ADRIA BOWL V CHAMPIONS



SPONSORSHIP PROPOSAL · 2027–2029 SEASONS

LJUBLJANA FROGS

“Leaping towards greatness.”

Slovenia’s leading flag football club and Adria Bowl V champions.
Partner with us through the sport’s first Olympic cycle: LA28.

FOUNDING PARTNER RATES CLOSE
31 DEC 2026

WWW.LJUBLJANAFROGS.SI
@LJUBLJANAFROGS_FLAGFOOTBALL

EXECUTIVE SUMMARY

THE PARTNERSHIP AT A GLANCE

One club, two teams, a measured international audience, and a fixed price through LA28.

LA28	137K	70%	€3-25K
OLYMPIC DEBUT	UNIQUE VIEWERS / 90 DAYS	AUDIENCE AGED 25–44	PER SEASON, 4 TIERS

THE SPORT	Olympic debut at LA 2028. ~20M players in 100+ countries.
THE CLUB	Founded in 2019, 15+ nationalities. 25–8 internationally, Adria Bowl V champions, and competing in Austria's FLA Division 1.
THE AUDIENCE	137K unique viewers in 90 days, 70% aged 25–44, €0 ad spend.
THE OFFER	Four tiers from €3,000 to €25,000 per season. At €25,000 you are our only sponsor.
THE DEADLINE	Sign a 3-year agreement by **31 Dec 2026** and your rate is fixed through the Olympic year.
NEXT STEP	A 20-minute call about your goals.

FOUNDING PARTNER RATES CLOSE

31 DECEMBER 2026

Book a 20-minute call

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THE SPORT

AN OLYMPIC SPORT IN ITS FIRST CYCLE

Flag football debuts at LA28. Brands that enter now are founders of the sport's European story, not followers.

- First Olympic cycle: entry prices are the lowest the sport will see.
- ~20M players across 100+ countries (IFAF).
- Fastest growth is in women's and girls' programmes, widening reach beyond the traditional sports audience.
- Fast, low-contact and highly filmable: built for short-form video.
- Europe's route to LA28 runs through the 2027 Continental Championships and the 2028 Olympic Q-Series.



> *"It's a train going 150 miles an hour down the track. It's super impressive how fast it's growing, particularly on the girls' and women's side."*
>
> **Scott Hallenbeck, USA Football CEO & IFAF Board VP**

2026
IFAF WORLD CHAMPIONSHIPS

2027
CONTINENTAL QUALIFICATION

2028
OLYMPIC Q-SERIES

LA28
OLYMPIC DEBUT

100+ COUNTRIES

~20M PLAYERS

1st OLYMPIC CYCLE



JAMES LIGHTBODY · INTERNATIONAL TEAM

MISSION

HELPING EUROPE'S ATHLETES REACH LA28

Our roster draws players from 15+ nations. We give them the competition, coaching and exposure an Olympic pathway demands.

- Players already on the national teams of Germany, Austria and Brazil.
- Target: at least 3 Frogs athletes at LA28.
- Youth and women's programmes build the next cycle's talent.
- Your brand travels with us to every tournament.

