



WINNER  
7

POWER  
PREMIER

1  
FLYERS

19

FLYERS

ULTIMATE

UFA

CAROLINA

# FLYERS



2025 SPONSORSHIP OPPORTUNITIES



# THE LEAGUE

The Ultimate Frisbee Association (UFA) was founded in 2012 and is made up of 24 teams from the US and Canada.

In 2024, the UFA will play games from April to August, culminating in a final four-style championship.

One of the winningest teams in the league since their inception in 2015, the Carolina Flyers have qualified for the playoffs in each of their nine seasons and took home the UFA championship trophy in 2021.

## LOCATIONS

Central Division	East Division	South Division	West Division
Chicago, IL	Boston, MA	Austin, TX	Denver, CO
Detroit, MI	D.C.	Atlanta, GA	Los Angeles, CA
Indianapolis, IN	Montreal, QC	Dallas, TX	Oakland, CA
Madison, WI	New York, NY	Durham, NC	Portland, OR
Pittsburgh, PA	Philadelphia, PA	Houston, TX	Salt Lake City, UT
Saint Paul, MN	Toronto, ON		San Diego, CA
			Seattle, WA

**24 TEAMS**  
**ACROSS NORTH AMERICA**



THE UFA IS THE ONLY SPORT THAT HAS AN  
**“INTEGRITY RULE”**  
 THAT ALLOWS PLAYERS TO  
 CORRECT A REFEREE’S CALL  
 IF THE CALL WAS MADE IN  
 ERROR AND BENEFITED  
 THEIR TEAM.



## THE SPORT

Ultimate was founded in 1968. It is distinguished by its sportsmanship, which was originally codified into the sport via “Spirit of the Game” where players expect fiercely competitive play, but never at the expense of mutual respect among competitors.

Today ultimate is one of the fastest-growing sports in the world with over 5 million people playing in North America. The sport is played in over 80 countries. “Spirit” is still a big part of the professional game.



## NATIONAL MEDIA

Flyers and league highlights have been featured on SportsCenter, The Buzzer, Fox Sports 1, SportsNation, Sports Jeopardy, CBS Sports, and local nightly sports newscasts across North America, as well as on nearly every major sports website.

Ultimate highlights are shared frequently and regularly go viral across digital platforms. The UFA had multiple social media videos eclipse millions of views in the last year, with total impressions reaching over 200 million across all league accounts.

**YouTube**

Momentum-shifting score at the BUZZER!  
92M views

Best ultimate frisbee play ever?  
6.5M views



SPORTSCENTER

CBS SPORTS

SI.COM

bleacher report

DEADSPIN

THE BUZZER

SB NATION

theguardian

PARDON THE INTERRUPTION



# THE PLAYERS

The Carolina Flyers are made up of 30 plus players mostly from The Triangle. These players love the sport and team and work on their games all year round.

**THEY VALUE TEAM SPONSORS  
AND WILL WORK HARD AS BRAND  
AMBASSADORS.**



# COMMUNITY IMPACT



In the 2024 season, the Carolina Flyers launched a plan to enhance their community impact by partnering with local Durham non-profit organizations for each home game. The team selected organizations such as Caring House, which provides a healing environment and support for families at the Duke Cancer Institute. Other featured partners included the Durham Association of Educators, the Life and Science Museum, the Durham Parks Foundation, and Triangle Ultimate. Each organization was highlighted across all Flyers digital platforms and had an active presence on game days through digital signage, halftime activations, and concourse tabling opportunities.



Flyers' players also contribute their time and resources to support underserved communities in the Raleigh-Durham area and promote the sport of ultimate. Many players donate all or part of their salaries to the Raleigh Radiance, the local women's professional team, or to Triangle Ultimate, which supports youth programs. Beyond financial support, players volunteer their time by assisting emerging college teams at HBCUs like Morehouse College and Saint Augustine's University, and they coach youth programs through the Carolina Flyers' Youth Academy and Flight School Camp. These efforts introduce new teams and young athletes to high-level ultimate, inspiring them to pursue their own dreams in the sport.



