



# INVEST IN THE AMERICAN FLAG FOOTBALL LEAGUE

With over 7 million players world wide, you can be a part of the world's fastest growing team sport. Investing in the AFFL gives you ownership of the world's first professional flag football league. Click below to be a part of the limited time opportunity.

INVEST NOW



DOWNLOAD INVESTOR DECK



**THE AFFL IS BUILDING A BUSINESS AROUND ONE OF AMERICA'S FASTEST-GROWING TEAM SPORTS. FLAG FOOTBALL IS NOW BIGGER THAN LACROSSE, ICE HOCKEY, AND RUGBY COMBINED IN TERMS OF PARTICIPATION, YET LACKS A PROFESSIONAL LEAGUE FOUND IN OTHER SPORTS... UNTIL NOW!**

**WITH A MEN'S PRO LEAGUE, WOMEN'S TOURNAMENTS AND THE AFFL YOUTH LEAGUE, WE ARE THE WORLD'S ONLY FULLY INTEGRATED FLAG FOOTBALL ORGANIZATION.**

**THE FUTURE OF PRO FOOTBALL HAS FLAGS.**

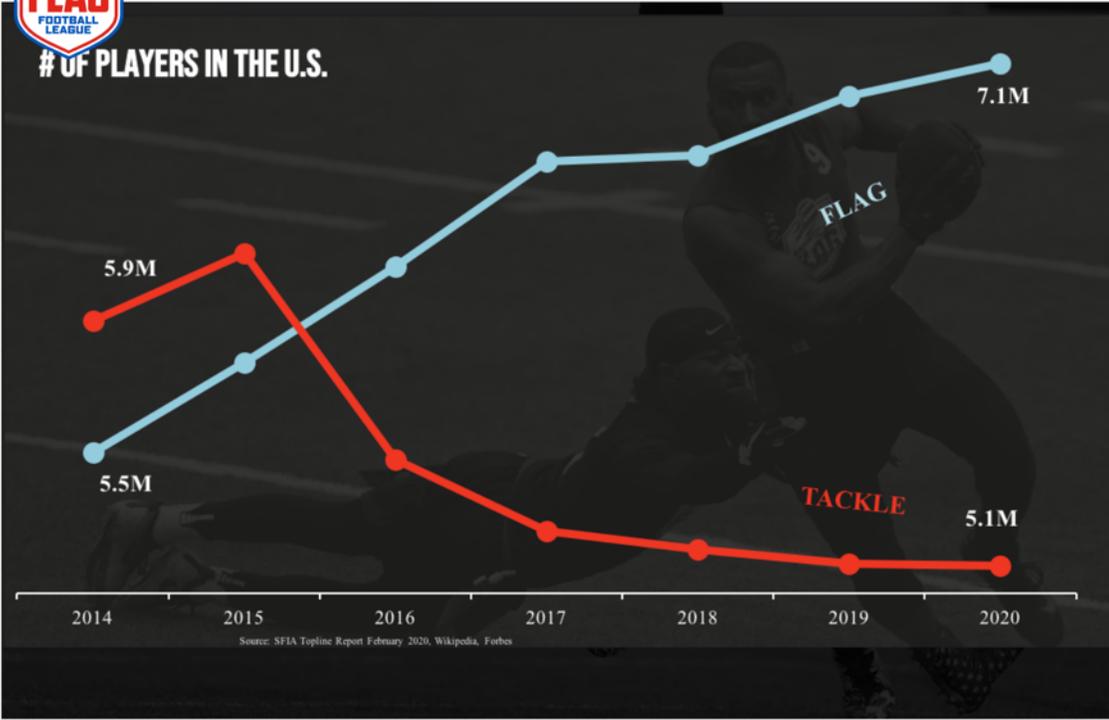


# TAKE ADVANTAGE OF AN OPPORTUNITY TO INVEST IN A PROFESSIONAL SPORTS ORGANIZATION

Now is the perfect time to be a part of something special!  
Finally, flag football players have the opportunity to become a pro! They will represent their city, get paid, and play against the best flag players on the highest level in the sport! Just like participation in the sport, we believe this will be the fastest growing professional sports league in the U.S.!



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GROWTH OF **1.6M+** NEW PLAYERS IN 6 YEARS

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# BE A PART OF THE WORLD'S FIRST PROFESSIONAL FLAG FOOTBALL ORGANIZATION

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## THE AFFL'S PLAYBOOK OF STRATEGIC ADVANTAGES

### GROWTH OF WOMEN IN FLAG FOOTBALL



Supporting the women in flag football has always been a core part of the mission of the AFFL, and it's finally gaining the attention it deserves as a path to women's scholarships and inclusion.

In 2021, the AFFL's women's division and the glass-ceiling shattering \$200,000 grand prize for both the men's and women's champions leveled the playing field for gender pay equality in sports.

