



## The Football Market

Active Marketing Group helps you score a touchdown with football players.

This document has been designed to provide you with:

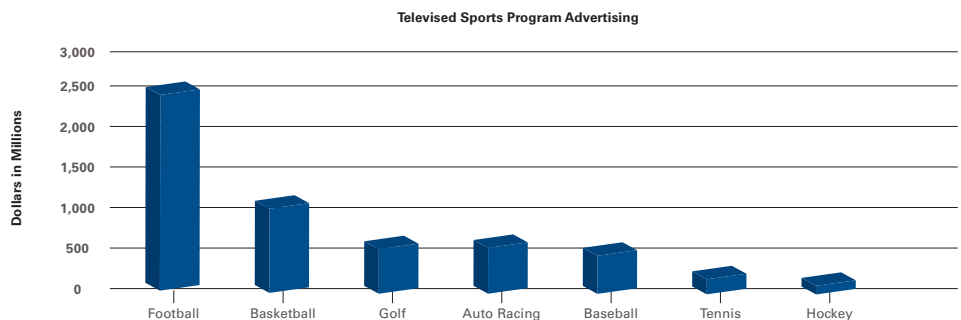
- Background information on the industry
- An understanding of why these consumers are important
- Programs & Promotions that can help you reach them

This year nearly 10 million Americans will play the hard-hitting sport of tackle football. Additionally, 9.6 million athletes who enjoy the game but not the contact will step on to the gridiron to play touch or flag football.

Consistently rated as the nation's favorite spectator sport, football is a game that in many ways reflects the attitude and spirit of everyday life in America: it requires a high degree of teamwork with an emphasis on physical and mental toughness. For many people, football is much more than a game, it is a way of life that dictates their schedules, habits, and priorities. For those who play the game, football attracts determined, hard-working individuals who are willing to dedicate their time, energy, and bodies to the sport.

Advertisers have long looked to this proven market as a way to attract a wide range of American consumers who watch pro and college football. However, there is another marketing venue that is often overlooked and still remains uniquely uncluttered: the communities surrounding football participants. While football participants are largely young and male, the reach of the sport transcends divisions of age, gender, and even athletic prowess. With the expansion of flag football, the sport has become accessible to athletes of all abilities. Football serves as a common bond for many American families and individuals, and advertisers from all industries have made significant investments to connect with this passionate market. By partnering with Active, brands can gain access to these consumers through high-impact localized programs that demonstrate measurable, effective results.

With over \$2.5 billion spent annually on T.V. advertising for college and professional football, marketers recognize the powerful reach of the sport.





## Football Facts and Figures

### Top 10 States by # of Participants

#### Tackle Football

Texas.....	757,350
Pennsylvania.....	697,950
California.....	643,500
Florida.....	554,400
New York.....	554,400
North Carolina.....	480,150
Illinois.....	425,700
Michigan.....	410,850
Ohio.....	386,100
Georgia.....	376,200

#### Touch Football

California.....	1,147,200
New York.....	676,800
Texas.....	609,600
Florida.....	518,400
Pennsylvania.....	513,600
Ohio.....	388,800
Georgia.....	374,400
Illinois.....	374,400
Michigan.....	355,200
North Carolina.....	350,400

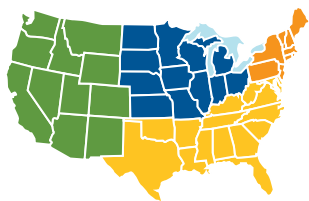
### Why Football Players are Attractive to Marketers

While 55% of total football participants are male between the ages of 12-17, the reach of the sport extends beyond that. Since 2000, female participation has increased 25% in tackle football and 15% in touch football. The number of youth football cheer and dance squads has jumped 20%. In fact, cheer participants account for roughly 45% of total youth football involvement and often have the largest presence at youth football tournaments and competitions.