At the league level, the UFA established the UFA Inclusion Initiative in 2019. This initiative strives to increase racial and cultural diversity and inclusion in the sport of ultimate by engaging communities of color and partnering with people who share the same mission.



# THE FANS

Fans are consuming sports and media in non-traditional ways. Many of them are looking for alternatives to the historically dominant sports. The Flyers offer them an authentic experience where they can have fun with their friends and family while interacting with the athletes in a more intimate environment.


Compared to the average American, UFA fans are more likely to be discretionary spenders, outdoor enthusiasts, and live a “do-it-yourself” lifestyle.


## SOCIAL

Flyers fans are highly engaged and love to consume and share content across a variety of social platforms.

### FLYERS STATS


 10,000+ Instagram Followers


 6,200+ Facebook Fans


 3,100+ X Followers


### UFA COMBINED STATS

 465,000+ Instagram Followers

 480,000+ Facebook Fans

 91,000+ X Followers

 488,000+ TikTok Followers

 197,000+ YouTube Subscribers

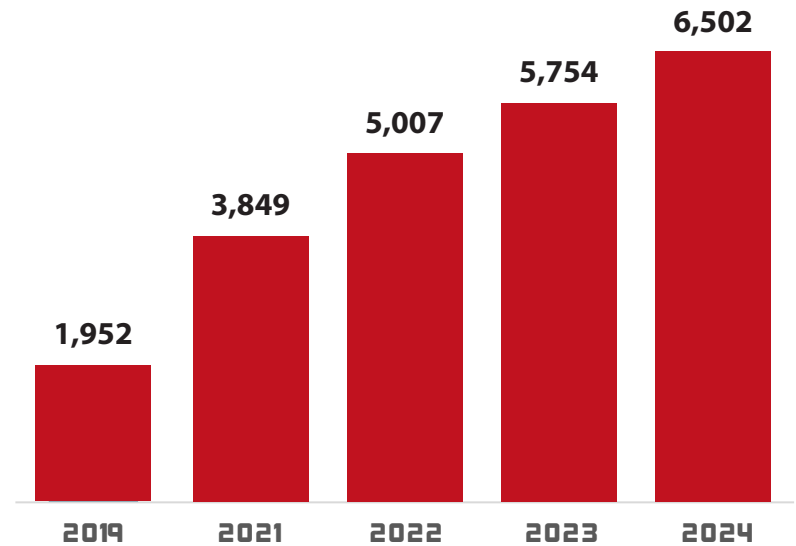


# WATCHUFA.TU

In 2019, the UFA introduced watchUFA.tv, a proprietary streaming platform allowing fans to watch every game live for the duration of the season. The Flyers produce a minimum of six home game broadcasts each year, available live to watchUFA.tv subscribers. WatchUFA.tv can be streamed from any device and is also offered on the Roku app store and Amazon Fire Stick.