Our future plans for the women in the AFFL will mimic the path of our men's division. #EqualPlayEqualPay



1ST NATIONALLY TELEVISED

Women's Football Game, Summer 2021



“ The NAIA is proud to partner with the NFL to bring collegiate women's flag football to our member institutions. ”

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### INTERNATIONAL OPPORTUNITY

Unlike American (tackle) football, flag footballs' popularity spreads worldwide, gaining fans from all across the globe. Flag is already a sport celebrated in countries everywhere, and the AFFL is providing an opportunity for players to share their talent.



3



### INSTITUTIONAL & MAINSTREAM SUPPORT

Flag Football is catching major brands and institutions' eyes and our professional league will soon be a major part of the global sports landscape.



Flag Football could be selected to compete in the 2028 international olympics.



NFL & Nike have committed

**\$5M** TO BRING GIRLS FLAG TO HIGH SCHOOLS ACROSS AMERICA

<https://news.nike.com/news/nike-x-nfl-partnership-girls-flag-football-5-million-dollar-grant-initiative>



## A SAFER MORE APPEALING GAME

### FLAG AVOIDS SAFETY CONCERNS THAT GROW ALONGSIDE AMERICAN FOOTBALL POPULARITY

As the evidence and public alarm continue to build around the relationship between tackle football and chronic traumatic encephalopathy (CTE), the peace of mind Flag offers is growing exponentially more appealing.

“Of all sports played in the US, American football is the sport associated with the greatest number of traumatic brain injuries.”

-The Epidemiology of Sport-Related Concussion.



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## THE BUSINESS MODEL: READY TO PLAY



### THE ROAD TO THE 2023 INAUGURAL SEASON THE ROAD TO THE PROS

- STEP 01 ANNOUNCE INAUGURAL CITIES
- STEP 02 INTRODUCE HEAD COACHES
- STEP 03 NAME YOUR TEAM CAMPAIGN BEGINS
- STEP 04 AFFL COMBINES START IN HOST CITIES
- STEP 05 OFFICIALLY UNVEIL TEAMS TO HOST CITIES
- STEP 05 PRESEASON BEGINS (2023)

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### STEP 05 PRESEASON BEGINS (2023)

#### AFFL TIMELINE:

## A BLUEPRINT FOR SUSTAINABLE GROWTH



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As concerns for American Football Player's safety are at an all-time high, a new study suggests that CTE will be detected in living players.

**47%**

of concussions in high school athletes happen from tackle football

**AT LEAST 1+**

player sustains a mild concussion in nearly every tackle football game

**11 out of 100**

deceased NFL Players showed CTE in their brains when examined in a study



### AND THINGS MAY SOON CHANGE DRAMATICALLY..

A paper published in March 2021 details the new ability to detect CTE in living players—this is likely to have a chilling effect on tackle.

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**Dr. Mark Warner**  
March 20, 2022 at 10:00am EDT  
More than two dozen doctors published the first consensus criteria to diagnose the symptoms of chronic traumatic encephalopathy among living people for research purposes, providing a framework for improved further study of the

ability to detect CTE in living players—this is likely to have a chilling effect on tackle.

INVESTMENT INCENTIVES

# BONUS SHARES

INVESTING EARLY HAS ITS ADVANTAGES. INDIVIDUALS WHO INVEST IN THE AFFL IN THE FIRST 21 DAYS WILL RECEIVE BONUS SHARES!

TAKE ADVANTAGE OF A GREAT OPPORTUNITY TO OWN A BIGGER PIECE OF THE AFFL!

4/11/22 - 4/17/22: **50% BONUS SHARES**

4/18/22 - 4/24/22: **25% BONUS SHARES**

4/25/22 - 5/01/22: **10% BONUS SHARES**



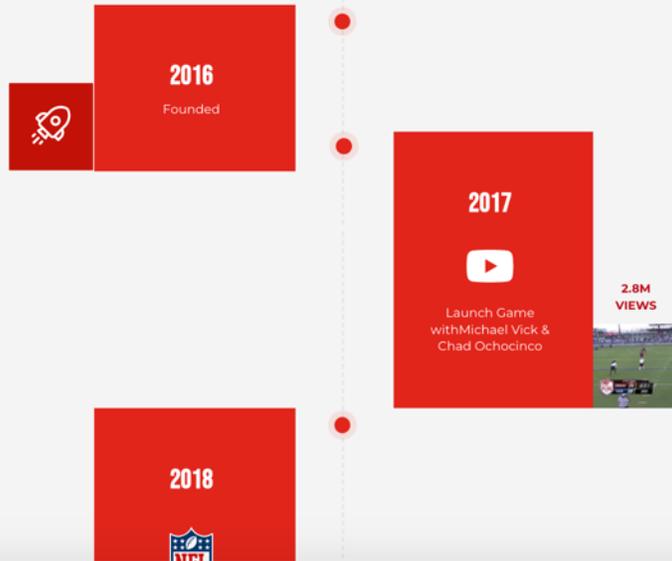
## OUR TIMELINE:

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# OUR TIMELINE: THE GAME IS ONLY BEGINNING



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2018



First Season. NFL Network Coverage of 128 Team National Tournament



2019



Second National Tournament



2020



No Live Sporting Events (COVID)



2021



CBS coverage + Women's Tournament + Youth League Launch

2.8M VIEWS



2020



No Live Sporting Events (COVID)



2021



CBS coverage + Women's Tournament + Youth League Launch

2.8M VIEWS



2022



Introduction of Pro Teams based in cities



# THE AFFL UMBRELLA

The American Flag Football League builds a worldwide community of fans and players, all united by their shared values through Flag Football.



