2020 NGL PARTNERSHIPS

PRESENTED BY NATIONAL GRIDIRON LEAGUE

NATIONAL GOLD PARTNERSHIPS

$200,000 PER SEASON

- 96 SOCIAL MEDIA POST PER MONTH
- GAME DAY BANNER
- FAN DISCOUNT MARKETING
- IN-VENUE AUDIO MENTIONS
- YOUTH CAMP MARKETING
- PLAYERS & DANCE TEAM VISITS
- COMPANY FIELD SUITE
- RADIO ADS
- COMMERCIAL ADS
- COMPANY THEME NIGHT
- NAMING RIGHTS
- EXCLUSIVE RIGHTS

Bringing the Excitement Outdoors

About Us

The National Gridiron League, Inc. NGL is a non-profit organization that promotes professional football and dance as a catalyst for the redevelopment and growth of individuals from systemically disadvantaged backgrounds.

In partnership with gridiron football organizations throughout the country, we strive to utilize our platform of professional football to drive youth, adults, and families into our community outreach initiatives.

With approximately 26 million residents in the metropolitan communities that we partnered with to serve. National Gridiron League is committed to developing Americans for the betterment of the communities in which they reside. Our commitment to social development through sports entertainment is what separates the program from other professional sports around the world.

Each year National Gridiron League continues to expand its efforts in team and activity participation, as well as visibility and outreach in the community.

Our Mission

The National Gridiron League Mission:

The mission of the National Gridiron League is to utilize sports as a catalyst to redirect youth and young adults through programs that provide fundamental values and leadership skills.

Our Responsibility:

Every member of the NGL community embraces our unique leadership role in society, and assumes the trust, character, and responsibility that comes with that role. We bring fans and communities from all walks of life together to celebrate a game that is constantly evolving, balancing the authenticity of tradition with the power of innovation.

Community Programs:

- The league provides sports management internships with a goal of developing diversity within the profession.
- League franchises partner with local nonprofit organizations providing youth mentorship and teen development.
- The league partners with local food bank nonprofit organizations in an effort to fight hunger.

Teams	Location
Atlanta Wildcats	Atlanta, Georgia
Arkansas Twisters	Little Rock, Arkansas
Baton Rouge Redsticks	Baton Rouge, Louisiana
Indiana Blue Bombers	Fort Wayne, Indiana
Dayton Firebirds	Dayton, Ohio
Kansas City Kapitals	Kansas City, Missouri
Mississippi Mudcats	Jackson, Mississippi
Pittsburgh Pioneers	Pittsburgh, Pennsylvania
St. Louis Stampede	St. Louis, Missouri
Houston Bighorns	Houston, Texas
Virginia Beach Destroyers	Virginia Beach, Virginia
Virginia Iron Horses	Roanoke, Virginia

League Map

Kansas City Kapitals
St. Louis Stampede
Indiana Blue Bombers
Dayton Firebirds
Pittsburgh Pioneers
Virginia Beach Destroyers
Virginia Iron Horses
Atlanta Wildcats
Mississippi Mudcats
Baton Rouge Redsticks
Houston Bighorns
Arkansas Twisters
NGL 2020
Western Football Conference
Eastern Football Conference
United States
NEBRASKA
IOWA
KANSAS
MISSOURI
ILLINOIS
INDIANA
OHIO
KENTUCKY
WEST VIRGINIA
PENNSYLVANIA
VIRGINIA
MARYLAND
NEW JERSEY
CONNECTICUT
OKLAHOMA
ARKANSAS
TENNESSEE
NORTH CAROLINA
SOUTH CAROLINA
GEORGIA
ALABAMA
LOUISIANA
TEXAS
Chicago
Detroit
Cleveland
Pittsburgh
Cincinnati
Atlanta
Dallas
Houston
San Antonio
New Orleans
Jackson
Omaha
Des Moines
St. Louis
Toronto
New York

OUR PARTNERSHIP

BENEFITS:

Local Team Support

Community Outreach Assistance

Cost Effective Marketing

OPPORTUNITY:

Our regional partnerships offer local and regional businesses a unique and special opportunity to attach their brand to an entertaining and passionate brand within the market, while also giving back to the local community.

