Internationally:

- **Over 30% of the field in AFGL Tournaments** are players from outside the United States.
- **FootGolf is played in more than 40 countries**, with the Federation for International FootGolf (FIGF) governing the sport internationally <sup>2 3</sup>
- **The sport has gained "observer" status with the Sport Accord**, a step towards consideration by the International Olympic Committee <sup>2 3</sup>

**These metrics demonstrate FootGolf's increasing popularity and potential for continued growth.**

**FootGolf has experienced remarkable national and international growth in its short history as a recognized sport since its introduction in 2012.** With well over 300 courses in the United States and tens of thousands of casual players across the country the evolution of the player for the sport continues to rise.

**As the sport grows it is estimated that the potential audience for FootGolf is 234,400,000 to 275,800,000.**



## "Kick Off Your Brand's Success with FootGolf"

### Key Highlights:

- 359 courses projected by 2025 (up from 15 in 2012)
- 2,293% growth since 2012
- 20-30% annual growth rate
- Estimated 234-275 million potential audience
- Demographics: active, urban, and suburban lifestyles

### Sponsorship Opportunities:

- Event title sponsorships
- Course branding and activations
- Player partnerships
- Digital content integrations
- Product placements

### Partner with FootGolf to:

- Increase brand visibility
- Engage active lifestyle enthusiasts
- Drive customer acquisition
- Enhance community involvement

### Why FootGolf:

- Unique blend of soccer and golf
- Increasing popularity among millennials and Gen Z
- Fast-growing sport around the world
- Growing demand for recreational sports
- Demographics: active, urban, suburban lifestyles

Reach an estimated 234-275 million potential enthusiasts in the US and globally, with a growth rate of 20-30% annually.

## "Get in the game! Contact us to explore sponsorship opportunities."

Sources:

- American FootGolf League (AFGL) · National Golf Foundation
- Federation for International FootGolf · Market research studies
- Industry reports



# TITLE SPONSOR

## THE FOOTGOLF DESERT STORM

### \$10,000

- Naming Rights of Tournament presented by (company)
- Title Sponsor reference in all print materials & event signage.
- Banner placed on starting Tee Box and official scorecards in all qualifiers and main event.
- Your logo on our step and repeat welcome banner.
- Opportunity to provide logoed items and promotional information for contestant gift bags.
- Sponsor logo displayed in marketing, advertising and promotional materials.
- Company hyper-link on social media postings pre and post event.
- Sponsor recognition during presentation and award ceremony.
- Social media promotion in AFGL social media network.
- Logoed goodie bag.
- Sponsor weekly AFGL Ranking System as a TITLE SPONSOR online and social media
- Digital video recognition on post production video.
- Special VIP tent for 8 people





# PRESENTING SPONSOR

## THE FOOTGOLF DESERT STORM

### \$5,000

- Presenting Sponsor reference in event signage.
- Banner placed on starting Tee Box/ Logo signage in event golf carts main event.
- Space advertisement in the program and official scorecards in main event.
- Your logo on our step and repeat welcome banner.
- Opportunity to provide logoed items and promotional information for contestant gift bags
- Sponsor logo displayed in marketing, advertising and promotional materials
- Company hyper-link on social media postings preview and after the event.
- Sponsor recognition during presentation and award ceremony.
- Social media promotion in AFGL social media network
- Sponsor weekly AFGL Ranking System as a PRESENTING SPONSOR online and social media
- Digital video recognition on our CTV Sports
- Special access to sponsor tent for 4 people





# GOLD SPONSOR

## THE FOOTGOLF DESERT STORM

### \$3,000

- Gold Sponsor reference in key print materials & event signage.
- Banner placed on Tee Box.
- Your logo on our step and repeat welcome banner at event.
- Opportunity to provide logoed items and promotional information for contestant gift bags
- Sponsor logo displayed in marketing, advertising and promotional materials as a gold sponsor
- Company hyper-link on social media postings preview and after the event.
- Sponsor recognition during presentation and award ceremony event
- Social media promotion in AFGL social media network
- Digital video recognition on post production video
- Company booth space at main event
- Special access to sponsor tent for 4 people





# HOLE SPONSOR

## THE FOOTGOLF DESERT STORM

### \$1,500

- Hole signage.
- Space advertisement in the program.
- Opportunity to provide logoed items and promotional information for contestant gift bags.
- Company hyper-link on social media postings preview and after the tournament.
- Hole sponsor recognition during presentation and award ceremony.
- Social media promotion.
- Digital video recognition on our YouTube Channel.
- Special access to sponsor tent for 4 people





# LOCAL SPONSOR

Tee Box Sign, Decal in FootGolf Cup and Fan Zone signage

**\$200**

each (36 available)



Meal Sponsor or Award Ceremony

**\$500**

each (10 available)



Gift Bag







# EXPOSURE AND LOGO PLACEMENT



## Players Goodie Bag

You can either be the bag as a Title sponsor or be inside the bag. These are the things that get players excited other than the competition everybody likes the 'freebies'.

TITLE SPONSOR  PRESENTING SPONSOR  GOLD SPONSOR



## Sponsor Ranking System

Your brand will be present at our official ranking system in our web and social media ALL YEAR ROUND.

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## FootGolf Ball Markers

An AFGL signature piece. The poker chip ball markers is one of those tokens that every player appreciate and keep forever. As part of a goodie bag or at registration many players use them to play that tournament and every time after that. Your logo on one side, the US National Championship in the other side.

Branding, Branding, Branding!

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## Tear Drop Flags for sponsors

The U.S. National Championship will be the biggest event and as a Sponsor your brand will be present in the event in many ways.

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## Step and repeat banner

Main step and repeat banner at U.S. National Championship

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# EXPOSURE AND LOGO PLACEMENT



## Golf Cart Sign

Your logo in all event carts, primarily for photos and social media exposure..., great resource!

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## Tee off banners

Banners at first tee and at playoff holes.

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## Flags main event

Your brand will be present at our official flags of the main event.

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## Commercial Broadcasting

AFGL works with CTV Sports to broadcast certain tournaments either as a live broadcast or a post production. Some tournaments have been highlighted on ESPN. CTV, as a partner of the AFGL has the ability to shoot a commercial for your destination.

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## Tee Signs

Your logo on Tee Signs.

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## Main Event Scorecard

Your logo on our official cards for each day.

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