



YOU KNOW US



We're Pop Warner Little Scholars, and chances are you, or someone you admire, participated in one of our programs while growing up.



325,000 PARTICIPANTS

100 LEAGUES

1,200 ASSOCIATIONS

8,255 TEAMS

36 STATES

2,783 CHEER/DANCE TEAMS
5,473 FOOTBALL TEAMS

40,000 SPECTATORS

AT CHEER COMPETITIONS

ONE MILLION CONSUMERS IN THE NETWORK

10+ MILLION INCLUDING 70% OF TODAY'S ALUMNI

NFL PLAYERS ASSOCIATION

ONE WEEK OF GAMES & COMPETITIONS DURING THE POP WARNER SUPER BOWL

10,300 SUPER BOWL ATHLETES

FIFTY-THREE THOUSAND SUPER BOWL ATTENDEES

415 CHAMPIONSHIP CHEER SQUADS

64 FOOTBALL TEAMS COMPETE DURING SUPER BOWL WEEK

24 GAMES AND ONE TOP-LEVEL CHEER EVENT STREAMED LIVE ON **ESPN3 & WATCH ESPN**

940,000 SUPER BOWL WEBSITE VIEWS

The number of participants in Pop Warner activities varies from year to year as new teams/associations are formed or disbanded and children age into and out of the program.

Over **100,000** awards since 1933

All American athletes honored

SOMETHING TO CHEER FOR

Pop Warner is not just football. Our cheerleading/sport teams cover 1,600 cheer families/sport teams across the country. We're committed to making the game of football safer through our Heads Up Football program. We've already seen an 87% reduction in injuries* by implementing changes and embracing the principles of USA Football's Heads Up Football™ and ensuring that all of our coaches are trained and certified in safety protocols. We will continue to make changes to protect our scholar athletes. Tomorrow's college and NFL stars are on a Pop Warner field today, learning a safer way to play America's favorite sport.

and they make appearances at events held all across the country.

SAFER FOOTBALL STARTS HERE

Concerned about concussions and injuries? We are too.

Pop Warner programs had 87% fewer overall injuries and 76% fewer concussions in practice than non-Pop Warner programs that do not do Heads Up Football training in 2014, according to a study by Datafly.

Key Role for Sponsors & Marketing Partners

Since 1929, we've had the honor of working with many companies and organizations like yours, who believe in youth sports and are committed to providing opportunities to kids and families in communities throughout the country.

BENEFITS OF A POP WARNER SPONSORSHIP

The Pop Warner Network of over **one million consumers** is highly coveted. We have 325,000 participants, ages 5 to 18 (that elusive tween/teen cohort). And we reach their families, friends and coaches, plus fans in local communities — all loyal to Pop Warner and our sponsors.

Our affordable packages offer:

- Portfolio of engagement vehicles, including e-blasts, newsletters and custom mailings, sampling opportunities and a new magazine providing outreach opportunities all year
- Enhanced & new event experiences and on-site presence at the Pop Warner Super Bowl and other national and regional football & cheerleading competitions
- Digital, social media and promotions
- Custom branded content and vehicles with category exclusivity

Over **\$1,000,000** in scholarships awarded since 1993; over **8,000** All American athletes honored each year.

