



Official Automotive Partner

TOYOTA x NFL FLAG DEALER PLAYBOOK

2025 Spring Season Donation Window: December 1st, 2024 – March 1st, 2025

WHAT IS NFL FLAG?

NFL FLAG is the **largest youth flag football league in the U.S.** and is operated by RCX Sports. NFL FLAG leagues are no contact, giving boys and girls of all abilities a chance to develop their fundamental football skills in a positive, inclusive environment.

With more than **315,000 participants** and **1,300 local leagues** active for the 2025 Spring Season, NFL FLAG continues to evolve. It's a pathway for female athletes to play in college, as well as an outlet for tackle athletes to compete in the offseason.



A FULL YEAR OF ACTION AND TOYOTA IS HERE FOR ALL OF IT.

YEAR-ROUND LEAGUE PLAY



- Leagues run for four seasons, depending on location, with majority occurring during spring and fall.
- Ages for boys and girls range from 4 to 17, with some teams being coed.
- Run by League Operators in partnership with NFL FLAG.

PLAYER OF THE YEAR PRESENTED BY TOYOTA



- 5 girls and 5 boys are chosen as finalists.
- Winners recognized at NFL Honors during Super Bowl week.
- The players must embody the FLAG values of sportsmanship, responsibility, integrity, and teamwork.

REGIONALS PRESENTED BY TOYOTA



- Teams are eligible to qualify for tournaments in their region only, unless it's a Super Regional.
- Super Regionals have open borders, allowing any team to participate.
- Teams may attend more than one regional tournament to qualify for NFL FLAG Championships.
- 15 Regionals in Fall '24 and 17 Regionals in Spring '25 across various NFL Club cities.

CHAMPIONSHIPS PRESENTED BY TOYOTA



- Held annually in Canton, OH in July.
- 280 teams compete across all of the age groups.
- Teams qualify by winning regional tournaments across the country, representing all 32 NFL clubs.
- Select games broadcast on ESPN.



JOIN THE HUDDLE



IT'S YOUR COMMUNITY AND YOU CALL THE PLAY.

Focus your support on what matters to
you.

With new branding opportunities that
highlight your dealer logo and
enhanced participation support that
directly impacts the players, there are
multiple ways to join the huddle.



LOG ON



NEW SIMPLIFIED PLATFORM



VISIT NFLFLAG.COM/TOYOTA AND CLICK
MAKE AN IMPACT



ENTER EMAIL AND DEALER CODE
CONFIRM YOUR DEALERSHIP



VIEW YOUR LEAGUES



Donate Today

Email*

5 Digit Dealer Code*

Get Started

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.



You will be making donations on behalf of
Toyota of Rock Hill (39058)

Is that correct?

Yes

Try Again

LEAGUES & PARTICIPATION

If you have a league(s) in your PMA, they will populate at the top of the screen with an estimated participation number *.

Check the boxes for the leagues you want to support.

NFL FLAG is a four-season sport. Only leagues running during the **2025 Spring Season** will be eligible to receive support, but **more may be available during Fall**.

The leagues in your PMA may have changed since Fall as leagues become inactive.

If you do not have a league in your PMA at this time, you will be directed to alternate ways to support.

* Participation numbers are estimated based on previous year's sign-up and may change based on interest for the current season.

The screenshots show the donation interface for three different PMA locations:


- Toyota of Rock Hill (39058):** Shows a selection screen with two active leagues: "Town of Fort Mill" (251 estimated participants) and "York Cougar Friday Night Lights" (141 estimated participants). A red arrow points to the "Town of Fort Mill" selection. Below the selection is a box indicating "251 total participants selected".
- Toyota of Rock Hill (39058):** Shows a modal window titled "Inactive Leagues" with the message: "The following leagues have run before but are not expected to be active in the donation window." The modal lists "Lancaster County Parks and Recreation" with the note "No league running during donation window". A red arrow points to the modal.
- CMA's Rocky Mount Toyota (32159):** Shows a screen where "Leagues" and "Participants" are both 0. A red box highlights a message: "There are currently no active leagues in your PMA. Bring NFL FLAG to your community with the options below!"