COST:

- Regional Gold Partnership
- Regional Silver Partnership

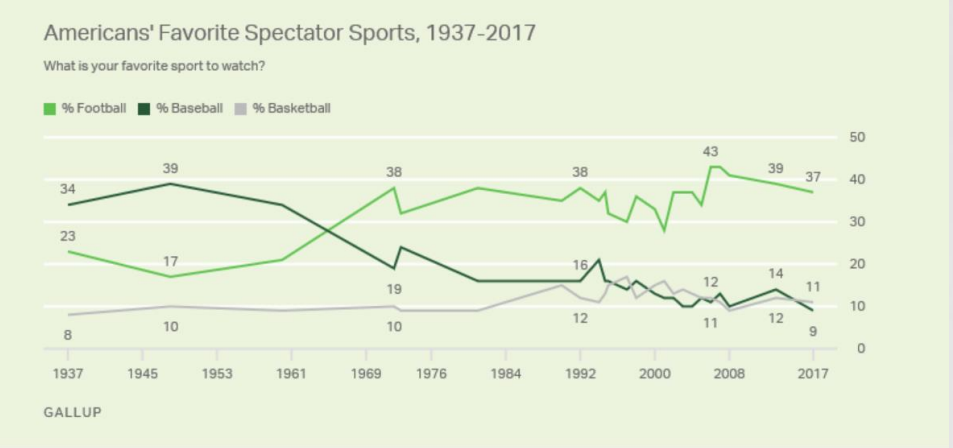
Sports Marketing Testimonials

"There are only about 25 percent of brands that are seen as useful, as meaningful," says Dowling. "So, if brands attach themselves to things that entertain people, then those consumers will be more likely to have a relationship with the brand or the product."-Cake Managing Director Jim Dowling IBC.Org

"At the end of the day there's an emotional connection with sports and that is different from prime time TV," said Tom Peyton, assistant vice president of marketing for Honda. "If you can infuse yourself as a marketer into that, that's a good place to be."

Football Popularity

Washington, D.C. -- American football, under attack from critics in recent years, has lost some of its popularity but is still the champion of U.S. spectator sports -- picked by 37 percent of U.S. adults as their favorite sport to watch. The next-most-popular sports are basketball, favored by 11 percent, and baseball, favored by 9 percent.



The 9 percent of Americans who mention baseball as their favorite sport to watch is the lowest percentage for the sport since Gallup first asked the question in 1937. Americans named baseball as the most popular sport in 1948 and 1960, but football claimed the top spot in 1972 and has been the public's favorite ever since.

Community Giveback Initiatives

- YMCA in Youth Mentorship
- Boys & Girls Club of America Youth Mentorship
- Youth Football Camps
- Assistance to Local Food Banks
- Youth Dance Camps
- Volunteer Hours with Local Nonprofits

Family Entertainment

Family-friendly entertainment options are becoming more difficult to find. National Gridiron League football would provide local families with an affordable and friendly entertainment options that all members of the local community could support.

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Affordability

Ticket Pricing:	Single Game	Season Tickets
VIP Field Suites	$74.00	$544.00
Premium Level	$44.00	$304.00
Prime Level	$32.00	$204.00
Family Level	$22.00	$144.00
Attack Level	$17.00	$104.00

Great Talent

Notable Players:

- Speedy Noil, Texas A&M
- Ryan Perrilloux, LSU
- Jeremy Gallon, Michigan
- LA Ramsby, Georgia Southern
- Phillip Merling, Clemson
- Jameon Lewis, Mississippi State
- Gavin Stansbury, Texas A&M

League Partners

U.S.ARMY

EMORY HEALTHCARE

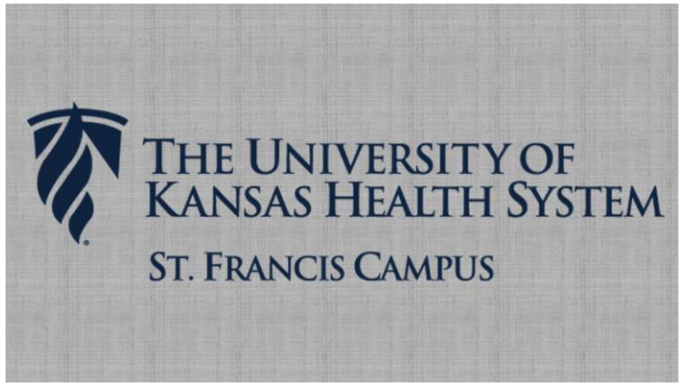
FANWIDE
CONNECTING SPORTS FANS WORLDWIDE

