

Oregon Alliance Flag Football  
Sponsorship Program



**OREGON ALLIANCE**  
**FLAG FOOTBALL LEAGUE**

# Oregon Alliance Flag Football

## Sponsorship Program

### **Our beliefs at Oregon Alliance about Inclusivity, Equity, Diversity, and Belonging**

1. We believe in five values that underpin all our work, including our commitment to inclusivity, equity, diversity, and belonging...

### **We are called to:**

BE BRAVE... SERVE THE WORK... TAKE GOOD CARE... CULTIVATE BELONGING... CREATE BEAUTY AND EXCELLENCE IN ALL THINGS...

### **Why We Exist:**

- 1) To create a place of belonging and community in Greater Portland Metro area by creating a safe place for all to play and participate in flag football.

### **Our Passion:**

To make the world a braver, safer, and more loving place for all people...

### **What We Do:**

Play flag football and support open inclusive conversations with our league:

2. We believe the most effective way to tackle issues of privilege and systemic bias is to name them, talk about them, and take personal and collective responsibility to change them...
3. We believe that doing nothing to address inequality is supporting inequality. There are oppressive systems in place, and our words and actions either support those existing systems or dismantle them..
4. We believe that it is not the job of the people being targeted by prejudice and discrimination to start the dialogue, carry the emotional labor of the conversations, or grant absolution to those who are feeling shame and guilt about the pain being experienced by others...
5. We believe that the greatest casualty of trauma is the emotional, and sometimes physical, safety required to be vulnerable, and that, in addition to violence and neglect, poverty, racism, sexism, ageism, ableism, sizeism, homophobia, transphobia, Islamophobia, xenophobia, and other systemic forms of oppression and/or bias are trauma...
6. We believe we must recognize that these systems are pervasive and be mindful that when we ask people to “take off their armor” we may be asking them to do something that is not emotionally or even physically safe in all environments...
7. In reference to the above, we also believe that everyone deserves brave and safe spaces to be vulnerable; therefore, we work to both create brave, safe spaces for individuals

Oregon Alliance Flag Football League

# Oregon Alliance Flag Football

## Sponsorship Program

and we work to promote social justice. It is another form of injustice to ask generations of people to forego the life-giving experiences that are born of vulnerability until our systems are equitable and just...

8. We acknowledge that these beliefs only have value if they are also reflected in our practice, and we are committed to practicing these beliefs at every level – starting and ending with a personal commitment from Oregon Alliance...
9. We believe that shame is a tool of oppression and is not an effective social justice tool...
10. We believe that love, grace, accountability, courage, vulnerability, empathy, shame resilience, and the power of story can change the world. That is what we are committed to teaching, training, and practicing...
11. We believe in healing...

**Grief is a bitch!!**

### **Mission**

At Oregon Alliance Flag Football, our mission is to bring people together through the joy of flag football, while fostering a strong sense of community and belonging. We strive to create a safe and inclusive space where players of all ages, backgrounds, and skill levels can come together to compete, connect, and have fun. Through our commitment to building relationships, promoting teamwork, and providing a supportive environment, we aim to create a community that not only values the sport but also the bonds formed on and off the field. Our goal is to inspire a love for the game while creating lifelong memories and friendships, ensuring that everyone who joins our alliance feels like they belong and can experience the thrill of flag football in a welcoming and enjoyable atmosphere.

### **NON-DISCRIMINATION POLICY**

It is a fundamental principle of the Oregon Alliance Flag Football League that all social and athletic activities are to be inclusive in nature and that no individual shall be excluded from participating based on sexual orientation, gender, gender identity, gender expression, race, religion, nationality, ethnic origin, political beliefs, athletic ability, physical challenge, or HIV status. The Oregon Alliance Flag Football League promotes gender inclusion by allowing players to self identify gender. The gender that a player identifies with is that player's gender.

Oregon Alliance Flag Football League

# Oregon Alliance Flag Football

## Sponsorship Program

### WHY SPONSOR?

We are committed to supporting you in meeting your business' objectives to create positive brand awareness within your community and provide you with a unique marketing platform, while also positioning yourself as a community impact leader. As a sponsor, you can target one of the most loyal, captive, and lucrative markets available. You will be recognized by national media, local organizations, our loyal players, national tournament participants/spectators and engaged community through our community service activities, website, newsletter, and interactive social media outlets. Our social media presence is growing, and our committed and knowledgeable social media directors will continue to promote sponsors on our pages. Our sponsorship opportunity is an excellent chance to promote products or services or to support the community. In addition, you will have the option to choose from a variety of unique branding opportunities that will broaden and enrich your exposure with our community. The OAFFL will collaborate with you to identify the best way to brand your services. In addition, all sponsorships/donations are fully tax deductible, as the OAFFL is a 501(c)3 non-profit organization.