## WATCHUFA.TU SUBSCRIBERS BY YEAR [2019-2024]\*



\*2020 season was canceled due to COVID-19

WATCHUFA.TU ANNUAL VIEWERSHIP

240,000 VIEWS



## UFA FAN DEMOGRAPHICS

### AGE RANGES

---

**26%** more likely than the average American to fall between 18-29

**16%** more likely to fall between 45-59

### HIGH INCOME

---

**64%** of the UFA fanbase has an average household income above \$100,000

### HIGHLY EDUCATED

---

**66%** more likely than the average American to have a graduate degree



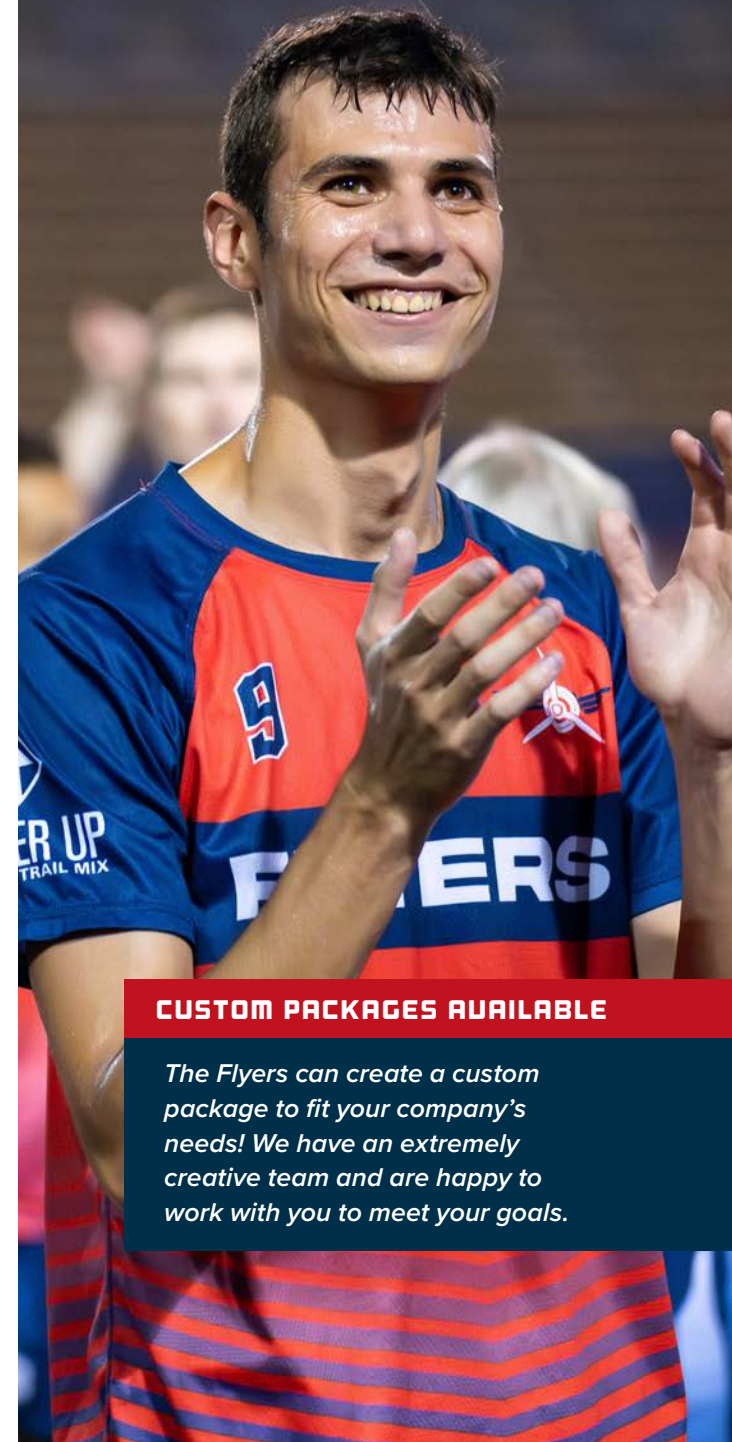
## OPPORTUNITIES

# TITLE SPONSOR\*

**\$25,000**

- Name and logo as part of the team title on all printed materials including, but not limited to advertisements, ticketing, collateral materials, game-day uniform, and warmup clothing.
- Name and logo above the team title on the website and Fan Zone app
- 10 sponsor video messages on electronic scoreboard at home games (15-30 seconds, video provided by sponsor).
- Inclusion in the Carolina Flyers weekly e-fan updates and e-newsletter.
- Organization's choice representative to flip game coin at home games.
- Sponsor's message included on event's e-fan updates.
- Dedicated social media messaging and coordinated posts.
- Logo and links to sponsor's website from Flyers website.
- 150 feet of banners at Flyers home games.
- Home game expo booth space.
- Optional booth space at the event expo for sponsors retail partner.
- Home game day voice announcements.
- Official status of a product or service category.
- Opportunity to sponsor giveaway item(s).
- Opportunity to sponsor halftime or quarter time contests at home games.
- Innovative marketing strategies to include, but not limited to social media joint advertisements.
- Negotiated number of free sponsor tickets.