MAKE AN IMPACT

Check and uncheck boxes to adjust league(s) supported

See estimated participation number to know how many players you are impacting

Adjust league selection(s) and support selection(s) to determine your donation total



Toyota of Rock Hill (39058)

Donation Summary

Leagues 2

Participants 392

Donation Total \$18,486.8

Select the league(s) in your area that you'd like to support:

Town of Fort Mill
251 estimated participants

York Cougar Friday Night Lights
141 estimated participants

There are inactive leagues in your area ⓘ

392 total participants selected

Branding Bundle
This branding package is designed to enhance event

[View Product](#)

Shorts
Black Sport Tek Mesh Shorts [no pockets] branded with

[View Product](#)

Adjust the selected support to change your donation total by checking the boxes. These changes will **automatically** be reflected in your donation total above.

All support selections will be **applied to all** leagues/participants selected at the top.



**YOU'RE THE
PLAY CALLER**



YOUR COMMUNITY, YOUR LEAGUE, YOUR DEALERSHIP LOGO

Regardless if you choose to support your local league at any level, **your dealership logo will be included on signage** within leagues that operate within your PMA as shown below.

YOUR DEALERSHIP LOGO HERE



BRANDING BUNDLE

\$2,242.56 Per League Supported

INCLUDES:

- (1) 10x10 Tent
- (2) Feather Flags
- (2) 3x5 Mesh Banners

Shipped directly to your local league.



TEAM SUPPORT

Total Price Determined by League Participation



SHORTS | \$8.00 /PP

Providing a league with shorts is a great way to make your dealership a part of game day. Shorts will feature your dealership logo and be shipped directly to the league.

PLAYER REGISTRATION | \$30/PP

Supporting player registration covers the NFL FLAG registration fee. This helps breakdown cost barriers for players.



TEAM SUPPORT

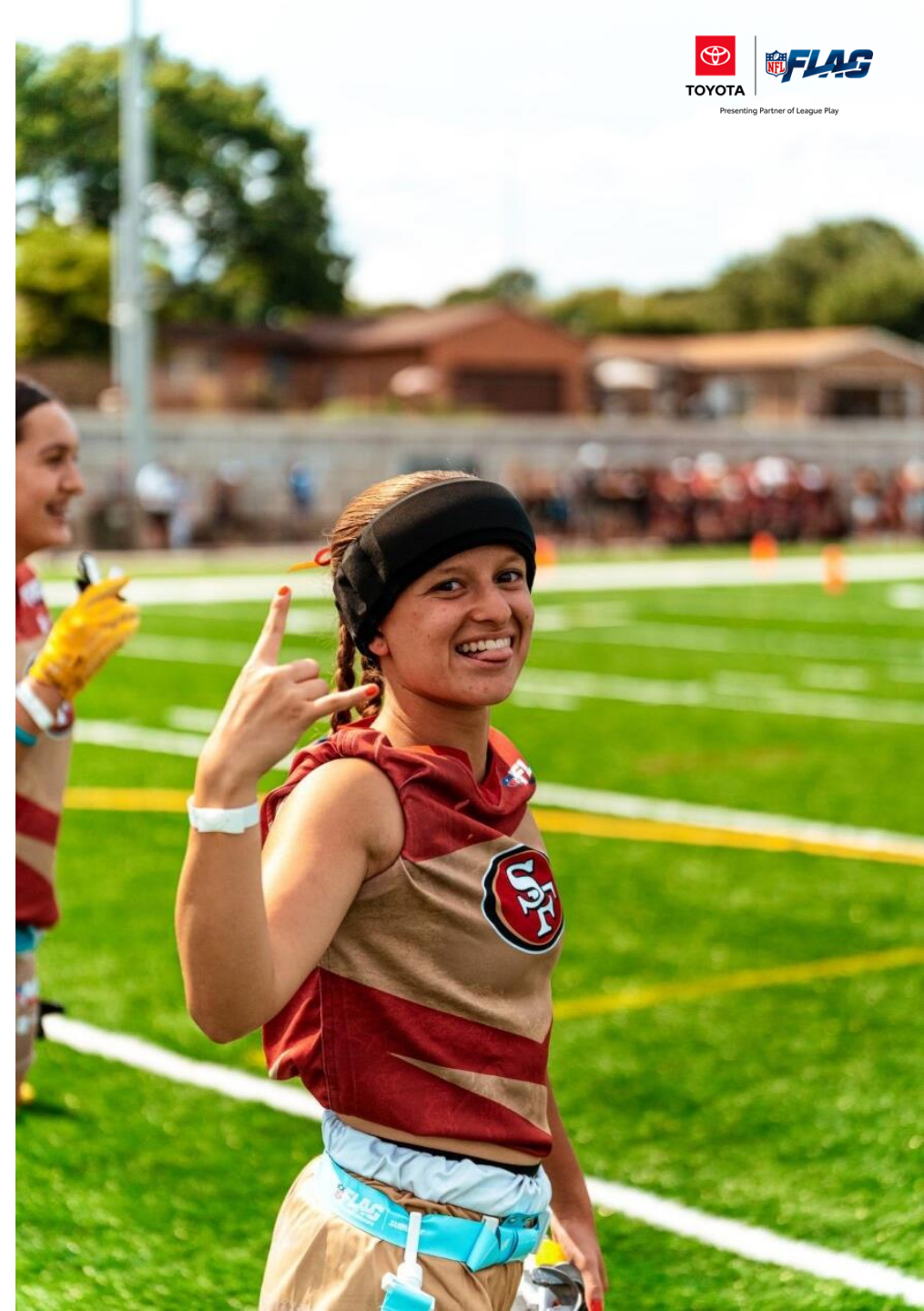
Total Price Determined by League Participation

