



# 2013 SPONSORSHIP PROPOSAL

UNITED STATES AUSTRALIAN FOOTBALL LEAGUE

[WWW.USAFL.COM](http://WWW.USAFL.COM)





# WHY SPONSOR?

Partner with the USAFL and associate your brand with the most exciting and unique football game in the world as it grows in the largest sporting market in the world!

The United States Australian Football League (USAFL) has:

- 501(c)(3) IRS status
- More than 35 clubs
- 1,000+ players plus many more supporters
- Over 200 games annually
- Teams located from coast to coast
- Men’s & women’s teams
- Metro leagues
- Co-ed tag footy leagues
- School programs
- An annual National Tournament
- USA representative teams competeing at the AFL International Cup every 3 years and against Canada all other years

We can develop national, regional, and local sponsorship programs to meet your marketing and advertising needs, and as a non-profit 501(c)(3) organization, you can deduct your contributions to the league.

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## ***Letter from the President***

On behalf of the league, its members, and football fans, I thank you for considering the USAFL as a partner.

Founded in 1997, the League celebrated it's 15th Anniversary in 2011, and now boasts more than 1,000 members, over 35 clubs with more than 60 teams, plus men's and women's representative teams. Our annual national tournament is the world's largest Australian Rules football competition featuring teams from both USA and Canada.

Australian Rules Football is growing in popularity throughout the USA and the Australian Football League (AFL), the managing body of the professional league in Australia, has indicated it will continue to invest in the American market. AFL matches have also been available to US viewers through various websites and TV stations and increased exposure is expected.

As a non-profit organization we operate on grants, donations, member dues, and self-funded participation by players. To reach 10,000 registered players and to continue being the best run international league in the world, sponsorships and partnerships are vital.

Even with our current successes, we cannot reach our goals without your help!

Thank you for your interest in the USAFL. I look forward to speaking with you on how we can reach our goals together.



**Andy Vanica, President**

UNITED STATES AUSTRALIAN FOOTBALL LEAGUE

president@usafl.com

# WHAT IS AUSTRALIAN RULES FOOTBALL?

Created in 1858, Australian Rules Football (also known as “Aussie Rules” or “Footy”) is a skillful, fast action, physical, non-stop, contact sport.

It is a form of football with roots traceable from early forms of Rugby and Gaelic football, but it is uniquely Australian.

It is the number one sport in Australia and its 18 team professional league, the AFL (Australian Football League) draws over 7 million spectators per year averaging well over 30,000 spectators per match.

The AFL is one of only five professional sports leagues in the world to receive that kind of attendance.

A winter sport in Australia, Aussie Rules is played in summer in the U.S. There are 36 players on the field at any one time, 18 from each team.

Footy is a very unique sport in that everyone can participate - men, women, children, tall, fast, strong, small or skillful; it doesn't matter which category you are in, there is always a game for you.



## Game Play

Aussie Rules is normally played on large ovals, 150 yards in length and at least 120 yards in width. At each end of the field are four goal posts set 7 yards apart.

The game begins with a ‘ball-up’ similar to a basketball ‘jump-ball’ except that ‘Ruckmen’ (normally one of the taller players on each team) will take a running start.

The objective of the Ruckman is to tap the ball to the advantage of his team mates. Once a player has possession of the ball, they attempt to move it down the field toward their goal.

The ball can be moved down the field by a combination of running, handballing and kicking. Throwing the ball is not allowed.

There is no offside rule in the game and no padding is worn. The ball remains live for long periods during the four, twenty minute quarters of each match.

## Scoring

Once a player is in range of the goal posts they can attempt to kick the ball between the two large middle posts to score a goal, which is worth 6 points.

If the ball goes through the left or right set of posts it is called a “behind”, which is worth 1 point.

There are 3 sets of numbers: goals, behinds, total points. So...if the scoreboard reads:

**HOME 9.8.62**  
**AWAY 2.4.16**

The home team kicked 9 goals (6 points each), 8 behinds (1 point each) for a total score of 62. The away team kicked 2 goals (6 points each), 4 behinds (1 point each) for a total score of 16. Clearly the Home team won this game!



## WHO IS THE USAFL?

The first Australian Rules Football (Aussie Rules) match between two American clubs was played in 1996 between Cincinnati and Louisville. The United States Australian Football League (USAFL) was then founded in 1997 at the first ever National Tournament in Cincinnati, Ohio.

Many of the early players in the league found out about Aussie Rules via ESPN on television during the 1980s.

