



F R E D E R I C K  
**FLYING COWS**™

**2025**  
PROFESSIONAL BASKETBALL

**SPONSORSHIP  
OPPORTUNITIES**



20  
24

# INAUGURAL SEASON RECAP

ACHIEVEMENTS

**20-4**

REGULAR  
SEASON RECORD  
(12-1 AT HOME)

**CHAMPIONS**

2024 ATLANTIC  
NORTHEAST DIVISION  
REGULAR SEASON

**3**

TBL ALL STARS

**#1 SEED**

IN PLAYOFFS

ATTENDANCE

**10,000+**

SEASON  
ATTENDANCE

**800+**

AVERAGE GAMEDAY  
ATTENDANCE

SOCIAL MEDIA

**5,000+**

SOCIAL MEDIA  
FOLLOWERS GAINED

**1M**

ONLINE  
IMPRESSIONS

COMMUNITY

**\$10K+**

RAISED FOR 13  
LOCAL CHARITIES

# DEMOGRAPHICS

## TARGET MARKETS:

### FAMILIES & YOUTH

**OVER 60%**

of Home Crowd Attendance

**17**

FCPS & Youth Sports  
Takeover Games in 2024

### SPORTS ENTHUSIASTS & ACTIVE PERSONS

### SLIGHTLY SKEWED TOWARDS MALES

### STRONG CORPORATE PRESENCE

### HEAVY FREDERICK COUNTY PRESENCE

Also drawing in fans from Washington,  
Montgomery & Carroll counties, as well as  
Pennsylvania, Virginia, & West Virginia.



**LEARN MORE**

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LEARN ABOUT OUR  
**SPONSORSHIP SALES**



# GAMEDAY ACTIVATIONS



## TIMEOUT COMPETITION SPONSOR

- "Timeout Competition Brought to You by..."
- Activity to Relate to Sponsor's Business
- Ability for Sponsor to Supply Prize

## GAMEDAY PROMOTIONAL ACTIVITY

- First 50 in the Door  
Sponsor Gives Away Promotional Item to First 50 Fans  
Social Media/Email Promotion of Giveaway
- You Print It... We Throw It!

## GAMEDAY THEME GIVEAWAY ITEM

- Example: Flowers for Mother's Day, Leis for Moo-Au Night, Whiteout, etc...

## GAMEDAY GIVEAWAY ITEMS

- Thundersticks
- Co-Branded Cow Ear Hat
- Milkshake & Custom Bobbleheads

## COMPANY TAKEOVER NIGHT

- Specified game "Presented by Sponsor"
- Mentioned in Radio Spots & Promotion of the Event  
Including Emails, Social Media, Group Ticket Flyers, & Ad Campaigns
- Sponsorship of One Timeout Activity
- In-Game Sponsor Mentions
- Employee Group Rate Ticket Prices (Adults \$12 | Child \$5)
- Company Interaction in Game Activities
- Game Giveaway Opportunities
  - ADD ON: Group VIP Suite
  - ADD ON: Gameday Promotional Activity
  - ADD ON: Gameday Theme Giveaway Item
  - ADD ON: Custom Gameday Co-Branded Jersey (One Time Use)

## GAMEDAY BRAND BOOTH ACTIVATION

## COMBO BRAND BOOTH + PROMOTIONAL GIVEAWAY

## BARNYARD BASH

Large Pregame Tailgate Featuring Live Music, Carnival Style Games, Food Trucks, & a Beer Garden

## BARNYARD BASH BRAND BOOTH ACTIVATION

## BARNYARD BASH PRESENTING SPONSOR

## CHAMBER NETWORKING EVENT SPONSORSHIP

- Included in All Promotion of Event
- Sponsor Included in Signage
- Optional Ability for Sponsor to Provide Pop Up Banners

# GAMEDAY ADVERTISING



## YEAR ROUND HOOD COLLEGE ARENA BANNER

- Banner Hung at All Times for Full Calendar Year
- Pending Hood College Approval

## SEASON LONG FLYING COWS BANNER

- Exposure for Every Home Game of the 2025 Season
- Additional Exposure via Live Stream, Social Media Highlights, & Photos

## BOX OFFICE BANNER

- Banner Hung at Gate Entrance
- Exposure to Every Flying Cow Fan in Attendance

## MEDIA & AUTOGRAPH BANNER

- Official Sponsor of Postgame Autograph Sessions
- Additional Exposure on Social Media & Fan Pictures

## PROGRAM AD ROSTER INSERT SPONSOR

- Logo on Home & Away Team Rosters for all 12 Home Games
- Receive Full Season Half Game Program Ad in Addition

PROGRAM ADS	HALF PAGE AD	FULL PAGE AD
Half Season		
Full Season		

## PROGRAM AD DIMENSIONS

Full Page Ad **8.5W x 11H**

Half Page Ad **8.5W x 5.5H**

\*Program Ads are Required to be Interactive or Provide Promotional Discount

# MEDIA ADVERTISING



## COMPANY LISTING & LINK ON GFLYINGCOWS.COM

## ONE MONTH BANNER AD ON GFLYINGCOWS.COM

## PLAYER OF THE GAME GRAPHIC SPONSORSHIP

- Promotion After Every Flying Cows Game
- Sponsor Logo and Mention on Every POG Post
- Distinguished as Sponsor Across All Platforms

## FINAL SCORE GRAPHIC SPONSORSHIP

- Promotion After Every Flying Cows Game
- Sponsor Logo and Mention on Every Final Score Post
- Distinguished as Sponsor Across All Platforms

