

CHICAGO



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

**WOMEN'S TACKLE FOOTBALL**

2011-2012  
SPONSORSHIP PROSPECTUS



definition: **FORCE**

"A person or group capable of INFLUENTIAL action"

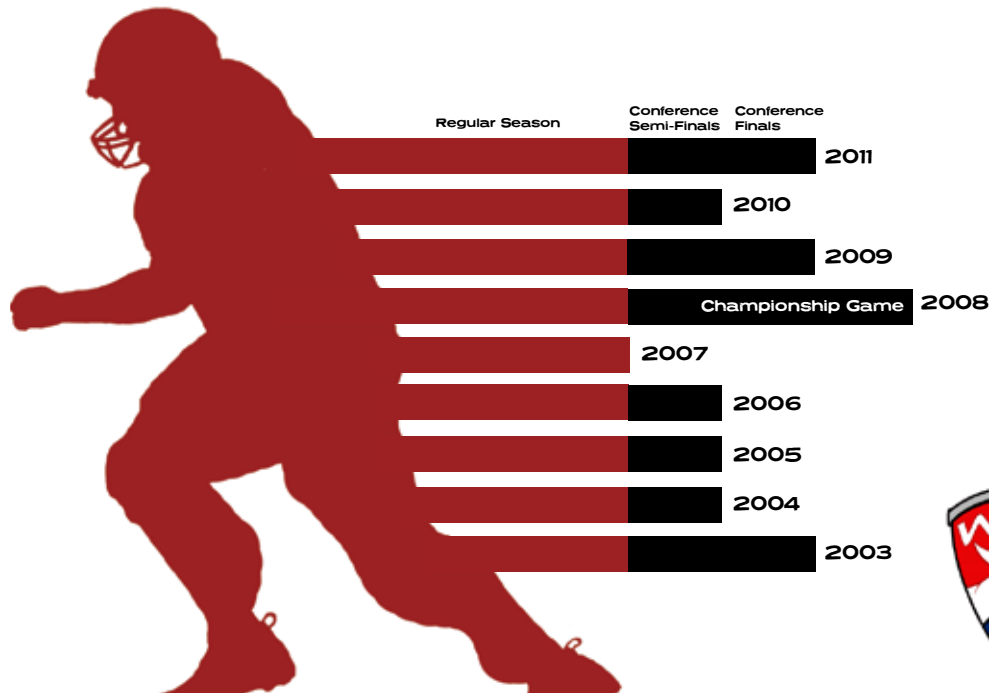
**I AM A FORCE!**



# FORCE AND OUR LEAGUE

In 2011:

- the Force was a proud member of the Women's Football Alliance (WFA), a national 64-team tackle football league.
- the Force ended their 9th season with an impressive 9-1 record.
- the Force outscored their opponents 477-165.
- the Force had 7 athletes awarded First-Team All-American in the WFA.
- the Force suited up 2 former NCAA All-Americans athletes.
- the Force had 6 teammates who competed for (and won!) gold in the 2010 IFAF Women's World Championship of American Football in Sweden.



## Women's Football Alliance

as of Dec 2011



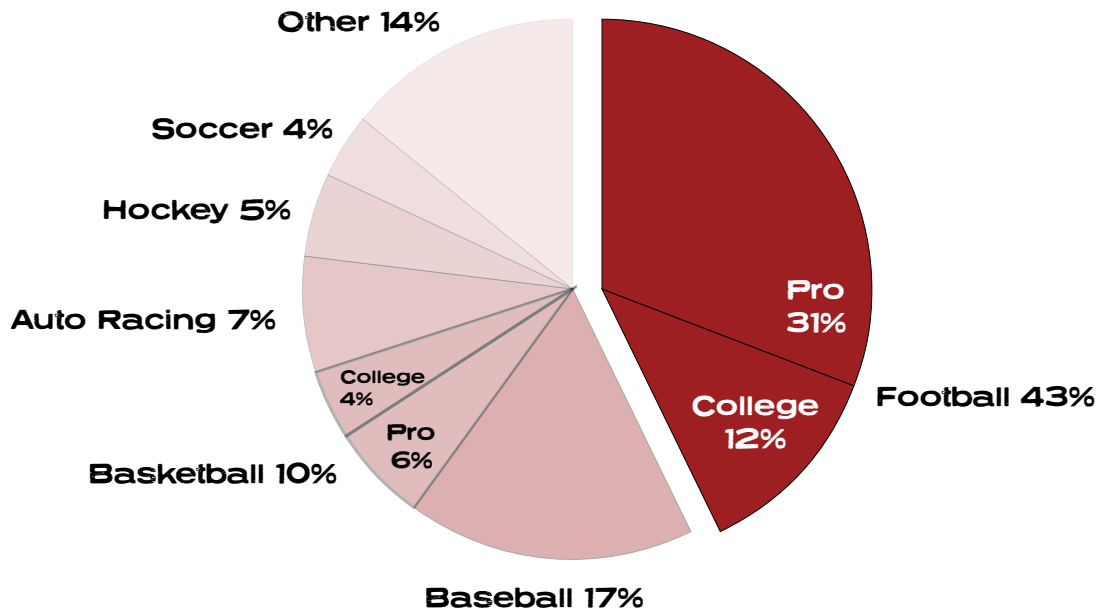
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# FOOTBALL IS A HUGE MARKET

