

SANDLOT 7V7

SPONSORSHIP OPPORTUNITIES

TAMPA, FLORIDA | MARCH 21-23, 2025





GREATNESS BEGINS IN SANDLOT

Nothing is more important than empowering the next generation of athletes to succeed on and off the field. The Sandlot 7v7 Pro-AM Challenge was founded in 2021 in collaboration with current and former NFL players dedicated to cultivating tomorrow's leaders through character development, mentorship, and competition.

Sandlot is the only player-centric youth 7v7 tournament where teams are coached, mentored, or sponsored by NFL players



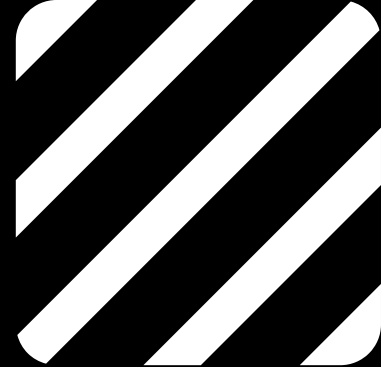
NFLPA



TEAM ELAM



MORE THAN A GAME



160%

TOURNAMENT
GROWTH

20

SPONSORS, PARTNERS,
& VENDORS

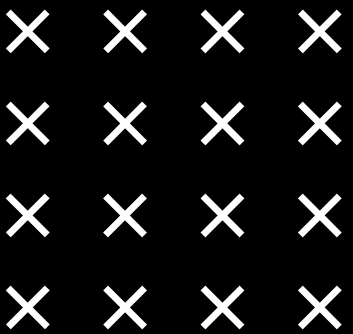
3000+

EVENT ATTENDEES
IN 2024

Our mission goes beyond the endzone. Sandlot is where boys and girls of all positions continue to develop the skills and mentality to carry them to the next level. By connecting young athletes with NFL legends, Sandlot helps players navigate their football journey through high school, college, and beyond.










**GIRLS
PLAY**





2024 PARTICIPATION DATA

DIVISION	# OF TEAMS	# OF PARTICIPANTS	PAST NCAA RECRUITS
8U - 12U	25	296	 
14U - 15U	48	785	 
18 U Elite	27	459	 
Big Man Gauntlet	-	37	
Girls Showcase	-	39	
Hangtime Punting & Kicking	-	34	

100

TOTAL teams participated

1,650

TOTAL YOUTH Participants

39

NFL Players

30+

4 & 5 STAR NCAA recruits

GAME. PASSION. ACTION.

Sandlot is seeking sponsors who share our passion and want to be associated with the only 7v7 tournament in the country where NFL pros serve as mentors and coaches to competing youth teams.

Sandlot sponsors benefit from direct exposure to an engaged audience of youth ages 8-18, parents, coaches, spectators, football pros, and sports industry insiders. Sponsors have unparalleled access through gifting, on-site branding, high-quality content capture, player access, and more.

Our 3-day tournament is a unique opportunity to be a part of an immersive, memorable experience celebrating the past, present, and future of football greatness.





COMMUNITY SPONSOR

Digital Media

- Your brand will be recognized as a participating sponsor and featured on our partner **website page**, as well as in our sponsorship dedicated **digital newsletter**.

Logo Feature

- Have your brand's logo featured on two 30 x 30 on-site banners and printed event materials alongside other Sandlot sponsors.

Event Access

- Opportunity to set up a table or small tent on-site to distribute promotional materials and interact with thousands of attendees.

PRESENTING SPONSOR

As a Presenting Sponsor, all of the benefits from our Community Sponsor package are included but with more access and elevated brand visibility.

- **Digital media presence** (website, newsletter, Instagram post)
- **Logo featured on event materials and two XL sponsor banners**
- **Custom signage featuring only your logo at multiple locations**
- **Dedicated activation area on-site at Sandlot**
- **Opportunity to activate during the Welcome Cookout**
- **Announcer sponsor reads throughout the tournament**



EXCLUSIVE SPONSOR

Our Exclusive Sponsorship package puts your brand at the forefront of our event. It includes all of the assets from our Presenting Sponsor package with additional customized components.

- **Digital media presence** (website, newsletter, Instagram post)
- **Custom signage on designated fields and endzones**
- **Dedicated area on-site for an experiential brand presence**
- **Access to collaborate with NFL players on-site through content or panel opportunities**
- **Access to curated photo content from the event**
- **“Exclusive Sponsor” naming rights for a specific category or Sandlot hospitality event**
- **VIP parking and credentials**



TITLE SPONSOR

With a Title Sponsorship package, you become a cornerstone of our tournament. Enjoy unparalleled brand visibility, exclusive access, and the ability to create your own footprint and build a disruptive idea that will change the game at Sandlot.



Brand Integration

Branding included on all digital platforms, event materials, and custom on-field or endzone signage. Brand mentions in official press releases. You also have the opportunity to have product seeded to NFL players or thousands of youth participants at Sandlot.

Access & Custom Content

Build out your own brand pop-up experience by utilizing space in our pavilion, or collaborate with Sandlot event and player programming to reach thousands of attendees. Receive curated photo and video content to use on your brand's platforms.

Custom Concepts

Embrace the unexpected and design your playbook from scratch. Work with our creative team to create an activation that aligns with your brand needs while utilizing the access and platform that Sandlot provides.

THANK YOU



**GIRLS
PLAY**