The league is a non-profit, charitable organization, 501(c)(3), with the ultimate goal of growing the sport in the USA.

The USAFL is the sole representative organization of Aussie Rules in the USA and is affiliated with the Australian Football League (AFL).

The USAFL has an Executive Board with seven members and also employs 3 part time staff.

The phenomenal growth of Aussie Rules in the U.S. can also be attributed to the effective promotion of the game by the USAFL.

The USAFL is working hard towards growing the game



and in it's 10th year (2007) set itself a number of goals to achieve during it's second decade. Some of these include:

- Growing membership to more than 10,000 registered players and 30,000 development players.
- Full time USAFL staff.
- The first permanent Australian Football grounds in the U.S.
- Two fully sponsored representative teams, the men's USA Revolution and women's USA Freedom.
- To be self-supporting with sponsors, grants and merchandise.
- An increase in player exchanges to Australia.
- Implement a Footy Kids program in schools across the U.S.
- Weekly televised games on regular cable television.

## USAFL CLUBS

- More than 30 clubs
- Over 60 teams
- About 1,500 players
- Over 200 games annually
- Teams located from coast to coast.
- Men, women and youth players
- Inter-city representative games
- Metro (intra-city) leagues
- Tag Footy leagues
- Youth development clinics
- School clinics

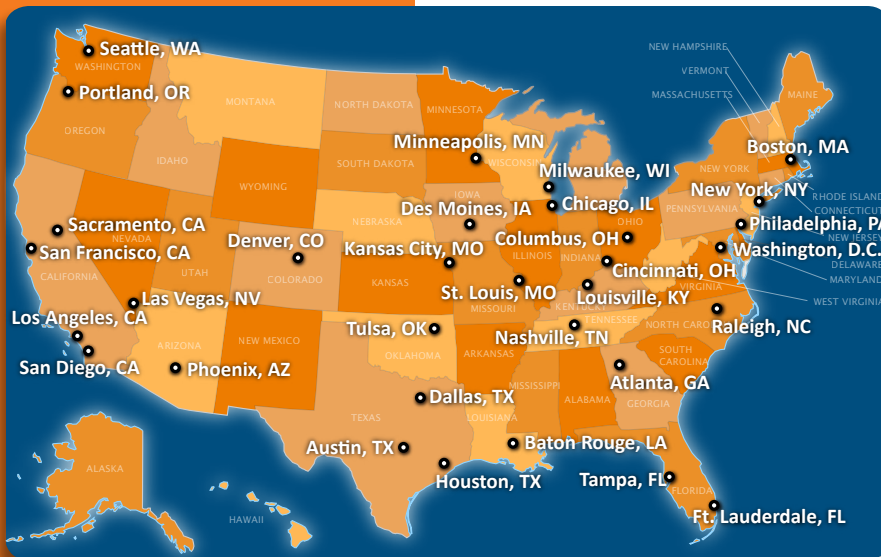


## DEMOGRAPHICS

The USAFL is an amateur league and clubs are administered by volunteers. They are involved for the love of the sport and approximately 80% of all participants are American.

Average participant profile:

- 46% aged 25-34
- 22.8% aged 35-44
- 16.8% aged 18-24
- 70% Male, 30% Female
- Average gross income \$50k
- High discretionary spending





# USAFL NATIONAL TOURNAMENT

The USAFL National Tournament is held every year during early October. It is located in a different city each year and is the largest Aussie Rules tournament held anywhere in the world.

The tournament attracts more than 35 clubs from both the USA and Canada and spectators from throughout the USA, Canada and Australia.

Approximately 1000 players compete in 4 men's divisions and 1 women's division and they play more than 65 matches over the two day competition.

The event receives local, national and international exposure through various media channels such as newspaper, TV, online news, social media and word of mouth.

Each year representatives from the host city get involved which generates strong local support. The projected economic impact for the host city is over \$900,000.

**LARGEST AUSTRALIAN  
FOOTBALL TOURNAMENT  
IN THE WORLD**

**1000+ PLAYERS**

**40 TEAMS**

**65+ GAMES**



2010 USAFL National Tournament  
Louisville, Kentucky

# INTERNATIONAL PARTICIPATION

Both men and women have the opportunity to represent the United States for Aussie Rules, specifically in 2 major events, the International Cup and the 49th Parallel Cup. The men's national team is called the USA Revolution and the women's national team is called the USA Freedom.

