



Sports Sponsorship 360
Start-Up Guide
Women's Flag Football

MAY 2020

Photo © 2020 CFL ENTERPRISES LP

SPORTS SPONSORSHIP 360 START-UP GUIDE

Women's Flag Football

Sports Sponsorship 360 is a tool available to all NAIA members that provides data, analytics, resources and advisors that an institution can utilize when considering adding a new sport on campus, or evaluating its current sport offerings. By utilizing the expertise of the Athletics Directors Association (ADA) Board of Directors, national governing bodies and coaches associations, SS360 also provides real-life samples of a variety of resources (e.g., equipment inventories, start-up and annual budgets, coaching rosters, etc.), along with a slate of advisors eager to serve as a resource during implementation.

SS360's online dashboards provide you with the most up-to-date analysis of data, customized to the parameters of your choosing, including the ability to compare various sports across different topics. This start-up guide is intended to provide you with a deeper look into one particular sport, and lay the groundwork for the various foundational requirements of implementing Women's Flag Football on your campus.

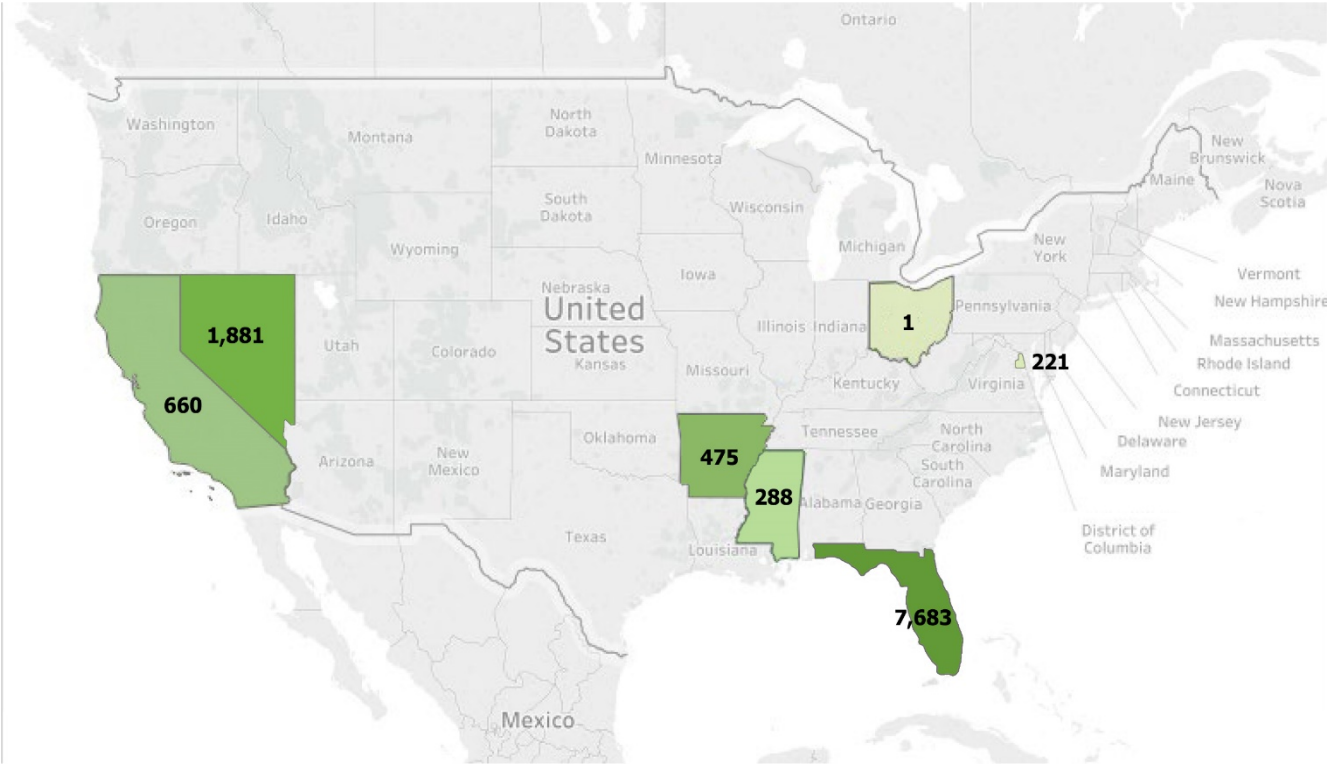
In the pages that follow, you will find information intended to give you a comprehensive look at the impact Women's Flag Football can bring to a campus, along with all the fundamental information you need to know if you choose to add Women's Flag Football. From a combination of high school data (National Federation of State High School Associations) and NAIA financial aid data, you will find information related to participation rates and roster sizes, operating budgets, personnel expenses, facility and equipment needs, and rules related to game play, scheduling and eligibility.