## HIGHLIGHT OF THE GAME SPONSORSHIP

- Example: Play, Dunk, Defensive Play, etc...
- Promotion After Every Flying Cows Game
- Sponsor Logo and Mention on Every Highlight Post
- Distinguished as Sponsor Across All Platforms

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## 2025 SEASON POCKET SCHEDULE (+10,000 distributed)

- Presenting Sponsor's Logo on Front Cover
- Logo Inclusion

## 2025 MAGNET SCHEDULE PRESENTING SPONSOR

## MOBILE TICKETING SPONSOR

- Company Logo & Promotional Campaign on tickets sold for FFC Home Games

## PHYSICAL TICKETING SPONSOR

- Company Logo & Promotional Campaign on physical tickets for FFC Home Games

## TBLTV SPONSOR

- "Flying Cows Stream on TBLtv Brought to you by Sponsor"
- Promotion on all TBLtv Social Media Promotion
- 30 Second Commercial Distinguishing Company as TBLtv Sponsor on Home Game Streams
- Sponsor Logo Present on Home Game Streams

## TBLTV COMMERCIAL ADVERTISEMENT FULL SEASON

- 30 Second Commercial Shown Twice At Minimum During Every Home Game Stream

## TBLTV COMMERCIAL ADVERTISEMENT HALF SEASON

- 30 Second Commercial Shown Twice At Minimum During Every Home Game Stream

# FAN ZONE SPONSORSHIPS



## JUNIOR FLYERS CLUB SPONSOR

- Official Naming Rights of the Junior Flyers Club
- Logo on Junior Flyers Club Shirt
- Promotion in all Junior Flyers Club Emails
- Activation at Junior Flyers Club Exclusive Event
- Ability to Distribute to Members and Families
- Additional Co-Branded Opportunities Available

## JUNIOR FLYERS BASKETBALL CAMP SPONSORSHIP

Includes Flyer Distribution, Email & Social Media Promotion

### CAMP TITLE SPONSOR

### BAG SPONSOR

### SHIRT SPONSOR

Additional Event Sponsorship Opportunities Available!

## DANCE TEAM NAMING RIGHTS SPONSOR

## CHEER TEAM NAMING RIGHTS SPONSOR

## MAD COWS NAMING RIGHTS SPONSOR

## TEAM GEAR

### WARM UPS SPONSOR

- Company Logo Featured on Pregame Warmups
- Representation at all 24 Regular Season Games & Playoffs

### TRAVEL GEAR SPONSOR

### JERSEY SPONSORSHIP PATCH

- Company Logo Featured on One Flying Cows Game Jersey
- Worn a Minimum of Four Games
- Additional Exposure from Live Stream, Highlights, & Social Media

### CO-BRANDED UNIFORM SPONSOR

- Custom Jersey Designed by Business to be Worn for One Home Game
- Option for Jerseys to be Auctioned Off for Charity POST GAME
- Presenting Sponsor of That Home Game

## PLAYER OPPORTUNITIES

- Appearances & Autographs
- Content Creation: Videos & Posts
- Brand Representation at Games
- Store & Product Experiences
- Social Media Insights



# PACKAGES



## ROCKETSHIP

- Full Season Full Page Ad
- Gameday Promotional Activity
- Barnyard Bash Brand Activation Booth
- Combo Brand Booth + Promotional Giveaway
- Twelve (12) Timeout Competition Sponsorships
- One Month Banner Ad on [goflyingcows.com](http://goflyingcows.com)
- TBLtv Commercial Advertisement Full Season
- Company Takeover Night With Suite
- Jersey Sponsorship Patch
- Season Long Flying Cows Banner
- Hood Arena Banner
- Company Listing & Link on [goflyingcows.com](http://goflyingcows.com)

## JETPACK

- Full Season Full Page Ad
- Two (2) Timeout Competition Sponsorships
- One (1) Gameday Brand Booth Activation
- TBLtv Commercial Advertisement Full Season
- Takeover Night With VIP Suite
- Season Long Flying Cows Banner
- Company Listing & Link on [goflyingcows.com](http://goflyingcows.com)

## ELEVATE

- Full Season Full Page Ad
- Two (2) Timeout Competition Sponsorships
- Gameday Promotional Activity
- One Month Banner Ad on [goflyingcows.com](http://goflyingcows.com)
- TBLtv Commercial Advertisement Full Season
- Season Long Flying Cows Banner
- Company Listing & Link on [goflyingcows.com](http://goflyingcows.com)

## SKYWARD

- Full Season Full Page Ad
- Gameday Promotional Activity
- Gameday Theme Giveaway Item
- One (1) Gameday Brand Booth Activation
- Two (2) Timeout Competition Sponsorships
- Takeover Night With VIP Suite
- Company Listing & Link on [goflyingcows.com](http://goflyingcows.com)

## LIFTOFF

- Full Season Full Page Ad
- One (1) Game Day Brand Activation Booth
- Two (2) Timeout Competition Sponsor
- Company Listing & Link on [goflyingcows.com](http://goflyingcows.com)

## LAUNCH

- One (1) Timeout Competition Sponsorship
- Spirit Item Sponsorship for One Home Game (Pom Poms, Leis, etc)
- Company Listing & Link on [goflyingcows.com](http://goflyingcows.com)

## ADDITIONAL OPTIONS

- Gameday Theme Giveaway
- Brand Booth
- Two Timeout Competitions
- Logo Inclusion on Pocket Schedules
- Two Gameday Promotional Activities:  
First 50 -or- You Print It We Throw It
- Timeout Competition + Gameday Promotional Activity
- Half Page Half Season + Timeout Competition
- Half Page Half Season + Gameday Promotional Activity