IDAHO YOUTH
FOOTBALL LEAGUE

2027 SEASON

PUT YOUR NAME ON GAME DAY.

2027 partner opportunities with a league that reaches thousands of Idaho families every week — on our website, on social media and on the sideline.

NON-PROFIT 501(c)(3) · AGES 7-12 · EST. 2023

BY THE NUMBERS

314K+
Social media views
Last 90 days

49K+
Website page views
Jan 1 – Nov 4, 2026

+94%
Website visitor growth
2026 vs. 2025

OUR REACH

THE WEBSITE

Google Analytics · Jan 1 – Nov 4, 2026 vs. 2025

17,340
Active users
▲ 94% vs. 2025

49,285
Page views
▲ 64% vs. 2025

17.4K
New users
▲ 99% vs. 2025

MOST-VISITED PAGES

Home page	12,668
Schedules, Scores & Stats	8,077
Tackle & Flag landing page	7,141
Tackle Football (▲ 38%)	5,692

Daily traffic peaked near 1,800 active users in the spring — families return to the site all season for schedules, scores and stats.

SOCIAL MEDIA

Meta insights · Last 90 days (Aug 7 – Nov 4)

INSTAGRAM

314,153 views

22,563
Viewers

3,400+
Interactions

2,600
Profile visits

+177
Net new followers

FACEBOOK

191K views ▲ 38%

37K
Viewers

11K ▲ 126%
Engagements

303 ▲ 64%
Audience growth

28%
Views via Reels

Instagram totals include cross-posted content viewed on Facebook, so the two platforms are shown separately rather than added together.

WHO'S WATCHING

THE AUDIENCE: PARENTS & DECISION-MAKERS

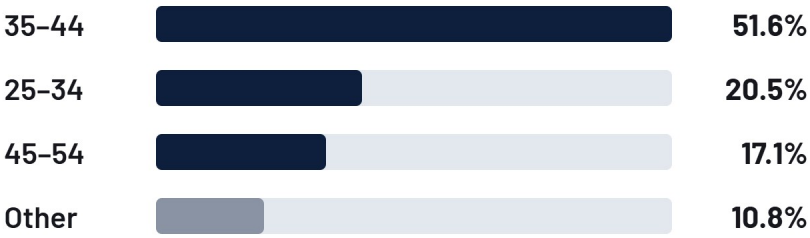
Facebook · last 90 days

89%

of our audience is **aged 25–54** — the parents and household buyers local businesses want to reach.

54% women | 46% men

AGE BREAKDOWN



WHERE YOUR BRAND GETS SEEN

Instagram views by format · last 90 days

174K	78K	63K
Posts	Stories	Reels

TOP-PERFORMING POSTS

Instagram · last 180 days

"The IYFL is growing again" announcement	16K
2026 IYFL Champions	14K
Championship game matchup	14K
Triple-overtime game highlight	11K
Kendall GM of Nampa Game of the Week — sponsored	**9.7K**
Road to the Playoffs	9.1K

PROVEN Sponsored features already work: our **Kendall GM of Nampa Game of the Week** post reached 9,700 views, and our sponsored Players of the Week graphics drew 7,100 more.

04 · 2027 PARTNER LEVELS

PREMIER PARTNERS

Own the season's biggest moments — on 480 helmets, the live stream, the field and channels with 314K+ social views in 90 days.

CORPORATE PARTNER — 2 SPOTS — $15,000

- Logo on the back of all 480 league helmets
- Logo and link on the live stream page, all season
- Full-page ad in our Media Guide (bi-annual)
- Logo on event flyers
- Live stream scoreboard "brought to you by" you
- Large 3×8 A-frame sign at main fields on game days
- Home page link + monthly social media posts
- VIP seating at selected games and events

CHAMPIONSHIP TEAM PARTNER — 2 SPOTS — $7,500

- 3×8 banner of all 3 age-group champions
- Trophy and player awards "Presented by" you
- Half-page ad in our Media Guide (bi-annual)
- Logo on event flyers
- Champion photos on our home page all year + social
- 3×8 banner at main fields on game days
- Home page link + monthly social media posts
- VIP seating at selected games and events

PLAYOFF NAMING PARTNER

$3,500 — 1 SPOT

- Playoffs announced as "brought to you by" your company

SCORES PARTNER

$3,500 — 1 SPOT

- "Scores brought to you by" your business on our schedules page (8,077 views in 2026), linked to your website

STATS PARTNER

$3,500 — 1 SPOT

- "Stats brought to you by" your business on our schedules page (8,077 views in 2026), linked to your website

All three $3,500 levels also include: your logo on the playoff live stream scoreboard · 4×3 banner sign at the main field · quarter-page Media Guide ad (bi-annual) · Partner page link + social recognition · logo on event flyers

05 · 2027 PARTNER LEVELS

MORE WAYS TO PARTNER

TOWEL PARTNER

$2,500

- Your logo on 20 towels for each of 24 teams
- 4×3 banner at the main field
- Quarter-page Media Guide ad
- Partner page link + social recognition
- Logo on event flyers

TOUCHDOWN PARTNER

$1,000

- 3×5 banner at the main field
- Quarter-page Media Guide ad
- Partner page link + social recognition
- Logo on event flyers

EXTRA POINT PARTNER

$500

- Quarter-page Media Guide ad
- Partner page link + social recognition
- Logo on event flyers

MULTI-YEAR SAVINGS

10% off year 2 with a **2-year** agreement

15% off years 2 and 3 with a **3-year** agreement

Applies to every partner level. Custom packages and in-kind support (equipment, services, facilities) are welcome too.

ABOUT THE IYFL

A non-profit 501(c)(3) founded in 2023, giving kids ages 7–12 a safe, structured place to learn football while building character and teamwork.

Each age group's champion earns a shot at a Regional Qualifier — and the winners travel to Florida for the National Age Group Championship.

Your support funds equipment, coaching resources, league infrastructure and financial help for families.

LET'S TALK.

Reserve your 2027 partnership today.

CODY HARRIS
208-697-0443
codyh@idahoyouthfootballleague.com

TONY PEARCE
208-515-6503
tonyp@idahoyouthfootballleague.com

idahoyouthfootballleague.com

06 · 2027 FLAG FOOTBALL

SPONSOR A FLAG TEAM

Help local athletes grow, learn teamwork and stay active through flag football. Two simple ways to put your business on the field this season:

TEAM SPONSOR — $599

Per team

- Your company name/logo on team jerseys
- Recognition on the IYFL website
- Social media shout-outs during the season

FIELD NAMING FLAG — $1,000

Per field · flag football only

- A field flag with your company name identifying the field
- Teams, families and schedules refer to the field by your name
- Recognition on the IYFL website

SPONSOR SIGN-UP

☐ **Team Sponsor ($599)** ☐ **Field Flag ($1,000) × _____**

Business / organization name _____

Contact person _____

Phone _____ Email _____

Mailing address _____

Company logo (high-res)

☐ Logo attached
☐ Will email

Payment

☐ Check enclosed (payable to IYFL)
☐ Request an invoice

RETURN THIS FORM

Email
info@idahoyouthfootballleague.com

Mail
Idaho Youth Football League
611 E. 44th St. #12
Garden City, ID 83714

Questions
(208) 515-6503

Flag season begins in August. Benefits start once payment and your logo are received.