You will also find a specific list of interested and willing advisors (athletics directors, national office representatives) who have experience in building a collegiate program. These advisors have volunteered to be a point of contact for any questions you may have, whether you're still considering adding Women's Flag Football or you've added the program and need detailed guidance for particular questions.

Throughout the guide, you will also find various samples relating to things like budgets, financial models, or methods of calculating the return on investment of a sport. These samples are not intended to be viewed as suggested standards or requirements, but rather to serve as an illustration of a specific approach fellow administrators have taken to implement these sports. They are provided as reference materials, to be used as you see fit.

Participation

Girls High School Flag Football Participation by State



Data Source: National Federation of State High School Associations (<https://www.nfhs.org/>).
Information from each state includes only those sports recognized by the state association. Does not include club sports participation.

Personnel, Facilities & Equipment

1.1.1 Playing Surface

1.1.1.1 The field shall be 40 yards in width and contain four (4) twenty (20) yard zones with a ten (10) yard end zone on each end of the field.

1.1.1.2 No hard and unyielding rigid fixtures (e.g., trees, poles, fences, bleachers) shall be located within 5 yards of the sideline or 10 yards of the end lines, unless covered with at least ½" closed cell, slow recovery rubber or other material of the same minimum thickness or having similar physical properties.

1.1.1.3 Yard line markers constructed of soft, pliable materials, if placed on the ground, should be no closer than 2 yards to the sideline to mark Goal Lines, 20-Yard Line Zones Lines to Gain, and the 40-Yard Line Zone Line to Gain.

1.1.1.4 **Pylons** – Soft, flexible pylons (four (4) inches square, eighteen (18) inches high, either orange, red, or yellow in color shall be placed at the inside corner of the intersections of the sideline with the goal lines and end lines, and the intersections of the end lines and the hash marks extended. The 4 pylons located at the hash marks extended shall be positioned 3' beyond the end line.

1.1.1.5 **Down Box** – A down box shall be used to indicate the number of the next down and placed at the zone line-to-gain needed for a first down. The down box shall be positioned two (2) yards out of bounds and operated under the jurisdiction of the Referee in a 2-person crew and the Line Judge in any crew of more than two. During the TRY, the down box shall display the point value (1, 2, or 3) declared by A and be placed two (2) yards out-of-bounds at the goal line. NOTE: The Home team is responsible for providing the down box and is responsible for providing a down box operator.