With 3.3 million frequent tackle football players, and 2.2 million frequent touch football players, the sport presents a significant opportunity to reach American families. Organized participation requires the support of dedicated parents, siblings, and friends. Teams practice three to five days per week before and during the season, with games played every weekend for nearly three months. Between practice, games, organizational meetings, fundraisers, banquets and camps and clinics, youth football can be an eight to nine month commitment. Family support is reflected in their attendance of local games and national tournaments; for every youth participant there are approximately 1.5 spectators to cheer them on.

Football participation is also a costly endeavor. After registration fees and fundraising dues, players must still provide much of their own equipment. Even with league-supplied pads and helmets, total football costs can easily reach \$300-\$400 per participant each year. Additional costs for travel to national tournaments can add another \$30K-\$60K per team. Despite being a sport that is somewhat cost prohibitive, the household incomes of football participants generally reflect those of the overall U.S. population. For many, the passion for the game outweighs the financial commitment.

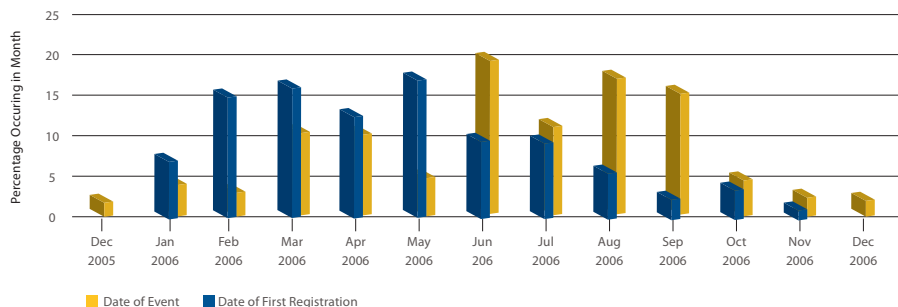
### Football Participants by Region



West 22%	North Central 23%
South 36%	Northeast 19%

### Football camps primarily occur in June and July. Most football leagues start in August or September and run through the fall.

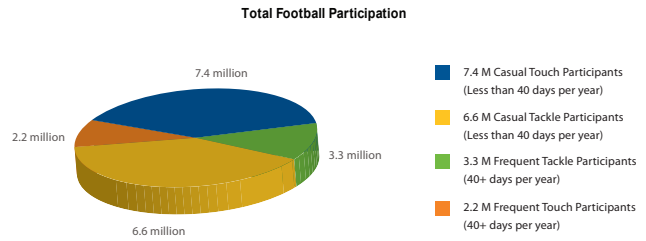
Seasonality of Football Leagues, Camps and Tournaments Played in 2006



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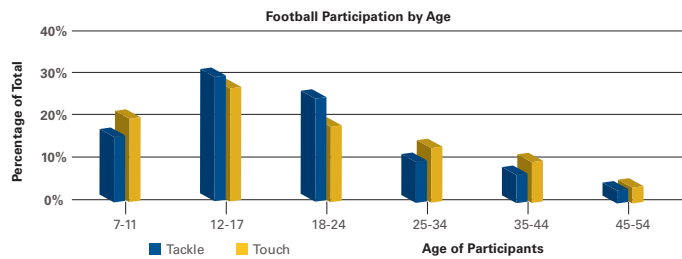
With nearly 1.1 million high school players, football is the largest of all high school sports.

There are 9.9 million tackle football participants and 9.6 million touch football participants in the U.S.



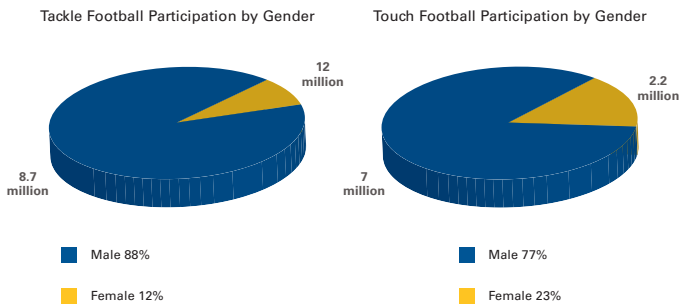
Youth football participants are organized by age and weight into as many as 9 divisions.