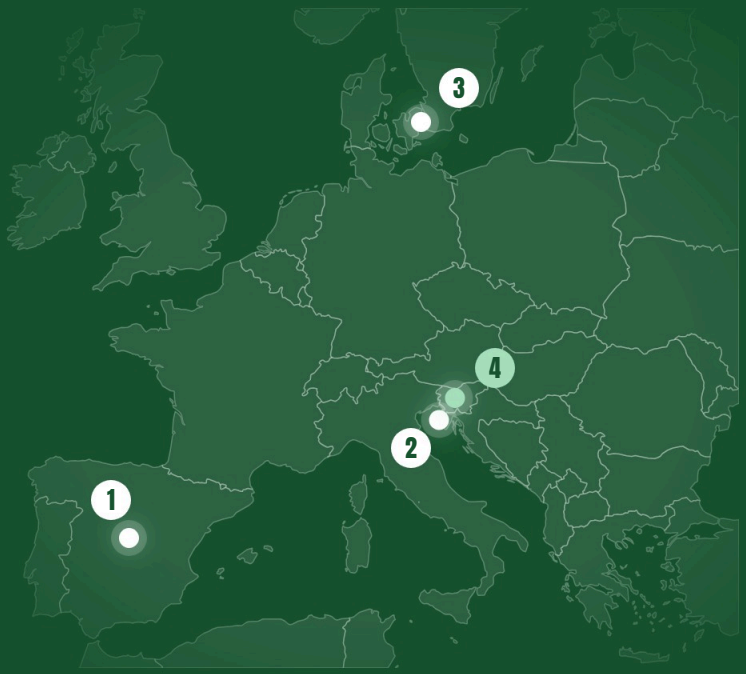
15+
NATIONALITIES ON ONE ROSTER

3
NATIONAL TEAMS REPRESENTED

3+
FROGS TARGETED AT LA28

2027 INTERNATIONAL CALENDAR

1. MARCH
   Madrid, Spain
2. APRIL
   Adria Bowl, Poreč, Croatia
3. MAY
   Copenhagen Bowl, Denmark
4. DATE TBD
   Elite8, Dobrova, Slovenia
   Home event. Date set once IFAF announces the European Championship.





WHO WE ARE · FOUNDED 2019

A SERIOUS CLUB OPERATION

Two teams, one club, and results at home and across Europe.

INTERNATIONAL TEAM

25-8

INTERNATIONAL RECORD

- Adria Bowl V champions, 8–0
- 4th of 48, Capital Bowl Paris
- 9th of 48, Big Bowl Frankfurt
- 14th of 30, Copenhagen Bowl

DOMESTIC TEAM

13-5

DOMESTIC RECORD

- Promoted to Austria's FLA Division 1
- 12-team league, game days in Graz and Linz
- Target: top of the league within 18 months

OPERATIONS

5

WEBSITE LANGUAGES

- In-house photo and video team
- Site in EN, SL, DE, IT, HR
- Season-end report for every partner
- €0 ad spend, all reach organic

15+ **Nationalities on the roster.** Players whose day jobs span medicine, engineering and venture capital: a B2B network your brand joins.

THE AUDIENCE YOU REACH

90 days. Every number is organic: €0 ad spend.

137K UNIQUE VIEWERS

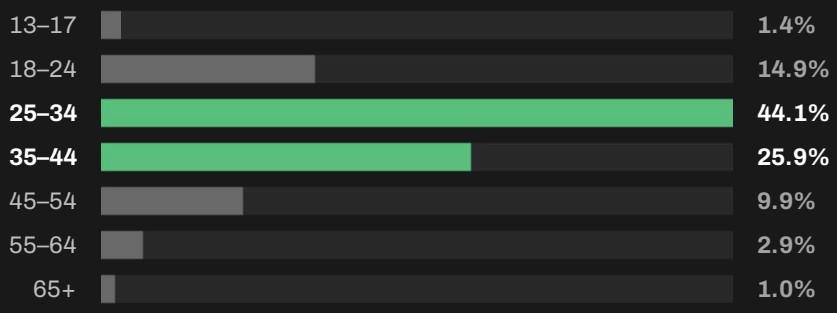
299K REEL VIEWS

10,855 FOLLOWERS

10.5K PROFILE VISITS

70% **Aged 25–44**: the core buying group for banking, automotive, telecom and nutrition.

FOLLOWERS BY AGE



ENGAGEMENT

7.7%

INTERACTIONS PER REEL VIEW

19K likes · 2.5K shares
753 comments · 517 saves
259 reposts · 25 reels

GENDER SPLIT



Men 74.5% Women 25.5%

WHERE THEY ARE

Countries: USA 14.1% · Mexico 11.2% · Slovenia 7.8% · UK 5.6% · Germany 5.2%

Cities: Ljubljana 12.6% · Sialkot 11.0% · Mexico City 9.2% · Vienna 5.5% · Panama City 5.1%



BACKED BY INDUSTRY EVIDENCE

WHY SPONSORSHIP DELIVERS, AND HOW WE PROVE IT

Brands no longer pay for impressions alone. They pay for audience fit, tracked engagement and proof.