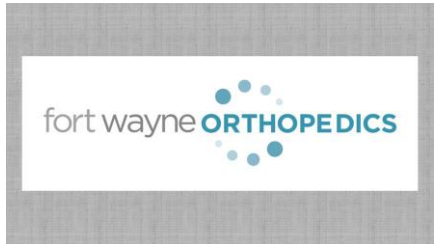
Ochsner

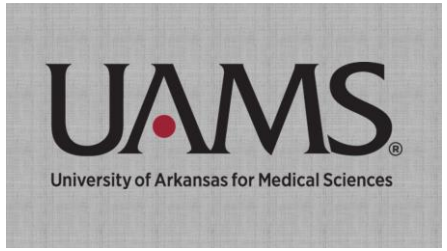
OPS
OPTIMUM PERFORMANCE SPORTS

And many, many more…visit https://www.nationalgridiron.com/partners

Sports Medicine Partners







And many, many more…visit https://www.nationalgridiron.com/partners

National Gridiron League Market Demographics

POPULATION
26.7 MILLION

MEDIAN AGE 38.8

AVERAGE POVERTY RATE
14%

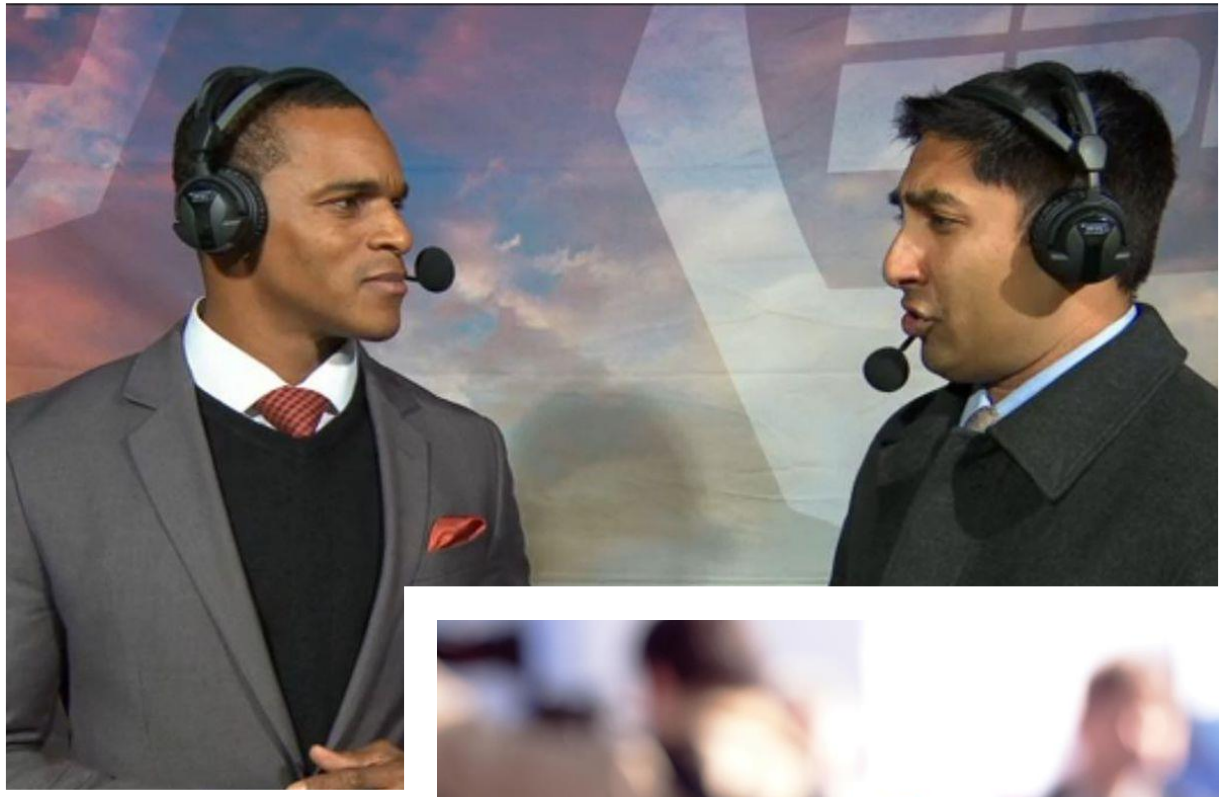
NUMBER OF EMPLOYEES
15,585,928

MEDIAN PROPERTY VALUE $203,800

MEDIAN HOUSEHOLD INCOME $56,301

Broadcast & Podcast

- Every league game will be broadcast live on Flosports.
- Weekly podcast, coach's shows, & much more.