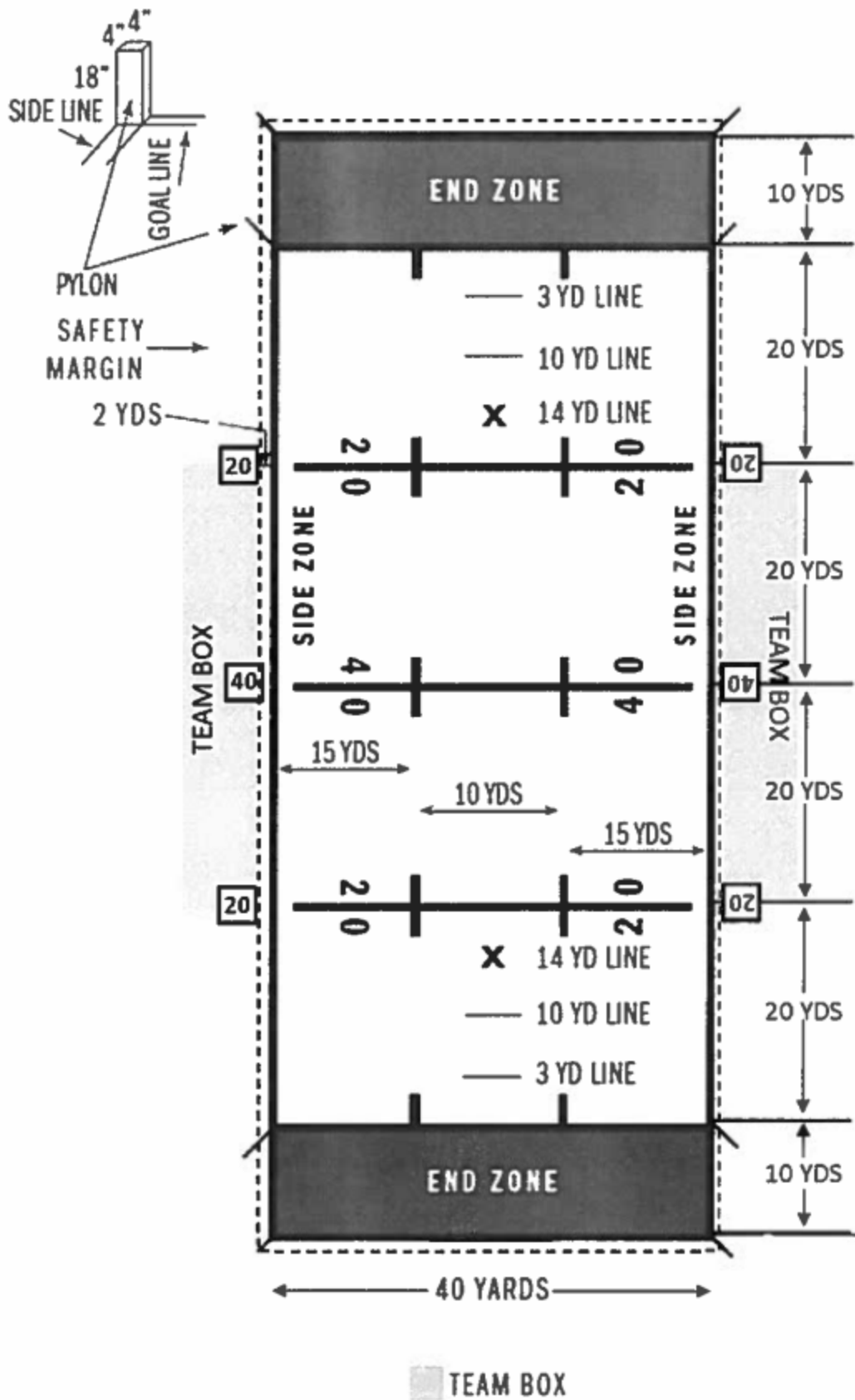
1.1.1.6 **Spot Discs** – Two ball spotters (rubber discs) are required. One color shall mark the offensive scrimmage line. The second spotter of a different color shall mark the defensive scrimmage line and shall be placed one yard away from the offensive scrimmage line.

1.1.1.7 **Scoreboard** – A visible scoreboard must be provided. It should be divided into two parts with large numbers to provide a running score for each team. A device displaying running time and a visual display of timeouts is recommended. Information shown on the scoreboard is not official and may not be used as a basis for protest.

1.1.1.8 **Game Operations** – To properly manage a game, staffing must include: a scoreboard/clock operator, public address announcer, stat keeper, down box operator. It is also recommended that each games include coverage from a sports information director and game administrator.

