



AFGL
American FootGolf League

SPONSORSHIP PACKAGES



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AFGL TOUR
AFGL
American FootGolf League

**U.S. NATIONAL
CHAMPIONSHIP**

AMERICAN FOOTGOLF LEAGUE

OFFICIAL MEMBER



AFGL
American FootGolf League

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 U.S. NATIONAL CHAMPIONSHIP

By 2015 with players moving all over the country to compete it was only natural that they would want to see who was the best and who would be named the National Champion! It was time to develop another series of tournaments.

Having come off of the second year of the Pro-Am format competitive players started to see that there were certain United States players that were maybe a step above some of the other passionate players from around the country. With the help of one of our enthusiastic golf course management companies and a golf course equipment manufacturer the idea to host the first National Championship in Chicago was formed.

It was a blustery October day on the shores of Lake Michigan at Sidney Marovitz Golf Course 100 players from across the country traveled to play the first U.S. FootGolf National Championship. This first year crowned the best Men, Senior Men and Women players in the country but soon the team competition would start and the National Team competition would quickly become the most popular part of the U.S. FootGolf National Championship.

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%

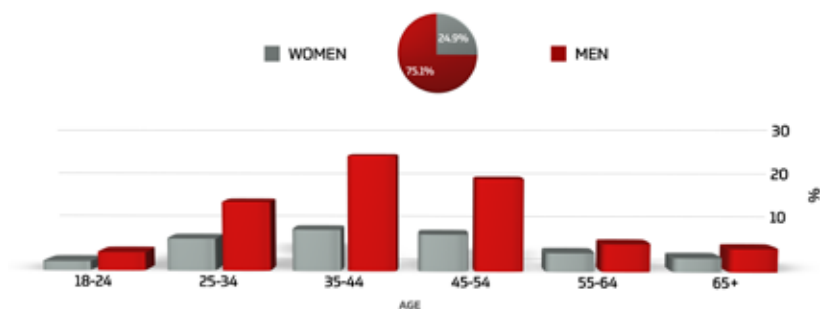
Participation and Growth Internationally:

- **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 ^{2 3}
- **The sport has gained "observer" status with the Sport Accord**, a step towards consideration by the International Olympic Committee ^{2 3}

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 U.S. NATIONAL CHAMPIONSHIP

\$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 U.S. NATIONAL CHAMPIONSHIP

\$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 U.S. NATIONAL CHAMPIONSHIP

\$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 U.S. NATIONAL CHAMPIONSHIP

\$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.

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.

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Main Event Scorecard

Your logo on our official cards for each day.

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