WATER BOTTLES | \$4.15/PP

BUCKET HAT | \$15.65/PP

RALLY TOWEL | \$8.89/PP

These items are available for purchase a la cart to enhance your partnership. Each item will feature your dealership logo and be delivered directly to your league for use.



DEALERSHIP EVENT

\$6,559.27 to Support 200 Players*

Invite your local league to your dealership for a unique event that helps build relationships within your community. You will be connected directly with your league following your donation to start the planning process.

Together you can execute a kickoff party to start the season, come together for an end of year celebration, award ceremonies, and more! The below items will be shipped directly to your dealership. This does not include any food and beverage, games, prizes, etc. that could be added to enhance your event.

BRANDING

10x10 Tent
6 ft Tablecloth
(2) Feather Flags

PREMIUMS

200 Co-branded Bucket Hats

** If your league has more than 200 players, you are able to order additional giveaways a la carte. All items will be shipped directly to your dealership.*



ADDITIONAL RESOURCES

Videos, photos, and logos are available for you to leverage on your channels via <https://nflflag.com/toyota> and “TOYOTA | NFL FLAG ASSETS” that can be downloaded at any time.

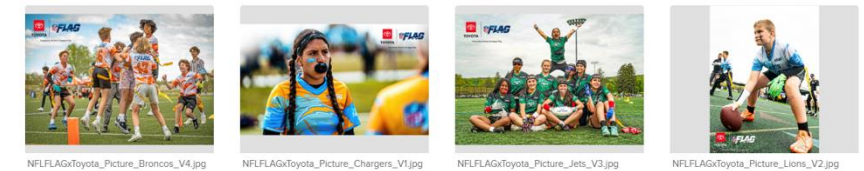
If you choose to make your own social assets with the NFL FLAG logo, please follow the NFL approval process by submitting the creative to ToyotaMarketingApprovals.com



PHOTOGRAPHY



PARTNERSHIP BRAND ASSETS



CO-BRANDED LOGOS



WE ONLY WIN TOGETHER.

If you don't have a league in your PMA,
you are not on the sidelines!

There are ways to join the huddle and
make an impact in your community.



NFL FLAG IN SCHOOLS

\$2,460 for (5) kits

Regardless if you have a league in your PMA or not, you can donate **NFL FLAG in School Kits!**

These kits will be delivered in **Fall of 2025** and schools will be selected by GenYouth & RCX Sports.

Your support includes:

- Five kits for local area schools in your PMA
- 25 Co-Branded Pinnies



START A LEAGUE

Estimated Startup Cost for a 200-player league with a six-week season on a standard football field are approximately \$15,000. This investment helps create a well-organized, enjoyable league experience for players and their families. It takes time to start a league. Once a donation is made, expect up to 6 months before the league is fully formed. However, updates will be provided as they are available.

Below are typical expenses this will cover:

- Uniforms
- Field Rentals
- Field Equipment (i.e. pylons, cones, etc.)
- Coaches
- Officials