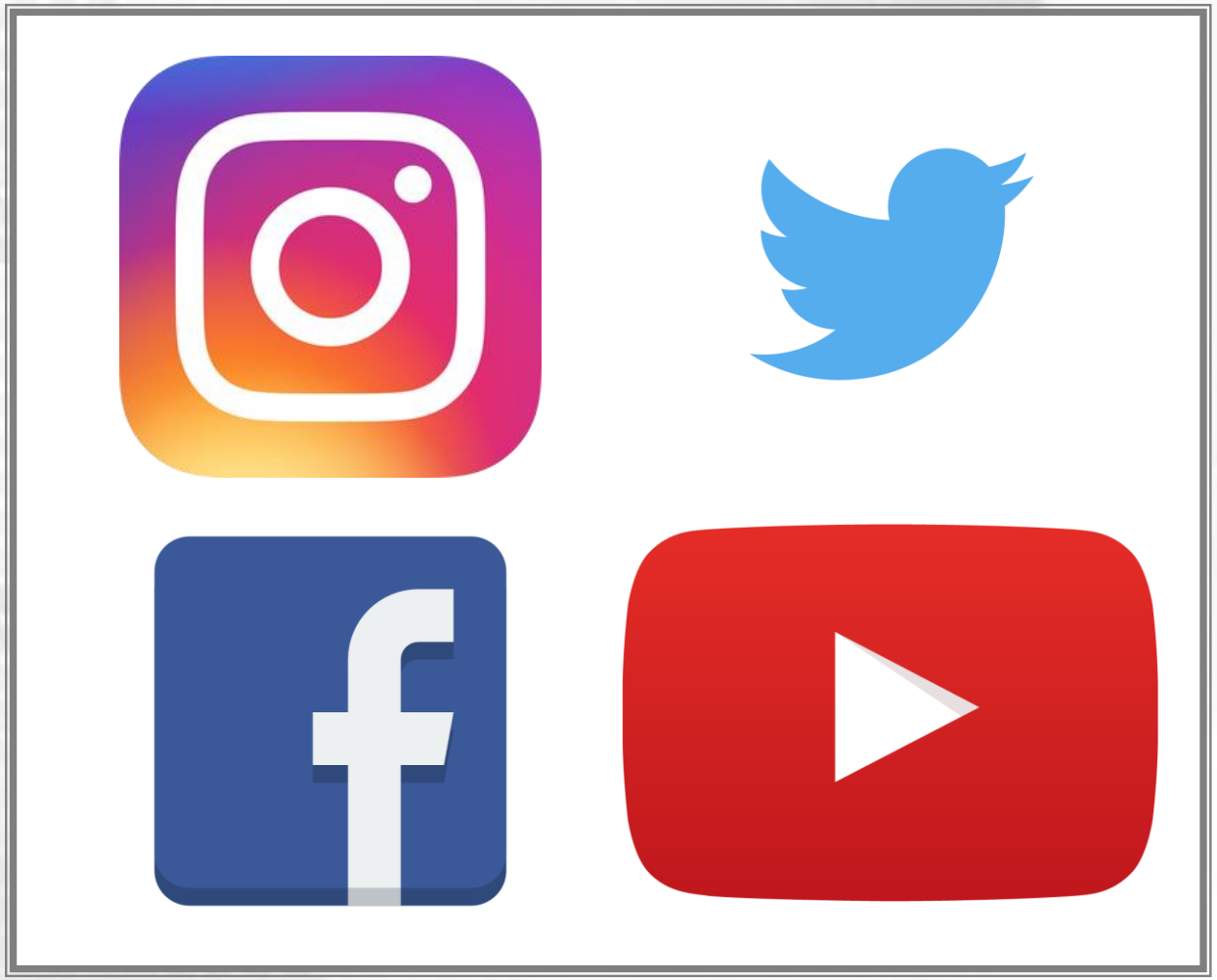


Radio Commercials

Every league game will be broadcast live on local or regional radio

Streaming & Radio Partners

Social Media posts & Mentions



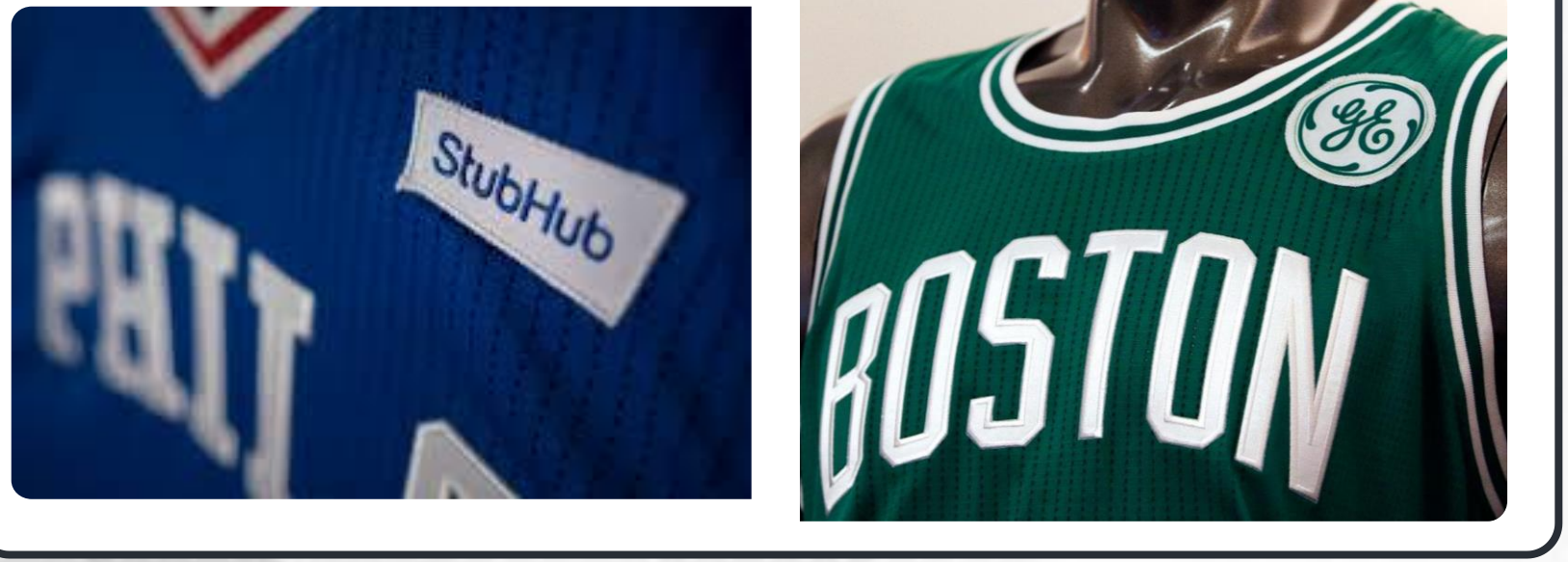
Youth football camps

Company Theme Nights

Company suite

Dance team sponsorship

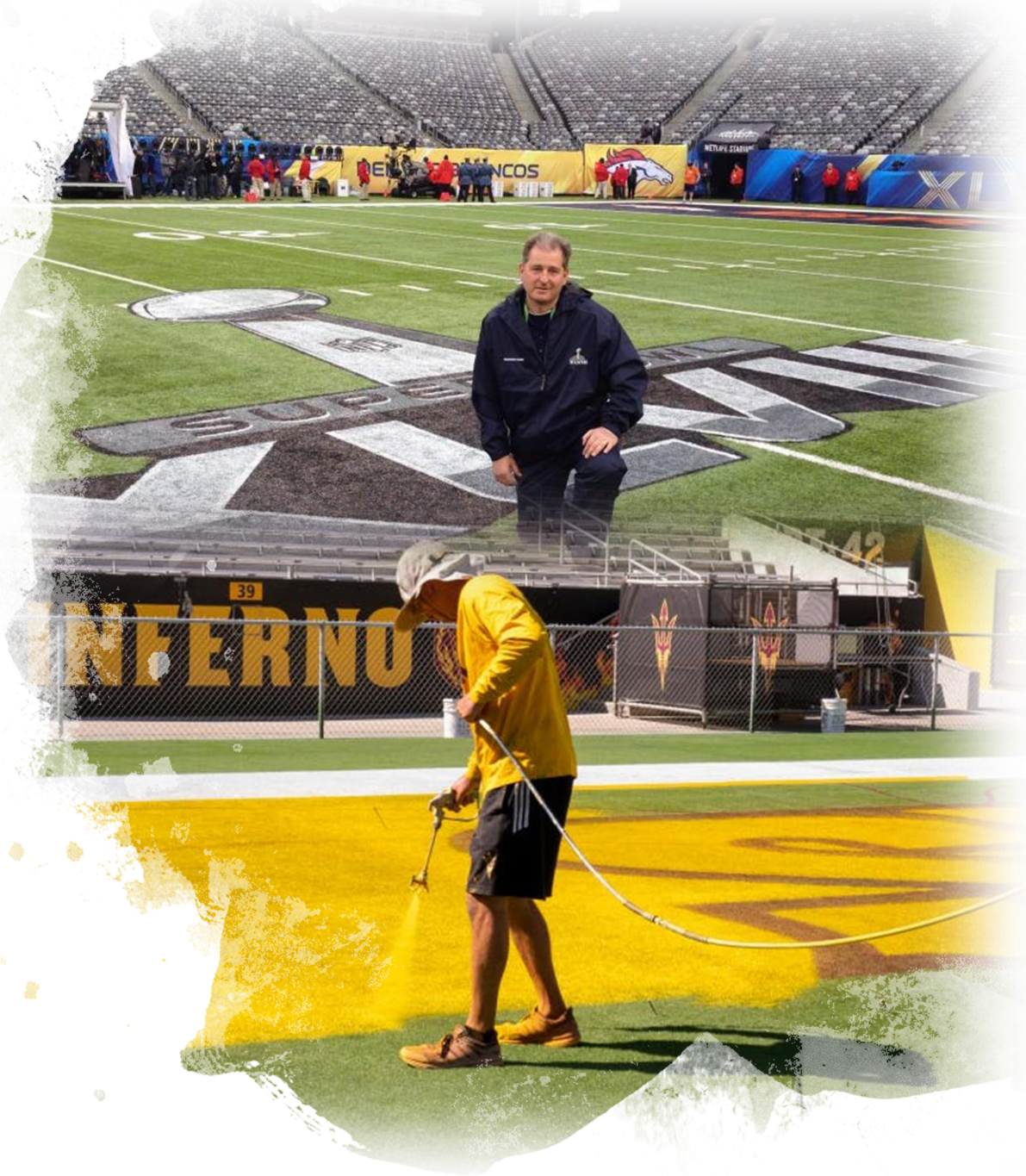
FIELD BANNERS



Uniform patches

Player of the game naming rights

FIELD LOGO



NGL
BOMBERS
NATIONAL GRIDIRON LEAGUE

National Gridiron League