1.1.1.9 **Game Officials** – Game shall be played under the supervision of 3-4 officials. The officials are: Referee, Line Judge, Back Judge and Field Judge. It is recommended that all officials are NIRSA certified.

1.1.1.10 **Game Officials Training Tools** – NIRSA has training tools produced for officiating mechanics. <http://play.nirsa.net/flag-football/officials-resources/>



Player Equipment

2.1.1.1 **Football** – The official ball shall be pebble-grained leather or rubber covered and shall meet the recommendations of size and shape for a regulation YOUTH or JUNIOR size. Each team shall provide their own legal game ball to participate.

2.1.1.2 **Jerseys** – Players of opposing teams must wear contrasting solid-colored jerseys, without pockets, numbered on the front or rear.

- a. The jersey must be long enough so that it remains tucked in.
- b. Players of the visiting team shall wear WHITE jerseys.
- c. Players of the home team shall wear DARK jerseys in a color that contrasts with white.
 - i. It is recommended that each participating team bring to the competition site two sets of jerseys (one dark, one light) with identical numbers.
- d. Each jersey must be numbered on the front and back using Arabic numbers 0-99.
 - i. Numbers must be the same color on the front and back of the jersey.
 - a) The number on the front of the jersey must be a minimum of 6 inches in height and centered.
 - b) The number on the back of the jersey must be a minimum of 8 inches in height and centered.
 - c) Numbers must be of solid color contrasting with the color of the shirt.
 - d) The number may have a contrasting color border, which shall not exceed 1/4 inch.
 - e) The color and style of the number shall be the same on the front and back.
 - f) No players on the same team shall wear identical numbers.

2.1.1.3 **Pants/Shorts** – Each player shall wear pants/shorts without any belt(s), belt loops, or exposed drawstrings.

- a. No pockets of any type are permitted. Pockets cannot be covered “taped.”
- b. The pants/shorts must be a different color than the flags being worn.
- c. May not have stripes resembling the color of flags that are being worn.

2.1.1.4 **Flag belts** – Each player shall wear a 1-piece quick release belt, without any knots, at the waistline with 3 flags permanently attached.

- a. 1 flag on each side and 1 in the center of the back.
- b. The flags shall be a minimum of 2' wide and 14" long when measured from the edge of the belt.
- c. The flags should be of a contrasting color to the opponent's flags.
- d. The belt must have a spring-loaded clip.
- e. Must be a different color than the jersey and shorts/pants being worn.

Finances & Insurance

Women's Flag Football Sample Budget	
EXPENSES (based on a 25 player roster)	
Uniforms/Apparel	
Jerseys/shorts package – 2 sets of uniforms	\$ 3,000.00
Team Travel Bag	\$ 1,250.00
Team Apparel (warm-ups/shirts)	\$ 750.00
Cleats	\$ 1,875.00
Game Equipment	
Football - 10 footballs	\$ 500.00
Flag Football Belts	\$ 250.00
Mouth Guards (1 per player)	\$ 250.00
Field Set-up	
Down Box – (if you school does not have football)	\$ 150.00
Yard Markers	\$ 150.00
Pylons	\$ 150.00
Officials	
Estimated cost of officials for a 3 game home schedule	\$ 600.00
(\$53 per game (within 50 miles); \$63.00 per game more than 50 miles)	
Travel	
3 road trips @ \$200 per player	\$ 15,000.00
Insurance	
	\$ -
Recruiting (varies by institution)	
	\$ -
Coaches Stipend (varies by institution)	
	\$ 5,000.00
TOTAL EXPENSES \$ 28,925.00	
INCOME	
Tuition	
25 players at \$25,000 per player (varies by institution)	\$625,000
NFL Stipend (1 yr, if qualify)	
	TBD
TOTAL INCOME \$625,000	
NET \$596,075.00	

Year two costs would be reduced because uniforms and equipment are already accounted for.