**\*Exclusive category**



### **CUSTOM PACKAGES AVAILABLE**

*The Flyers can create a custom package to fit your company's needs! We have an extremely creative team and are happy to work with you to meet your goals.*

## OPPORTUNITIES

# PRESENTING SPONSOR\*

**\$15,000**

- Name and logo below the team title on all printed materials including, but not limited to print advertisements, ticketing, collateral materials, and game-day uniform.
- Name and logo below the team title on the website and Fan Zone app
- 7 sponsor video messages on electronic scoreboard at home games (15-30 seconds, video provided by sponsor).
- Sponsor's message included on event's e-fan updates.
- Logo and links to sponsor's website from Flyers website and Fan Zone app
- Official status of a product or service category.
- 100 feet of banners at Flyers home games
- Home game expo booth space
- Home game voice announcements
- Opportunity to sponsor halftime or quarter time contests at home games.
- Innovative marketing strategies to include, but not limited to social media joint advertisements.
- Negotiated number of free sponsor tickets.

*\*Exclusive category*



## OPPORTUNITIES

# GAMEDAY SPONSOR

**\$7,500**

- Name and logo included on game printed materials (no cap on number of event sponsorships)
- Logo on sleeve of game-day uniforms (only available to first two Game-Day sponsors)
- Official status of a product or service category.
- 4 sponsor video messages on electronic scoreboard per home game (15-30 seconds, video provided by sponsor).
- Name and logo included on website and Fan Zone app
- Mention in the e-fan updates.
- Home game expo booth space
- 50 feet of banners at the event
- Home game announcements
- Opportunity to sponsor halftime or quarter time contests at home games.
- Innovative marketing strategies might include, but not limited to social media joint advertisements.
- Negotiated number of free sponsor tickets.



## OPPORTUNITIES

# GAME + EVENT PARTNERS

**\$3,500**

*Includes, but not limited to: Tailgate Sponsor, Spotlight brewing company, Gameday giveaways (promotional items). Option for sponsorship investment to be paid in trade value.\**

- Name and logo included on the dedicated event website and Fan Zone app
- 3 sponsor video messages on electronic scoreboard at home games (15-30 seconds, video provided by sponsor).
- Home game expo booth space
- 20 feet of banners at the event

*\*Trade or in-kind value must be a budgetary item or service necessary to the events production. The value of any promotional items will be considered at Carolina Flyers discretion.*



## OPPORTUNITIES

# GIVEAWAY PARTNERS

**\$1,000**

*Flyers games and events provide an opportunity for brand awareness by showcasing your company's logo on special giveaway items. Option for sponsorship investment to be paid in trade value, or giveaway value.\**

- Name and logo include on the dedicated event website and Fan Zone app
- 2 sponsor video messages on electronic scoreboard at home games (15-30 seconds, video provided by sponsor).
- Home game expo booth space

*\*Trade or in-kind value must be a budgetary item or service necessary to the events production. The value of any promotional items will be considered at Carolina Flyers discretion.*



## OPPORTUNITIES

# FLIGHT SCHOOL + ACADEMY PARTNERS

**\$1,000**

*Be a part of the Flyers' premier overnight and day youth training camps. You'll get great exposure at the Flyers games, plus support the future of ultimate disc. Option for sponsorship investment to be paid in trade value, or giveaway value.\**