Location:	Atlanta, Georgia		
Brand Font:	Freshmen		
League Colors:	Blue	Hex Code #00002D	RGB 0,0,45
	Red	Hex Code #B20000	RGB 178,0,0
	White	Hex Code #FFFFFF	RGB 255,255,255

Arkansas Twisters

Location:	Little Rock, Arkansas		
Home Venue:	War Memorial Stadium		
Brand Font:	Indiana Jonas		
Playing Surface:	Field Turf		
Team Colors:	Black	Hex Code #000000	RGB 0,0,0
	Teal	Hex Code #28B0B4	RGB 40,176,180
	White	Hex Code #FFFFFF	RGB 255,255,255

Atlanta Wildcats

Location:	Atlanta, Georgia		
Home Venue:	James R. Hallford Stadium		
Brand Font:	Greywall		
Playing Surface:	Field Turf		
Team Colors:	Black	Hex Code #000000	RGB 0,0,0
	Yellow	Hex Code #CCCC00	RGB 204,204,0
	White	Hex Code #FFFFFF	RGB 255,255,255

Baton Rouge Redsticks

Location:	Baton Rouge, Louisiana		
Home Venue:	Memorial Stadium		
Brand Font:	Blackside-Bold		
Playing Surface:	Grass		
Team Colors:	Red	Hex Code #B90000	RGB 185,0,0
	Gold	Hex Code #C7B554	RGB 199,181,84
	White	Hex Code #FFFFFF	RGB 255,255,255
	Black	Hex Code #000000	RGB 0,0,0