All players, coaches and support staff are volunteers and provide significant amounts of time and money for the love of the game. The USAFL believes that for both teams to be more successful strategic partnerships will be required to ensure that the best possible players and management are available for selection and can develop at the highest level.

## AFL International Cup

Every 3 years the Australian Football League (AFL) hosts an International Cup in Australia to determine the best international team. The International Cup attracts teams from all over the world and in 2011 the tournament boasted 19 countries playing in multiple divisions and, for the first time, a women's division.

The event receives local, national and international exposure through various media channels such as newspaper, TV, online news, social media and word of mouth.

## 49th Parallel Cup

The USA national teams compete against Canadian national teams over one weekend every year, except International Cup years, to determine the best men's, women's and youth team in North America.

The event location alternates between USA and Canadian cities each year and receives local, national and international exposure through various media channels such as newspaper, TV, online news, social media and word of mouth.

## ★ USA REVOLUTION

The USA Revolution is the national men's team and has competed at all International Cups since the inaugural tournament in 2002 and has finished as high as 3rd place (2005).

The Canadian Northwind, the Canadian national men's team, and the Revolution have developed

a strong rivalry since their first game against each other in Chicago in 1999. This game is important in the development of the individual teams however it is equally, if not more, important in the overall development of Australian Football in North America.

The Revolution will travel to Australia in 2014 to compete in their 5th International Cup. Financial support for the team is being sought to help them achieve their goal of an International Cup Championship.



USA Revolution - ANZ Stadium, Sydney - AFL IC2011

## ★ USA FREEDOM

In 2003, the first women's match of Australian Football was played in North America at the USAFL National Championships in Kansas City.

Less than 4 years later the USA Freedom was founded in 2007 as the USAFL national women's team.

In 2007 the Freedom traveled to Vancouver, BC to play the newly formed Canadian Eagles national team in the 49th Parallel Cup. We believe that this was the first women's international match in the history of Australian Football.

In 2009 the USA Freedom were the first international women's team to tour Australia. In 2014 the Freedom have the opportunity to travel downunder and play in their 2nd International Cup. The Freedom are looking for financial support to make this dream a reality.



USA Freedom - SCG, Sydney - AFL IC2011



# USAFL DEVELOPMENT PROGRAMS

## USAFL YOUTH DEVELOPMENT

During 2010 more than 1,000 youngsters across the U.S. participated in youth Footy clinics. Growth of Australian Football in the U.S. will depend upon the uptake of the game by the younger generation. Until now it has been difficult to find players below the age of 20 and significant investment is required to ensure this program excels to the point that American players could be playing in the Australian Football League.



## UMPIRING

USAFL Umpires are invaluable volunteers who give their time to ensure that the league has professionally run games. Without the umpires, the games would not exist. It is important that these individuals become and remain accredited and that they are available for all USAFL games. An investment into the development of USAFL Umpires is an investment into the development of this great game across the United States.

## COACHING

Coaches within the USAFL community give up their time and out of pocket expenses to coach their teams. Because this is a voluntary role, many coaches are not experienced to the level that is desired. Investment by a generous stakeholder would help make it possible to conduct comprehensive coaching programs, including official AFL accreditation, across the country. This would be of great benefit to each team and the league as a whole.