- Name and logo include on the dedicated event website and Fan Zone app
- 2 sponsor video messages on electronic scoreboard at home games (15-30 seconds, video provided by sponsor).
- Home game expo booth space
- Opportunity for logo/company name on camp jerseys, discs or bags
- Opportunity to provide a branded item, discount code or flyer in camp swag bags
- Dedicated email message to camp/academy participant parents

*\*Trade or in-kind value must be a budgetary item or service necessary to the events production. The value of any promotional items will be considered at Carolina Flyers discretion.*

## CUSTOM PACKAGES AVAILABLE

*The Flyers can create a custom package to fit your company's needs! We have an extremely creative team and are happy to work with you to meet your goals.*



## OPPORTUNITIES

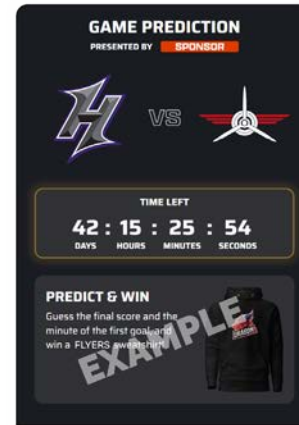
# FAN ENGAGEMENT PLATFORM

**\$450 PER GAME**

The Carolina Flyers' digital Fan Zone enhances the fan experience by offering interactive engagement both at the game and through our social media channels. Fans can participate in live game predictions, answer trivia questions, and enter exclusive raffles, all while staying updated with real-time team content.

**For sponsors, this platform provides a seamless way to connect with a highly engaged audience, offering valuable touchpoints for brand exposure through integrated offers, polls, and sponsor-led content that keeps fans coming back for more.**

- Sponsor's logo and link on Fan Zone platform
- Sponsor message included on the pre-game e-mail
- Sponsor logo displayed 2Xs on stadium jumbotron
- Sponsor message included in the game announcements
- Opportunity to have booth in stadium concourse
- Benefits included in Title, Presenting, Gameday, Game + Event Partner levels



START

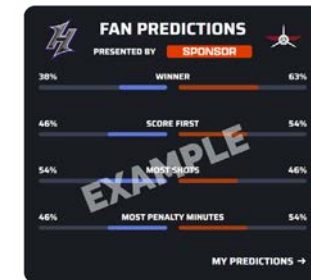


### FANZONE PRESENTING SPONSOR

- ✓ Announced at all home games
- ✓ Customizable company branding
- ✓ Prime location

### GAME PREDICTOR

- ✓ Fan favorite
- ✓ Extended user interaction
- ✓ Prime location



### BANNER

- ✓ High visibility
- ✓ Deal insertion possibility
- ✓ Possibility to have multiple locations

**EXPERIENCE THE DEMO PLATFORM**





# CORPORATE EVENTS

- Large Group Outings
- Food/Drink/Merchandise Vouchers
- Special Gear/Discs with Company Logo to Commemorate Event
- Company PA Shoutouts and Banners
- Employees on Field for Fun Events
- Group Photo with the Flyers
- Players come train the company on the sport



## CURRENT SPONSORS

The Flyers partner with brands that align with our values.

***INTEGRITY,  
INNOVATION,  
COMMUNITY.***

### LEAGUE SPONSORS

Whamo

Power Up

VKTRY

BE Ultimate Apparel

2Towns Ciderhouse

Events DC

Greatest

Tokay

Friction Gloves

### TEAM SPONSORS

O2 Fitness Clubs

Triangle Ultimate

Select Physical Therapy

BE Ultimate

Oakwood Chiropractic

Layout Ultimate

ICAP Energy

River Mill Cycles

Laurie Marcey Realtor

Wellsport



## ***CONTACT US***

**JONATHAN PAULEY**

Carolina Flyers Ultimate, General Manager  
919.630.3106 | [jonathan@carolinaflyersultimate.com](mailto:jonathan@carolinaflyersultimate.com)