



**Austin Gay Flag Football  
League**  
Everyone is Welcome

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### WHO WE ARE

The Austin Gay Flag Football League (ATXGFL) seeks to promote the positive social and athletic enjoyment of American Flag Football. We are a part of the National Gay Flag Football League. Through our league, events, and most importantly our members, we hope to foster and grow the self-respect of all lesbian, gay, bisexual and transgender persons and to promote respect and understanding from the larger community.

It is a fundamental principle of ATXGFL that “everyone is welcome”; and all activities be inclusive in nature and that no individual be excluded from participating on the basis of sexual orientation, gender, race, religion, nationality, ethnicity, political beliefs, athletic ability, HIV status, or gender identity.

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**Carlos Simental**  
Sponsorship Director  
512.971.9077

**ATXGFL**  
1210 Baylor St.  
Austin, TX 78703

[www.ATXGFL.com](http://www.ATXGFL.com)  
[ATXGFL@gmail.com](mailto:ATXGFL@gmail.com)

### JOIN OUR COMMUNITY

ATXGFL wants you to join our community and become a sponsor to help accomplish our goals of growth & community outreach. We hope to become an organization for the LGBTQ community to feel accepted and safe. We also aim to encourage healthy lifestyles and teamwork.

Sincerely,

**Carlos Simental**

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### Become a Sponsor

PayPal:  
[www.ATXGFL.com/sponsor](http://www.ATXGFL.com/sponsor)

Check Payable to:  
ATXGFL, Inc

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## **PARTNERSHIP BENEFITS**

The ATXGFL had a successful inaugural 2018 spring and fall season with great positive feedback from previous sponsors and members:

*“Sponsoring an ATXGFL team was a great way to support the community and expand my friendship and business network.” – Trent Tatsch, Prime Lending*

- **LGBT Impressions:** Supporting lesbian, gay, bisexual, transgender (LGBT) organizations is among the top ways to impact LGBT consumers.
- **Buying Power:** The total buying power of the adult U.S. LGBT population is projected 1 Trillion. (Human Rights Campaign, n.d.)
- **Consumer Support:** 74% of LGBT adults are likely to consider brands that support nonprofits and/or causes that are important to them as an LGBT individual or family.
- **Brand Loyalty:** Over 45% of all consumers under the age of 34 say they are more likely to do repeat business with an LGBT friendly company. More than 54% also say they would choose an equality focused brand over a competitor. (Human Rights Campaign, n.d.)
- **Brand Awareness:** A Gallup Poll ranked Austin with the 3rd largest percentage of LGBT population in the nation. Your company has the potential to connect with and expand your brand awareness to the largest LGBT community in Central Texas, with over 400,000 potential affluent and loyal LGBT consumers and allies. (Austin Pride, n.d.)

*“ATXGFL thank you guys for pulling it all together. I honestly have avoided sports my entire life in fear that I wasn’t good enough and wouldn’t fit in. Until now :)” – ATXGFL Member*

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### **PARTNERSHIP PACKAGES - 2020 Spring Season**

Please consider sponsoring the ATXGFL. We would like to offer you marketing incentives in exchange for your generosity. Please provide donations by February 7<sup>th</sup>, 2020 for timely print & production of jerseys and other marketing materials.

#### **PLATINUM - \$1250+**

- 2 Mentions per Season on ATXGFL's Social Media
- 1 Affiliate Post per Season Highlighting Business Curated Content in ATXGFL's Social Media Story
- 1 Feature Sponsor Shout Out per Season in our Weekly Newsletter Bump & Run
- Framed Photo of ATXGFL Players at the End of the Partnership Year
- Access to ATXGFL Membership Only Events
- Business Logo on ATXGFL's Website
- Business Marketing Insertions in ATXGFL Swag Bag per Season
- Business Logo on the Back of ATXGFL League Jersey's per Season
- Commitment to Having an ATXGFL League Social at Sponsor's Location or 1 Email Syndication per Season Reaching League Members

#### **GOLD - \$1000+**

- 2 Mentions per Season on ATXGFL's Social Media
- 1 Feature Sponsor Shout Out per Season in our Weekly Newsletter Bump & Run
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- Business Marketing Insertions in ATXGFL Swag Bag per Season
- Business Logo on the Back of ATXGFL League Jersey's per Season
- Commitment to Having an ATXGFL League Social at Sponsor's Location or 1 Email Syndication per Season Reaching League Members

#### **SILVER - \$500+**

- 1 Mentions per Season on ATXGFL's Social Media
- 1 Feature Sponsor Shout Out per Season in our Weekly Newsletter Bump & Run
- Framed Photo of ATXGFL Players at the End of the Partnership Year
- Business Logo on ATXGFL's Website

#### **BRONZE - \$250+**

- 1 Mention per Season on ATXGFL's Social Media
- 1 Feature Sponsor Shout Out per Season in our Weekly Newsletter Bump & Run
- Framed Photo of ATXGFL Players at the End of the Partnership Year



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**ATXGFL, Inc**

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### DONOR FORM (OPTIONAL)

#### Donor Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

#### Donation Information

Gift Description: \_\_\_\_\_

Gift Value: \$ \_\_\_\_\_

Comments or  
Instructions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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Thank you very much for your donation to the ATXGFL. We appreciate your generosity and will use your gift to further our mission of building a stronger community.

The ATXGFL is a nonprofit organization. Your donation may be tax deductible. If you have any questions or would like to know more about the ATXGFL, please email us at [ATXGFL@gmail.com](mailto:ATXGFL@gmail.com) or visit [www.ATXGFL.com](http://www.ATXGFL.com).