Financial Model

The overall financial analysis used by your institution in evaluating athletics, including items such as tuition, student activity fees, general overhead (administrative staff, facilities) are incorporated. Some institutions have requested samples of alternative methods to consider.

The best way to evaluate the financial impact of any particular athletic program is do the following:

1. Number of student-athletes is program.
2. Multiply that number by what tuition is at your institution
3. Subtract the cost of having the program (coaching salaries, program budget, and athletic financial aid for the student athletes.
4. Total remaining is the financial impact of that particular program for the institution

Example:

25 Women's Flag Football Student Athletes and tuition is \$25,000 per year.

$$25 \times \$25,000 = \$625,000.00$$

Cost of Program: \$23,925.00

Part-time coaches' salary or stipend: \$5,000.00 (TBD)

Scholarships: Best guess would be upper limit of 8 or 9 (8 x \$25,000 = \$200,000)

Financial Impact: Tuition - Cost

Statistical Software

The NAIA Athletics Communications department is currently working on a statistical software program for Women's Flag Football.

Rules

All rules, rule modifications, frequency of play limits, and roster size information will need to be approved by the NAC Executive Committee.

Games will be 7 on 7

Roster size limits are set at 25 for most high school associations as an FYI.

This section will be regularly updated and decisions are made.

Helpful Resources

Sport	Organization	Contact Information	Website
NAIA Resources	Laura-Courtley Todd	St. Thomas University	lcourtle@stu.edu
NAIA National Office	Austin Bennett		ABennett@naia.org
	Dan Robinson		Drobinson@naia.org
Officiating	Bob Lade		blade@naia.org



NAIAHelp.com

Considering adding a new sport to your athletics program?
Which sport would make the most sense financially?
Which option provides the best recruiting pool?
Does sponsoring an additional sport even make sense?

The NAIA's new SS360 tool can help!

Sport Sponsorship 360 (SS360) is the NAIA's new analytic tool that tackles sport sponsorship with customized data maps, financial information on start-up and ongoing expenses, and input from experienced administrators. The tool is sport-specific, with resources for 19 sports now and expansion plans for all existing and emerging NAIA sports.

SS360 Home | Data | SS360 Data

INTERCOLLEGIATE DATA

U.S. DEPARTMENT OF EDUCATION EQUITY IN ATHLETICS (EADA)

Beginning in 2008-09 the dashboards include data from all two-year and four-year colleges and universities including:

- Athletics budgets
- Roster sizes
- State-by-state intercollegiate teams by sport
- State by state student-athlete participation by sport
- Athletics aid for men and women (not available by sport)

HIGH SCHOOL DATA

NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS

Student-athlete participation data from each state high school association from 2008-09 to the present.

Data Source: National Federation of State High School Associations (<http://www.nfhs.org/>)

NAIA FINANCIAL AID DATA

NAIA YEAR-END FINANCIAL AID REPORTS

Data is from the NAIA Year-End Reports submitted to the NAIA national office. The data is presented with conference averages and percentiles, to protect individual school information. Beginning with 2007-08, the dashboards include the following information from all NAIA institutions, by sport:

- Financial aid awards, before exemptions
- Financial aid awards, after exemptions

SS360DATA

SS360 ADVISORS

SS360 RESOURCES

SS360 FAQ

SS360 HELP

Start using SS360 today!

1. Login to naiahelp.com
2. Click on Sports Sponsorship 360
3. Begin analyzing and evaluating!

Free to NAIA members

SS360 helps NAIA member institutions better understand their Return on Athletics™. The tool is available to athletics directors and can be extended to coaches, administrators, and other school representatives. SS360 draws on data from colleges and high schools nationwide, as well as NAIA financial aid. It offers access to NAIA ADs and administrators who serve as advisors, plus a resource bank that includes everything from startup checklists to recruitment strategies.

Need Help? SS360@naia.org