



Sponsorship Program

MISSION STATEMENT

The mission of the South Florida Flag Football League (hereafter referred to as SFFFL) is to proudly foster community, camaraderie, and inclusivity by providing opportunities to engage in competition through flag football throughout the lesbian, gay, bisexual, transgender, queer or questioning, intersex, asexual or aromantic (hereafter referred to as LGBTQ+) communities and straight allies living in the state of Florida.

OUR VISION

In complying with the mission of our parent organization, the National Gay Flag Football League (NGFFL), the SFFFL is established as a not-for-profit, charitable organization promoting competitive co-ed recreational football. All skill levels are encouraged to participate, play and volunteer. Our league is committed to hosting a variety of teams, with over 100 participants, including a loyal and growing group of spectators and supporters, and that reaches and impacts the community through our educational, outreach, volunteer and community service activities.

Through flag football, we foster an environment where LGBTQ+ people can:

- Learn about and participate in a competitive and friendly team sport environment
- Be both competitive and social in a safe and inclusive on and off the field environment
- Build lifelong relationships, a family style support system, amongst LGBTQ+ and allied team mates
- Share our values with all
- Create opportunities for healthy exercise for our participants
- Develop healthy life skills outside many of the traditional social areas for LGBTQ+ members
- Volunteer in various capacities at different community service events
- Promote education and awareness of sexual health topics, including HIV/AIDS

NON-DISCRIMINATION POLICY

It is a fundamental principle of the South Florida 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 South Florida Flag Football League promotes gender inclusion by allowing players to self-identify gender. The gender that a player identifies with is considered to be that player's gender.

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 are able to target one of the most loyal, captive and lucrative markets available. Our social media presence is growing, and you will be recognized by national media, local players & organizations, national tournament participants/spectators and through our community service activities, website, newsletters. 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 SFFFL will work with you to identify the best way to brand your services. In addition, all sponsorships/donations are fully tax deductible, as the SFFFL is a 501(c)3 non-profit organization.

WHY TARGET LGBTQ CONSUMERS?

Best Impact: Companies that advertise in LGBTQ+ media influence 78% of LGBTQ+ 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 LGBTQ+ adults are likely to consider brands that support nonprofits and/or causes that are important to them as an LGBTQ+ person.

Brand Loyalty: 71% of LGBTQ+ adults 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 LGBTQ+ community or had LGBTQ+ 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 LGBTQ+ sports movement is the "new," emerging energy in the LGBTQ+ 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 SFFFL is expected to expand to 12-16 teams in 2023. Florida Sunshine Cup recently expanded to over 40 teams. The SFFFL hosts all LGBTQ+ and heterosexual athletes from Miami-Dade, Broward, and Palm Beach Counties.

Dedication: Participants in LGBTQ+ 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.

MIAMI DOLPHINS PARTNERSHIP!



The SFFFL is excited to continue its partnership/sponsorship relationship with the Miami Dolphins of the National Football League that began in 2019.

As a federal 501(c)(3) nonprofit organization, a partnership with the Dolphins creates additional community outreach programs and charity events that members and supporters of the SFFFL can and will participate in, spreading both the vision of our league as well as promoting our dedicated sponsors throughout the tri-county area.

The partnership with the Dolphins and their brand recognition also creates greater interest in our league, increasing our membership and therefore increasing sales potential for our sponsors.

The Dolphins also sponsor our annual Florida Sunshine Cup Tournament in Fort Lauderdale, with a spokesperson from the team addressing our players during opening ceremonies.

As our partnership expands, we look forward to finding more ways for the Dolphins and the SFFFL to promote inclusivity in all sports.

HOW TO SPONSOR US:

If becoming a sponsor for the South Florida Flag Football League is an option for your company, 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 or venue as well as beneficial to our organization. If you don't see a sponsorship package tailored to your company's needs, we can work with you to make a customized sponsorship. Once you have selected, please complete the sponsorship form and send it back to us.

2025 ANNUAL CORPORATE/ORGANIZATIONAL SPONSORSHIP TIERS

LEVEL	COST	BENEFITS
Diamond	\$7,500	<ul style="list-style-type: none">Platinum Sponsorship Tier benefitsSponsorship of a premier league event***Logo included on league banners & all league swag
Platinum	\$5,000	<ul style="list-style-type: none">Gold Sponsorship Tier benefitsLarge logo printed on all of league jerseys each season*
Gold	\$2,000	<ul style="list-style-type: none">Silver Sponsorship Tier benefitsMedium logo printed on all league jerseys each season*On-Field vendor opportunities during each seasonSponsorship of our 2025 Florida Sunshine Cup Tournament (hosting over 800+ players nationwide)Logo printed on 2025 Sunshine Cup t-shirts
Silver	\$1,000	<ul style="list-style-type: none">Local business offerLogo printed on all league jerseys each season*Logo and sponsor location/details included on league websiteHighlighted in one of SFFFL's weekly emails blasts**Highlighted on a league social media each season

*Logos & marketing will be for duration of sponsorship contract agreement (January 1, 2025 – December 31, 2025)

** Information for weekly email blasts must be submitted by Sponsor to League Technology & Communications Director, Michelle Roque, communications@sfffl.org by given deadline to ensure information is included in the league email blast.

*** Regular promotion through league social media channels.

501(c)(3) APPROVAL LETTER

02/26/24



Consumer's Certificate of Exemption

Issued Pursuant to Chapter 212, Florida Statutes

DR-14
R. 01/18

85-8017715235C-6	02/26/2024	02/28/2029	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

SOUTH FLORIDA FLAG FOOTBALL LEAGUE INC
3000 NE 5TH TER APT 315A
WILTON MANORS FL 33334-2052

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



Important Information for Exempt Organizations

DR-14
R. 01/18

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).
2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.
3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.
4. This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).
5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.
6. If you have questions about your exemption certificate, please call Taxpayer Services at 850-488-6800. The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.