3-6×

Benchmark return on professionally activated sports partnerships

KEARNEY, VIA INFRONT SPORTS

81%

Of consumers see sports sponsorship as credible brand communication

WORLD ECONOMIC FORUM

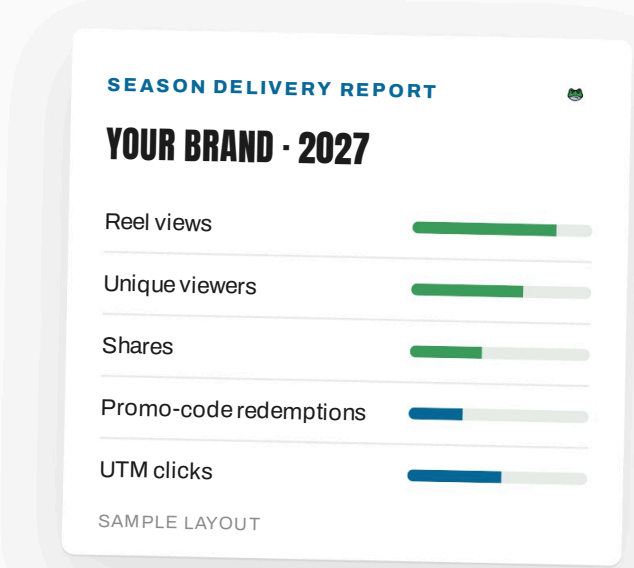
44%

Of sports fans say sponsorship influences what they buy

BIG CHALK, VIA EMARKETER

HOW WE PROVE IT

- Tracked reach on every sponsor post: views, unique viewers and shares.
- Trackable conversions through a dedicated promo code and UTM link per partner.
- A mid-season check-in and a season-end delivery report.
- Athlete-led content, not just logo placement: the format research links to the highest credibility.



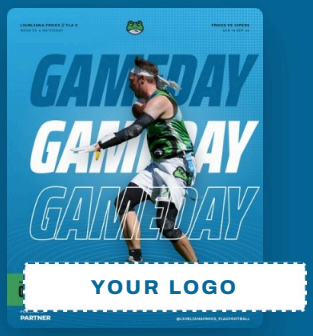
PARTNER OUTCOMES

WHAT YOUR BRAND GETS

Seven business outcomes, delivered by one club.

AWARENESS	Your logo on jerseys, game balls, flags and the training venue, seen across Slovenia, Austria and European tournaments.
ENGAGEMENT	Athlete-led reels and stories on an organic, fast-growing account.
CONTENT WITH YOUR BRAND	Match and training photo and video featuring your brand, produced by our in-house team.
MEASURABLE LEADS	Promo codes, UTM links and co-branded campaigns you can attribute to sales.
SALES SUPPORT	Our team brings marketing, PR and sales experience, and helps you turn this audience into customers.
PROFESSIONAL CONTACTS	Direct access to our network: players and partners working in medicine, engineering and venture capital across 15+ nationalities.
HOSPITALITY	VIP access to practices and game days, plus athlete access for your clients and staff.

CONTENT WE PRODUCE IN HOUSE



GAMEDAY HYPE



FINAL SCORE



STAT LINE



FIXTURES



PARTNER PROOF · GEARXPRO

Our gear partner trains alongside us every week.

PARTNERSHIP TIERS · PER SEASON

FOUR WAYS TO PARTNER

Every tier includes category exclusivity and a season-end delivery report. Exclusive means your brand is the only one on the club.

EXCLUSIVE PARTNER

1 PARTNER ONLY

€25,000 / season

“The club is yours.”