## Favorite Sports Among U.S. Fans



Source: Harris Interactive, Jan 2011

## Top 10 Pro Football Teams

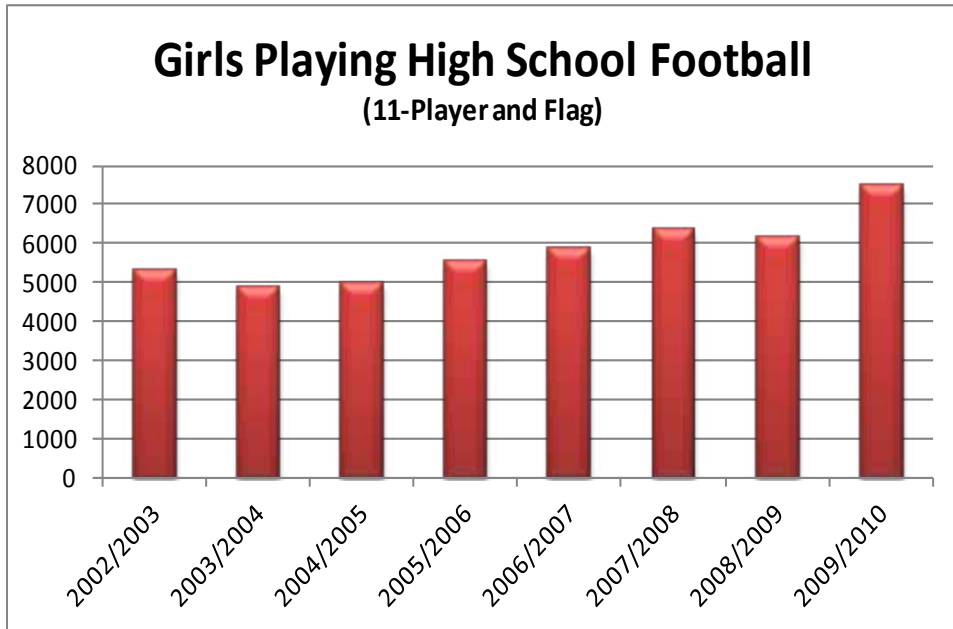
1. Dallas
2. Pittsburgh
3. Green Bay
4. New England
5. **Chicago**
6. Indianapolis
7. NY (Giants)
8. Washington
9. Minnesota
- NY (Jets)

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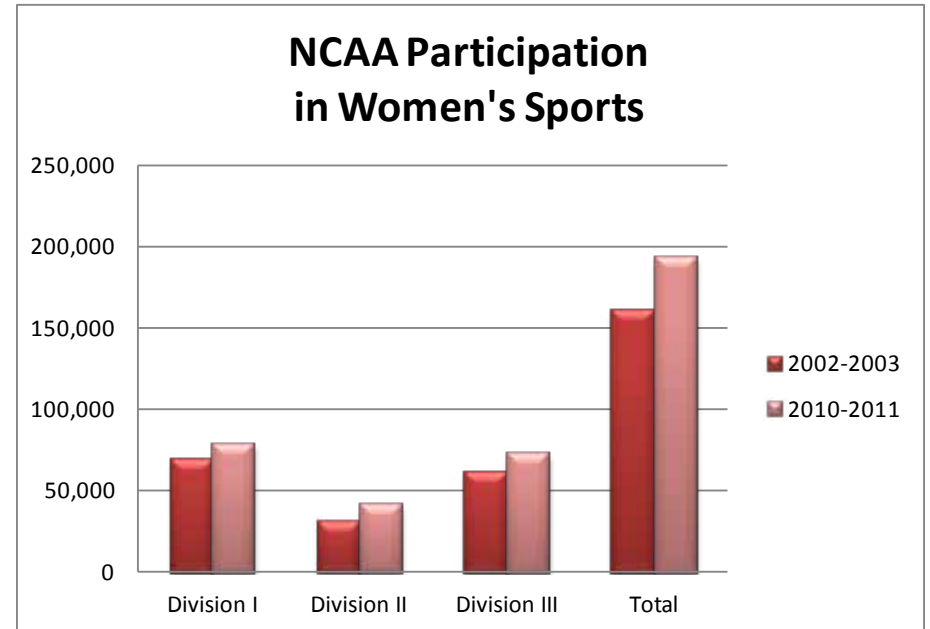
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# FOOTBALL AND THE GROWTH OF WOMEN'S SPORTS