**MEN'S PRO LEAGUE**  
City-based teams, professional players, one of a kind.  
LAUNCHING 2023



**YOUTH LEAGUE**  
Divisions for players ages 6-17 all around the world playing the AFFL style of football.  
LAUNCHED IN 2021



**WOMEN'S TOURNAMENT**  
Open events with our fast paced style where anyone can form a team and participate.  
LAUNCHED 2021




**WHY INVEST IN TO THE AFFL PRO LEAGUE?**

## THE 2023 LAUNCH OF MEN'S PRO TEAMS AND LIVE EVENTS WILL PROVIDE EVEN MORE CREDIBILITY, SPORTSMANSHIP, AND VIEWERSHIP.



Fielding Professional teams massively improves quality of play & entertainment.



Having pro teams in various cities establishes a true fanbase and enhances the ability to sell game tickets, merchandise and other experiences.



As our league expands, we believe we can provide liquidity upon team sales.

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AMERICAN FLAG FOOTBALL LEAGUE

DEAL HIGHLIGHTS MARKET TRACTION TEAM

# INVEST IN A BRAND GRABBING ATTENTION FROM NOTEWORTHY FANS



- 

thecheckdown @flagfootball airs on NFL Network June 30th. 🔥  
tombrady 🙌🙌🙌
- 

1,189,065 views - Liked by kingjames and k2p21  
bleacherreport Mike Vick can still sling it \*\* (@proflagaff)
- 

787,624 views - Liked by jerrodjohnson1 and new\_era8  
nfl Jerrod Johnson to Jeremy Ross... TWICE for Team Ocho!  
📺 @flagfootball LIVE on @nflnetwork! #AFFL
- 

1,499,347 views - Liked by bakermayfield and bestfootballworkouts  
nfl Have you ever seen The Dip?! 🤔  
@flagfootball comes to @nflnetwork on June 30 (7pm ET)!

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AMERICAN FLAG FOOTBALL LEAGUE

DEAL HIGHLIGHTS MARKET TRACTION TEAM

“

Imagine a sport as **simple as soccer**, but already beloved by Americans. One with the **star power** of the NBA, but drawing from a larger pool of star-caliber players. A game as **kid-friendly** as baseball, but **faster and more dynamic**.

“This isn't a dream sport. **This is Flag Football.**”



## AS SEEN ON

ESPN BARSTOOL SPORTS WIRE FILMS THE WALL STREET JOURNAL

AWARENESS facebook SPORTS NETWORK USA twitch Flagstar

PARTNERS LSORTS BLUE-EMU AccuWeather

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# MEET THE STARTING LINEUP



**JEFF LEWIS**  
FOUNDER & CEO

30+ years of Wall Street hedge fund and portfolio management experience. Avid Football fan and Flag Football coach.



**CHRIS HARRIS**  
V.P. OF FOOTBALL OPERATIONS

Former pro player with over 15 years experience in turning ideas into successful businesses. Has 7+ year successful track record as an executive in the motorsports industry.



**KATE CARNEY**  
GENERAL COUNSEL

Business consultant, lawyer and strategic advisor. 16+ years of corporate and hedge fund experience, including as General Counsel of a \$6 bn hedge fund



**MICHELLE ROQUE**  
HEAD OF MARKETING & SOCIAL

Played flag football her entire life U.S. National Team Gold Medal winner. Her viral content has garnered millions of video views.



**BARRY PINCUS**  
CFO

35+ years of intersecting in content & technology, working with brands such as NY Yankees, Martha Stewart Living, Omni media & Maxim magazine.



**JON MELTZER**  
BOARD OF DIRECTORS

Fmr. Goldman Sachs Partners



**ANDREW SIEGEL**  
BOARD OF DIRECTORS

Conde Nast Advisor, Digital Initiatives



**RALPH GREENE**  
BOARD OF DIRECTORS

Fmr. Nike Head of Football



**DOM CURCIO**  
BOARD OF DIRECTORS

Fmr. President of Guggenheim Partners



**MICHAEL GRIFFIN**  
PLAYER ADVISOR

Tennessee Titans



**ISAIAH KACYVENSKI**  
PLAYER ADVISOR

Seattle Seahawks



**DANNY WUERFFEL**  
PLAYER ADVISOR

U of Florida, Heisman Trophy Winner

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**ISAIAH KACYVENSKI**  
PLAYER ADVISOR

Seattle Seahawks

**DANNY WUERFFEL**  
PLAYER ADVISOR

U of Florida, Heisman Trophy Winner



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Join the discussion...

LOG IN WITH



OR SIGN UP WITH DISQUS (?)

Name



**Kate Carney** · 5 hours ago

Thanks Michelle!

^ | v · Reply · Share

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