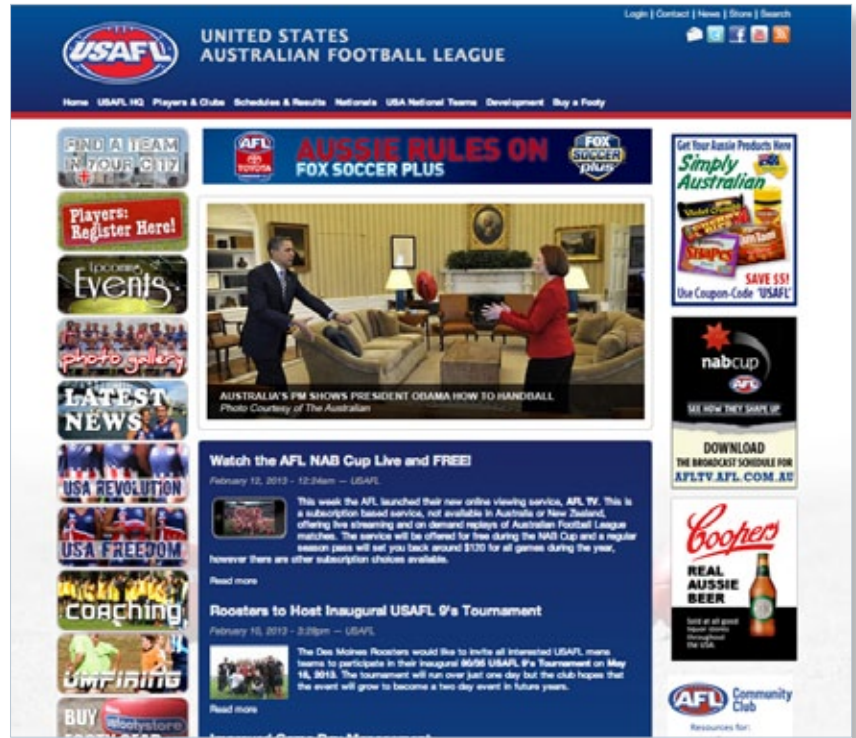


# ONLINE EXPOSURE

## WWW.US AFL.COM

The USAFL website is the league's main source of communication. The site is also the primary tool for managing games and player data for the League.

The website received around 100,000 hits per year and receives visitors from all over the world, particularly the USA, Australia, Canada, The United Kingdom and throughout Europe.



## FACEBOOK.COM/US AFL

The USAFL Facebook page has around 2,000 fans and is updated regularly with news and stories from around the USA and world.

## TWITTER.COM/US AFL1997

The USAFL Twitter account has around 400 followers and is updated on a regular basis.





# MERCHANDISE

The USAFL produces a range of merchandise each year promoting the league and various events, including the National Tournament.

In 2012 the USAFL sold over 500 branded items at the National Tournament.

By sponsoring the USAFL an organization has the opportunity to include their logo on official USAFL merchandise.





# SPONSORSHIP OPPORTUNITIES

## Major League Sponsor - \$50,000

Overall league sponsorship, possibly including:

- Overall usafll.com branding including:
  - Banner advertisement on all pages
  - Website advertisement on Corporate and National Tournament pages
- Logo and Name - to be included on all media releases
- Official media release announcing partnership
- Include logo on official USAFL merchandise, e.g. apparel, footballs, and other general items.
- Mobile Application
  - Logo placement on landing page and footer section on other pages
  - Link to website on sponsors page
- Advertisement in the USAFL Community Update (monthly newsletter)
- Logo inclusion in any official visual media
- Logo displayed on Facebook fan page
- Logo displayed on Twitter page
- Profile/highlight in USAFL letter
- 5 USAFL Memberships
- 5 USAFL merchandise gift bags
- National Tournament
  - Tournament naming rights
  - Tournament signage
    - Tournament Central tent
    - Commentary booth
    - VIP Tent
    - Bar area
  - Division One naming rights
    - Awards, trophy & MVP medal
    - Field signage
    - Scoreboard signage
    - On-field painted logo
- Full page advertisement in program
- Logo on tournament merchandise
- MC promotion
- VIP passes into VIP tent for Saturday & Sunday
- Product promotion and booth at field and evening events
- The USAFL will provide reports on relevant key performance indicators.

For all sponsorship levels promotional items, event signage, templates, logos, artwork, marketing materials or website advertisements must be supplied by the sponsor per guidelines to be provided.





## USA REVOLUTION

Major Sponsor - \$25,000



## USA FREEDOM

Major Sponsor - \$25,000

Become the major sponsor of the USA Revolution or the USA Freedom and benefits may include:

- AFL International Cup exposure
- 49th Parallel Cup exposure
- Website advertisement on relevant team pages
- Advertisement on USAFL mobile application sponsors page
- USAFL Community Update (monthly newsletter)
- Logo on related merchandise e.g. guernsey, shorts, shirts, tracksuits, hats, footballs, fan shirt, etc.
- Advertisement in National Tournament Program
- Official media release announcing partnership
- Advertisement in any official visual media
- Product promotion and booth at Nationals
- 3 USAFL Memberships
- 3 USAFL merchandise gift bags
- The USAFL will provide reports on relevant key performance indicators

## National Tournament Division Sponsor - \$15,000

Sponsor a USAFL National Tournament Division such as Division II, III, IV or the Women's Division and possible benefits for each divisions sponsor may include:

- Field Naming rights and scoreboard signage
- Tournament signage
- Naming rights for division trophies & medals
- Advertisement in National tournament program
- Website advertising on National Tournament pages
- Advertisement on USAFL mobile application sponsors page
- Advertisement in the USAFL Community Update (monthly newsletter)
- Secondary logo placement on tournament merchandise
- 3 USAFL Memberships
- 3 USAFL merchandise gift bags
- MC promotion
- Product promotion and booth at Nationals
- The USAFL will provide reports on relevant key performance indicators