**40% increase in participation**

Source: The National Federation of State High School Associations



**20% increase in participation**

Source: NCAA Sports Sponsorship and Participation Rates Report

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# IN THE COMMUNITY

In 2011, women playing football means more than women playing any other sport. We're making history!

## **The Force are:**

- Mothers, daughters, sisters, wives, aunts.
- Teachers, architects, nurses, therapists, police officers, realtors, trainers, lawyers, firewomen.
- Volunteers, managers, students, supervisors, partners, mentors, leaders.

## **The Chicago Force is living the dream and inspiring other women by:**

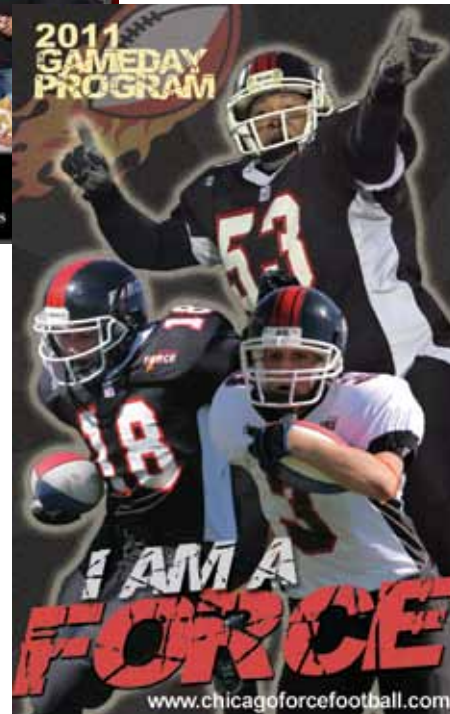
- offering football clinics to school-aged girls through a local non-profit called Girls in the Game
- providing flag football clinics at schools and other youth groups including Girl Scouts and Go Girl Go
- offering a pen pal program to local youth group
- participating in Chicago's annual "Pride Parade"
- providing a booth at Northalsted Market Days
- volunteering at town and neighborhood festivals
- providing security at the Chicago Steel Hockey home games
- showcasing our talent during halftime exhibitions at a Chicago Slaughter game
- participating in player meet and greets
- sponsoring the Chicago Force Annual Golf Outing
- providing game day webcasts to online viewers
- and many other team and player appearances at various Chicagoland events!

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# TEAM ASSETS



- Feature on website
- Back of Game Day tickets
- Posters
- Pocket schedules
- Game webcast
- Ad in Game Day program
- Game Day PA announcement
- Jersey patch
- Game Day banner
- Branded concession item
- In-Game branded segment
- Player appearances
- Company clinics or kids camp
- Opportunities for brand activation designed to meet your needs!

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# PRINCIPAL SPONSORS



CHICAGO

APARTMENT

FINDERS



# ATHLETICo

PHYSICAL THERAPY • OCCUPATIONAL THERAPY

- Miller Lite
- Midwest Orthopaedics at Rush
- AthletiCo
- Spin
- Chicago Apartment Finders
- Windy City Media
- T's
- Hamburger Mary's
- Morgante Wilson Architects
- Ramm Brick
- Estates Windows
- DLG Management
- Superior Ambulance
- CORE Heating & Cooling
- A and N Mortgage
- Benson Endodontics
- Wintrust Mortgage
- Hot Doug's
- Ravenswood Health Center
- Grant's Appliances
- Chicago Sports & Chiro

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