

Sponsor Package 2024/2025

XXXXX

WFL & Dutch Lightning





The WFL & Dutch Women's American Football

American Football has been a sport in the Netherlands since 1984.

Though primarily male dominated, the sport has always allowed mixed gendered teams throughout the youth and senior competitions. Though small in number compared to the men, women both young & old have been avid fans of American Football but lacked the stage that allowed them to play the game on an even playing field.

Established in 2022, the Women's Football League—'WFL' was the solution to this dilemma through the creation of a women's only competition. From its inception, the WFL has focused on strengthening the existing women's teams through building closer ties in the European amateur football community and creating the Netherlands' first official Women's National American Football team.

Mission:

Providing a safe and nurturing environment to empower the expansion of Women's American Football

Vision:

Facilitating the inclusion of women in the joys of American Football throughout the Netherlands

Core values:

- ❖ Fun
- ❖ Safety
- ❖ Family
- ❖ Coachability

CLUB TEAMS

FOR THE 2025 SEASON,



AMSTERDAM CATS

Instagram: Amsterdam Cats (@theasterdamcats)

Founded: 2017



ZWOLLE BLUE JAYS

Instagram: Zwolle Blue Jays (@zwollebluejays)

Founded: 2020



EINDHOVEN VALKYRIES

Instagram: Eindhoven Valkyries (@eindhovenvalkyries)

Founded: 2020



Rotterdam Ravens

Instagram: Rotterdam Ravens (@therotterdamravens)

Founded: 2017



THE WFL NATIONAL TEAM DUTCH LIGHTNING



WFL National Team – Dutch Lightning

A goal of the WFL, was the establishment of a WFL national team to represent Dutch women football abroad. As worldwide, more women join the sport of American Football, international competitions & tournaments for women's tackle continues to grow in popularity and garner more attention.

In the inaugural year of the league, the WFL National team also known as the Dutch Lightning, was formed. To offer its players an opportunity for stronger competition, the team took part in the Griffins International Women's Cup— which is an annual weekend tournament held by the American Football team, the Limhamn Griffins in Malmo and livestreamed the Griffin's YouTube channel. The weekend indoor tournament was first started 5 years ago and has grown in popularity as more women's teams from all over Europe take part.

Alongside the Griffin's Cup tournament which has become a fixed event on the WFL calendar, 2024 will also see the Dutch Lightning's first ever Home game.

Dutch Lightning 2024 Program

Activity	Date
Friendly Home Game	2 November
Griffins International Women's Cup 2024	30 November until 1st December

ANNUAL FUNDING GOALS

As a potential sponsor, it is important to us that you know where your support will be used in the upcoming season!

- **Malmo Budget**

 - €15.000 (based on prior year)

- **Home game**

 - €5.000

- **Additional funding utilized for the following funding goals:**

 - WFL National Team Uniforms

 - WFL National Team Travel Gear

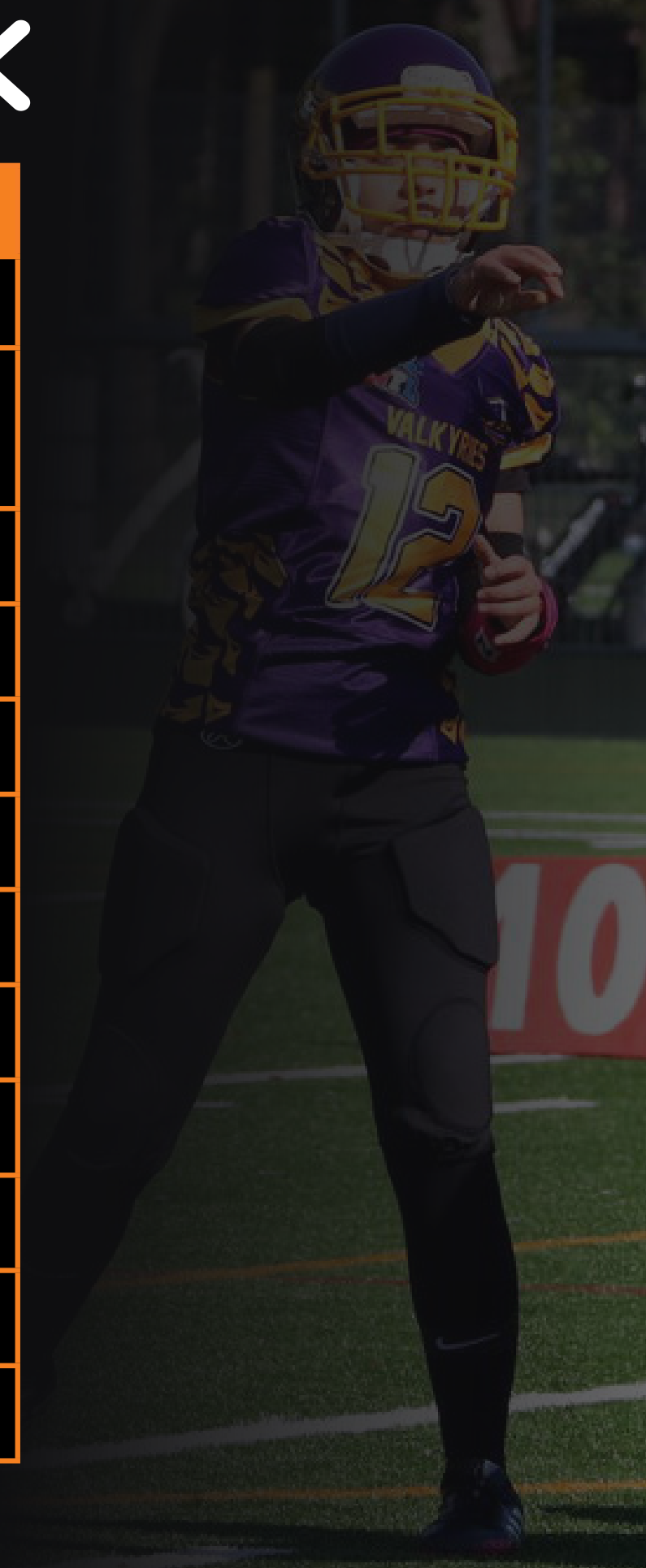
 - Growth & promotion for the league



THE PACKAGES



	Bronze	Silver	Gold	Platinum**
Package Info	Price €400	Price €1.000	Price €2.500	Price: Negotiable
		+ Admin fee €75	+ Admin fee €120	
- Sponsor included on general Social Media posts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Sponsor Branding on WFL website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Personalized Thank you Picture from Team	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Thank you Toast at Home Game	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Sponsored Content Creation		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Sponsor Flag at Games		<input checked="" type="checkbox"/>	—	<input checked="" type="checkbox"/>
- Sponsor Flag & Banners at Games			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Sponsor Branding on Dutch Lightning Game Uniforms			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Signed Game ball by Dutch Lightning Players & Staff			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Sponsor Branding on Fan Wear & Team Wear				<input checked="" type="checkbox"/>





CONTACT

Algemene info & address.

-  **INSTAGRAM:** @wflnetherlands
-  **FACEBOOK:** Women's Football League "WFL"
-  **EMAIL:** PR@WFLnetherlands.nl