Dayton Firebirds

Location:	Dayton, Ohio		
Home Venue:	Roger Glass Stadium		
Brand Font:	Johnny Torch		
Playing Surface:	Field Turf		
Team Colors:	Black	Hex Code #4C0000	RGB 76,0,0
	Yellow	Hex Code #FFDB00	RGB 255,219,0
	White	Hex Code #FFFFFF	RGB 255,255,255

Houston Bighorns

Location:	Houston, Texas		
Home Venue:	Cy-Fair Credit Stadium		
Brand Font:	Godzilla		
Playing Surface:	Field Turf		
Team Colors:	Blue	Hex Code #00004C	RGB 0,0,76
	Red	Hex Code #CE0000	RGB 206,0,0
	White	Hex Code #FFFFFF	RGB 255,255,255

Indiana Blue Bombers

Location:	Fort Wayne, Indiana		
Home Venue:	D'Arcy Stadium		
Brand Font:	Bills Mafia		
Playing Surface:	Field Turf		
Team Colors:	Blue	Hex Code #000033	RGB 0,0,51
	Blue	Hex Code #00D2FF	RGB 0,210,255
	White	Hex Code #FFFFFF	RGB 255,255,255
	Grey	Hex Code #737373	RGB 115,115,115

Kansas City Kapitals

Location:	Kansas City, Missouri		
Home Venue:	Municipal Auditorium		
Brand Font:	Allstar		
Playing Surface:	Astro Turf		
Team Colors:	Black	Hex Code #000000	RGB 0,0,0
	Orange	Hex Code #E79E19	RGB 231,158,25
	White	Hex Code #FFFFFF	RGB 255,255,255

Mississippi Mudcats

Location:	Jackson, Mississippi		
Home Venue:	Mississippi Veterans Memorial Stadium		
Brand Font:	Masque		
Playing Surface:	Grass		
Team Colors:	Green	Hex Code #007300	RGB 0,115,0
	Gold	Hex Code #C7B554	RGB 199,181,84
	White	Hex Code #FFFFFF	RGB 255,255,255
	Grey	Hex Code #B2B2B2	RGB 178,178,178

Pittsburgh Pioneers

Location:	Pittsburgh, Pennsylvania		
Home Venue:	Hempfield Area High School Stadium/ Wolvarena Stadium		
Brand Font:	Dollar Bill Italic		
Playing Surface:	Field Turf		
Team Colors:	Blue	Hex Code #0000TF	RGB 0,0,127
	Blue	Hex Code #000026	RGB 0,0,38
	White	Hex Code #FFFFFF	RGB 255,255,255
	Silver	Hex Code #ECECEC	RGB 236,236,236

St. Louis Stampede

Location:	St. Louis, Missouri		
Home Venue:	Harlen C. Hunter Stadium		
Brand Font:	Wozcott		
Playing Surface:	Field Turf		
Team Colors:	Blue	Hex Code #000019	RGB 0,0,25
	Gold	Hex Code #7F6B00	RGB 127,107,0
	White	Hex Code #FFFFFF	RGB 255,255,255

Virginia Beach Destroyers

Location:	Virginia Beach, Virginia		
Home Venue:	Virginia Sportsplex Stadium		
Brand Font:	Covert Ops		
Playing Surface:	Field Turf		
Team Colors:	Black	Hex Code #000000	RGB 0,0,0
	Silver	Hex Code #C6C6C6	RGB 198,198,198
	White	Hex Code #FFFFFF	RGB 255,255,255

Virginia Iron Horses

Location:	Roanoke, Virginia		
Home Venue:	Salem Stadium		
Brand Font:	Stenciland		
Playing Surface:	Field Turf		
Team Colors:	Black	Hex Code #000000	RGB 0,0,0
	Grey	Hex Code #595959	RGB 89,89,89
	White	Hex Code #FFFFFF	RGB 255,255,255
	Red	Hex Code #890000	RGB 137,0,0

Contact Information

Address: 2302 Parklake Drive NE, Suite 522, Atlanta, GA 30345

Phone: 844.645.7226

Contact: Edward Wallace

Email: Wallace@nglfootball.com

Contact: Joe McClendon III

Email: mcclendon@nglfootball.com