



**AFGL**  
American FootGolf League

# SPONSORSHIP PACKAGES



FOOTGOLF



GRAND SLAM



# 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 GRAND SLAM

The FootGolf Grand Slam is the ultimate achievement in the sport, representing the highest level of excellence and accomplishment. This prestigious distinction is awarded to players who successfully win all four AFGL Major tournaments in consecutive fashion, demonstrating unparalleled skill, dedication, and perseverance.

The four Major tournaments, referred to as AFGL Majors, are the most recognized annual competitions on the AFGL Tour:



These events offer the highest ranking points, prize money and attention, attracting the best players from the United States, North America and around the world. Winning the Grand Slam Trophy is a remarkable achievement that comes with immense prestige and recognition. Players who accomplish this feat join an elite group of athletes who have demonstrated exceptional talent, hard work, and determination.

The FootGolf Grand Slam is the pinnacle of achievement in the sport, and its winners are truly the best of the best. If you're a skilled player looking to take your game to the next level, compete against the best, and earn the ultimate recognition, then the FootGolf Grand Slam is your ultimate goal.

# 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%

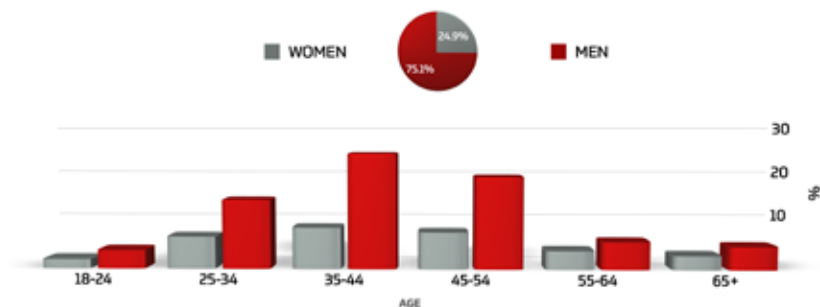
## Participation and Growth Internationally:

- **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 GRAND SLAM

### \$30,000

- 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



FOOTGOLF  
GRAND SLAM



# PRESENTING SPONSOR

## THE FOOTGOLF GRAND SLAM

### \$15,000

- 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



FOOTGOLF  
GRAND SLAM



# GOLD SPONSOR

## THE FOOTGOLF GRAND SLAM

### \$9,000

- 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 GRAND SLAM

### \$4,500

- 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



FOOTGOLF  
GRAND SLAM



# EXPOSURE AND LOGO PLACEMENT



## Players Goodie Bag

You can either be the bag as a Title sponsor or be inside the bag. This 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.

TITLE SPONSOR  PRESENTING SPONSOR  GOLD SPONSOR



## 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!

TITLE SPONSOR  PRESENTING SPONSOR  GOLD SPONSOR



## 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.

TITLE SPONSOR  PRESENTING SPONSOR  GOLD SPONSOR



## Step and repeat banner

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

TITLE SPONSOR  PRESENTING SPONSOR  GOLD SPONSOR





# EXPOSURE AND LOGO PLACEMENT



## Golf Cart Sign

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

TITLE SPONSOR  PRESENTING SPONSOR  GOLD SPONSOR



## Tee off banners

Banners at first tee and at playoff holes.

TITLE SPONSOR  PRESENTING SPONSOR  GOLD SPONSOR



## Flags main event

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

TITLE SPONSOR  PRESENTING SPONSOR  GOLD SPONSOR



## 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.

TITLE SPONSOR  PRESENTING SPONSOR  GOLD SPONSOR



## Tee Signs

Your logo on Tee Signs.

TITLE SPONSOR  PRESENTING SPONSOR  GOLD SPONSOR



## Main Event Scorecard

Your logo on our official cards for each day.

TITLE SPONSOR  PRESENTING SPONSOR  GOLD SPONSOR



## Contact Us :



3067 E. Chevy Chase Drive  
Glendale, CA 91206  
United States of America



+1 (760) 501-0100



[usa@footgolf.net](mailto:usa@footgolf.net)



[www.footgolf.org](http://www.footgolf.org)

FOOTGOLF



**GRAND SLAM**