- The only sponsor on the club: all current partners step aside
- Every jersey, kit, ball and venue position
- All club content and channels, all season
- Joint sales, PR and marketing campaigns

Best for: brands that want to own the sport here

TITLE PARTNER

€10,000 / season

“Own the club’s identity.”

- Chest jersey logo and all club channels
- 4 reels per month with CTA
- Landing page + 4 blogs, 5 languages
- Google Ads co-funding, LA28 co-marketing

Best for: banking, telecom

GOLD

€5,000 / season

“Be on the ball.”

- Logo on game balls and flags
- Athlete clips featuring your brand
- Event hosting
- VIP game-day hospitality

Best for: beverage, automotive

SILVER

€3,000 / season

“Train with us.”

- Training venue banner and kit patch
- 2 social features
- Newsletter mention
- 1 branded video

Best for: regional brands

FOUNDING PARTNER · CLOSES

31 DEC 2026

Sign a 3-year agreement and your 2027 rate stays fixed through the Olympic year. Your category is closed to competitors for the full term.

CURRENT PARTNERS · REPLACED BY AN EXCLUSIVE PARTNER

GEARXPro · Rehband · LaPrimaFit · Invictus Gloves · KR Z NAMI · Računovodstvo Skok

Budgets up to €1,000 are welcome as supporter donations (page 12).

OPEN CATEGORIES · SILVER TO TITLE

Banking · Telecom · Beverage · Automotive

WHAT'S INCLUDED

PACKAGE BREAKDOWN

Each tier includes everything in the tier below. Quantities are per season.

	SILVER €3K	GOLD €5K	TITLE €10K	1 PARTNER ONLY EXCLUSIVE €25K
BRANDING				
Training venue banner + kit patch	✓	✓	✓	✓
Game balls & flags	—	✓	✓	✓
Chest jersey + all club channels	—	—	✓	✓
DIGITAL & SOCIAL				
Instagram sponsor features	2	2	4 reels / month with CTA	All club content
Newsletter mention	✓	✓	✓	✓
Landing page + 4 blogs (5 languages)	—	—	✓	✓
Google Ads co-funding	—	—	✓	✓
CONTENT				
Branded video	1	1	1	✓
Athlete clips featuring your brand	—	✓	✓	✓
LA28 co-marketing campaign	—	—	✓	✓
EVENTS, HOSPITALITY & SALES				
VIP hospitality + event hosting	—	✓	✓	✓
Livestream presence	—	—	✓	✓
Joint sales, PR & marketing campaigns	—	—	—	✓
RIGHTS & REPORTING				
Category exclusivity	✓	✓	✓	✓
Sole sponsor: all other partners removed	—	—	—	✓
Season-end report + UTM tracking	✓	✓	✓	✓

Need a different mix? We build custom packages. Ask on the call

USE OF FUNDS

WHERE YOUR INVESTMENT GOES

Every euro funds performance or visibility, and we report on both.

PERFORMANCE 70% VISIBILITY 30%



DOMESTIC TEAM TRAVEL
FLA Division 1 game days in Graz and Linz.

10%

INTERNATIONAL TEAM & COACHING
Madrid, Adria Bowl Poreč and Copenhagen Bowl 2027.

50%

MEDIA PRODUCTION
The in-house team behind 299K reel views per 90 days, and the engine behind your sponsor content.

30%

ATHLETE SUPPORT
Gear, facilities, nutrition and recovery.

10%

NEXT STEP

A 20-MINUTE CALL

Tell us what your brand needs to achieve. We'll show you where the Frogs fit.



1 **Book a call**
Scan the code or click to pick a time.

2 **Get a tailored proposal**
Within 48 hours of the call.

3 **Sign before 31 Dec 2026**
Lock your Founding Partner rate through LA28.

YOUR CONTACT

ALJOŠA KOUS

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SCAN TO BOOK

Not ready for a full partnership? Supporter donations of up to €1,000 go directly to player equipment, nutrition, coaching and recovery.

Thank you for jumping into the pond with us.

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Intesa Sanpaolo d.d. · IBAN SI56 1010 0005 8463 835