# PROGRAM SPONSORSHIPS



## Youth Development Major Sponsor - \$15,000

Sponsor the development of youth football in the USAFL and possible benefits may include:

- Website advertisement on relevant program page/s
- Advertisement on USAFL mobile application sponsors page
- USAFL Community Update (monthly newsletter)
- Logo on related merchandise such as t-shirts, junior footballs, caps etc.
- Advertisement in National Tournament Program
- Official media release announcing partnership
- Advertisement in any official visual media
- Product promotion and booth at Nationals
- 3 USAFL Memberships
- 3 USAFL merchandise gift bags
- The USAFL will provide reports on relevant key performance indicators



## Umpire's Program Major Sponsor - \$15,000

Sponsor the USAFL Umpires Program and possible benefits may include:

- Website advertisement on relevant program page/s
- Advertisement on USAFL mobile application sponsors page
- USAFL Community Update (monthly newsletter)
- Logo on related merchandise such as uniforms, caps, goal umpiring flags, etc.
- Advertisement in National Tournament Program
- Official media release announcing partnership
- Advertisement in any official visual media
- Product promotion and booth at Nationals
- 3 USAFL Memberships
- 3 USAFL merchandise gift bags
- The USAFL will provide reports on relevant key performance indicators



## Coaching Major Sponsor - \$15,000

Sponsor the USAFL Coaching Program and possible benefits may include:

- Website advertisement on relevant program page/s
- Advertisement on USAFL mobile application sponsors page
- USAFL Community Update (monthly newsletter)
- Logo on related merchandise such as t-shirts, caps, etc.
- Advertisement in National Tournament Program
- Official media release announcing partnership
- Advertisement in any official visual media
- Product promotion and booth at Nationals
- 3 USAFL Memberships
- 3 USAFL merchandise gift bags
- The USAFL will provide reports on relevant key performance indicators



## A-LA-CARTE RATES

The sponsorship packages offer many promotional opportunities that may be available for individual sale if a sponsor agreement is not in place. Please contact the USAFL Office to discuss these options further. Contact details are provided on the final page of this document.

ITEM	COST PER MONTH	COST PER YEAR
<b>WEBSITE</b>		
Banner advertisement on all pages	\$ 1,000	\$ 10,000
Sidebar advertisement on homepage (premium space)	\$ 100	\$ 1,000
Sidebar advertisement on other pages	\$ 80	\$ 800
<b>MOBILE APPLICATION</b>		
Logo placement on landing page and footer section on other pages	N/A	\$ 5,000
Link to website on sponsors page	N/A	\$ 1,000
<b>OTHER DIGITAL MEDIA</b>		
Advertisement in the USAFL Community Update (monthly newsletter)	\$ 100	\$ 1,000
Logo inclusion in any official visual media	N/A	\$ 250
Logo displayed on Facebook fan page	\$ 100	\$ 1,000
Logo displayed on Twitter page	\$ 100	\$ 1,000
Logo and Name - to be included on all media releases	\$100 per release	\$ 1,000
<b>PRINTED MERCHANDISE</b>		
Include logo on official USAFL merchandise, e.g. apparel, footballs, and other general items.	N/A	\$ 10,000
Secondary logo placement on USA Revolution or USA Freedom Uniforms and Apparel	N/A	\$ 10,000
Logo placement on umpiring, coaching and footy kids related uniforms and apparel	N/A	\$ 5,000
<b>NATIONAL TOURNAMENT</b>		
Tournament naming rights, including Division I	N/A	N/A
Advertisement in program - full page	N/A	\$ 300
Advertisement in program - half page	N/A	\$ 150
Logo on tournament merchandise	N/A	N/A
MC promotion	N/A	\$ 250
Vendor/Promotion Booth - 10' x 10' tent for duration of the event	N/A	\$ 500
<b>Tournament signage</b>		
Tournament Central tent	N/A	\$ 250
Commentary booth	N/A	\$ 250
VIP Tent	N/A	\$ 500
Bar	N/A	\$ 500
<b>Division naming rights</b>		
Awards, trophy & MVP medal	N/A	\$ 500
Field signage	N/A	\$ 250
Scoreboard signage	N/A	\$ 250
On-field painted logo	N/A	\$ 500

Items are only available if they are not included in an existing sponsorship agreement

# CONTACT

**United States Australian Football League**

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