The average age for tackle football is 17 years old and the average touch or flag football participant is 22 years old.



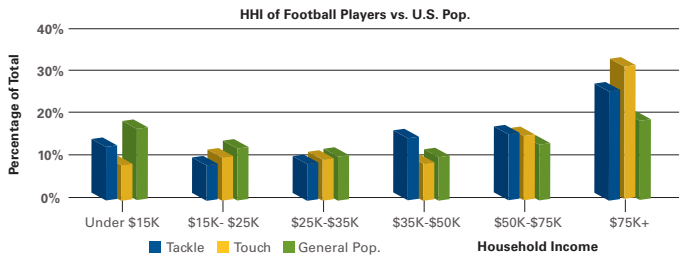
37% of tackle football players also play touch football.

Tackle football has the highest percentage of male participants of all team sports.



USA Football designated September as "Play Football Month."

The household income of football participants generally mirrors the overall U.S. population.



Each year over 4 million boys and girls ages 8-15 compete in the NFL PUNT, PASS & KICK program that takes place at park & recreational departments and community centers around the country from July through January.



## Connecting with Football Players

Active Marketing Group provides Insight and Access to Active Lifestyle Consumers.

Active Marketing Group is the only marketing and promotions agency that reaches and interacts with thousands of football players on a daily basis. We know who they are, where they play; we can reach them during the season, at games and while they are practicing. As part of The Active Network, Active Marketing Group has direct access to over 1,700 teams and leagues and over 150,000 football participants that can be activated through offline, peer-to-peer and direct marketing programs. In addition, we have access to tens of thousands of teams, leagues, players and coaches that can be reached online. With national reach and years of experience developing programs that engage at the local level, we help put brands front and center with this committed community of athletes.

### Our Success Stories

Over the years we've activated marketing programs that reach football & cheerleading participants on behalf of leading brands, including:



### Strategic Industry Partners



### The Active Network



### Football Tips Newsletter

The football "Tips and Drills" newsletter is sent monthly and contains articles featuring best practices, the latest techniques, strategies and ways to win:

95,000 Subscribers  
5 Featured Events  
Opt-in Subscription Process

### Reaching Football Players Online

The Active Network includes leading online destinations for football and team sports participants. Through advertising, custom sponsorships and destination mini-sites, brands can connect with consumers as they are learning about the sport or interacting with coaches and team members.

**Active Network Advertising Opportunities**  
Standard IAB Units including Rich Media  
Newsletter Communications  
Promotional Emails  
Confirmation Emails  
Annual Football Editorial Features  
Youth Sports (April)  
Summer Camps & Clinics (May)  
Fall Camps & Clinics (September)  
Pop Warner & National Cheerleading (December)

### Active Network Sites That Reach Team Athletes

85 Million Monthly Page Views  
2 Million Monthly Unique Visitors  
4.2 Million Registered Users  
3 Million Opt-in Email Addresses  
2 Million Teams

**Eteamz.com Football Users**  
29,000 Team & League Sites Dedicated to Football  
300,000 Registered Football Users  
\$47.75 average online transaction

### Reaching Football Players Offline

From turnkey event marketing to sampling that supports a new product launch, our relationships with thousands of teams and leagues across the country make it possible to develop integrated programs that have a fresh, measurable impact.

### Sampling & Promotions

1,700 Football Teams and Leagues  
Capacity to Distribute up to 500,000 Samples  
Geographic and Gender Targeting

### Event & Sponsorship Activation

Sponsorship Negotiation  
Staffing & Turnkey Event Management  
National Promotional/Activation Platforms

### Grassroots & Peer-to-Peer Marketing

Sports Specialty/Retail Programs  
Team & League Seminars/Promotions  
Team & League Sponsorship

### Research & Consulting Services

Online Research Studies  
Focus Group Recruiting  
Product Testing



Active Marketing Group was named by Promo magazine as one of the leading promotions agencies in 2004, 2005 and 2006.