### WHY TARGET LGBTQ CONSUMERS?

**Best Impact:** Companies that advertise in LGBTQIA+ media influence 78% of LGBTQIA+ adults. According to the Human Rights Campaign, more than 450,000 individuals consulted HRC's Buying for Equality guide to ensure that their money was spent at fair-minded businesses.

**Best Avenue:** 74% of LGBTQIA+ adults are likely to consider brands that support nonprofits and/or causes that are important to them as an LGBTQIA+ person.

**Brand Loyalty:** Seven out of 10 (71%) LGBTQIA+ adults said they are likely to remain loyal to a brand they believe to be very friendly and supportive to the community "even when less-friendly companies may offer lower prices or be more convenient." More than 70% of gay and lesbian individuals reported that they have switched products and or service providers because they learned that the company supported the LGBTQIA+ community or had LGBTQIA+ friendly policies.

**Disposable Income:** 75% (2% increase from 2011) Annual HHI > \$50K. Gay and Lesbians households earn 20% more than heterosexual households.

**New Energy:** The LGBTQIA sports movement is the "new," emerging energy in the LGBTQIA community, and presents a unique opportunity to connect with health-minded men AND women outside the traditional avenues of bars and pride celebrations.

**Growing Market:** The OAFFL is expected to expand to 4 teams in 2024 in our second season.

**Dedication:** Participants in LGBTQIA+ sports tend to create tight-knit loyal groups that directly translate into a dedicated consumer base with brand loyalty to the sponsors who support them.

Oregon Alliance Flag Football League

# Oregon Alliance Flag Football Sponsorship Program

## HOW TO SPONSOR US:

If becoming a sponsor for the Oregon Alliance Flag Football League is an option for your event space/company/organization, please take some time to review the sponsorship information we have included in this sponsorship package. We are confident that you will find a level of sponsorship that will be comfortable for your company as well as beneficial to our organization. If you do not see a sponsorship package tailored to your company's needs, we can collaborate with you to make a customized sponsorship. Once you have selected, please complete the sponsorship form and send it back to us.

The OAFFL offers a variety of league sponsorship opportunities including:

- Presenting Sponsorship
- Event & Venue Sponsorship
- Vendor Sponsorship
- Tournament Partner Sponsorship

**ALL SPONSORSHIP CHECKS/MONIES MUST BE MADE OUT TO OREGON ALLIANCE FLAG FOOTBALL LEAGUE TO RECEIVE TAX EXEMPTION BENEFITS**

# Oregon Alliance Flag Football

## Sponsorship Program

We have developed a tiered sponsorship package to provide opportunities for organizations and businesses of all sizes. The following table summarizes what we typically provide for our sponsors, however, we are **\*\*open to exploring creative ways** for your company to get involved in our league.

Fall League Local Sponsorship Opportunities

Levels of Sponsorship	Outreach Media	Logo on Jersey	League Event Participation	Customized Promotion
Presenting Sponsor (\$2000)	Premier acknowledgment on all materials (Website, Emails, Banners, Signs, Awards) and ability to promote organization on league page	Company logo prominently displayed on front of all team jerseys	Opportunity to host exclusive league events (leagues first choice) *Including annual league event (ie: draft party, closing party, Super Bowl)	Exclusive marketing and branding opportunities for collateral league materials and merchandise
All-Star Sponsor (\$1250)	Preferred acknowledgment on all materials (Website, Emails, Banners, Signs) and ability to promote organization on league page	Company logo prominently displayed on back all team jerseys	Opportunity to co-host league events *2 <sup>nd</sup> choice for league's annual events (ie: draft party, closing party, Super Bowl)	Promotional opportunities open for negotiation
Grid-Iron Sponsor (\$750)	Prominent acknowledgement on all materials (Website, Emails, Banners, Signs) and ability to promote organization on league page	Company logo on one sleeve of all team jerseys	Opportunity to host one league event (ie: draft party, closing party, Super Bowl)	
Team Sponsor (\$ 500 per team)	Acknowledgment on all materials and ability to promote organization on league page	Logo featured on one team's jersey &	Fundraisers, after games drinks, socials)	
**Open To Exploring Creative Ways	Email: oafagfootball@gmail.com	Let's talk	Let's talk	Let's talk