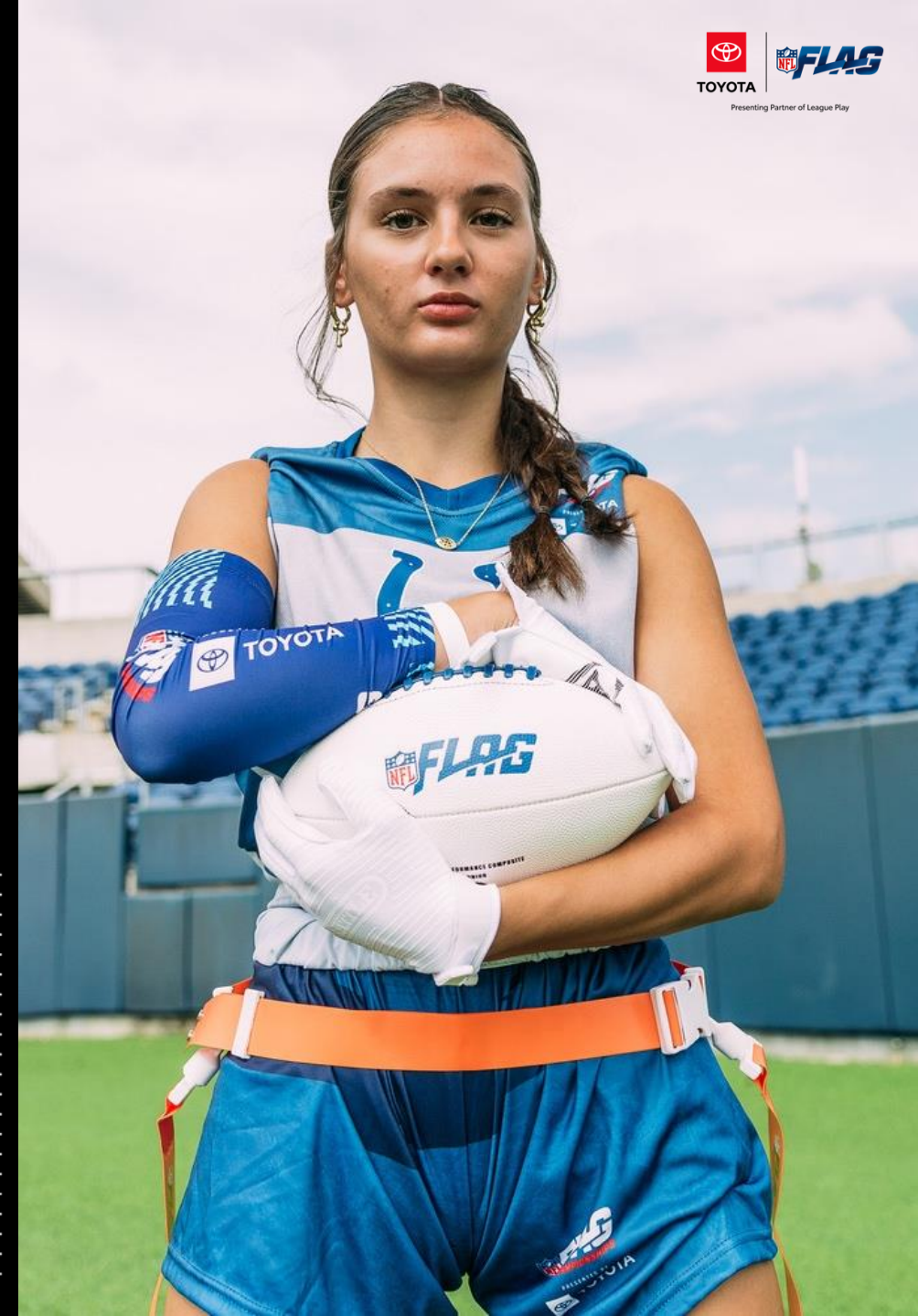
Estimated Start-up Cost: \$15,000



GET IN THE GAME!

A general donation covers player registration fees for leagues with the highest need and travel to tournaments. It helps grow the sport and is a great way to support if you do not have a league in your PMA.

All donations go to the RCX Sports Foundation.



Don't Forget to Match!

All donations are eligible for the Toyota Dealer Match program (up to the \$10K program match limit). Matches equal the total amount you donated (up to the limit). They do NOT pay or cover any portion of your total donation amount.

Request a match through Dealer Daily 365 and select **RCX Sports Foundation** as the organization.

Matched dollars go toward registration and tournament travel for the leagues you supported. If there are no leagues in your PMA and you made a general donation, it will go to the league in the US with the greatest need.



FAQs

FAQS FOR NFL FLAG PARTNERSHIP

Q Can my dealership use our own social media accounts to promote the NFL FLAG partnership?

A *Yes! Social media assets are available to download on <https://nflflag.com/toyota> by visiting the 'NFL FLAG Assets' page. If you are looking to create your own assets, please remember that all references to the NFL or use of NFL marks must go through the approval process at ToyotaMarketingApprovals.com.*

Q Can I add my logo next to the NFL FLAG logo?

A *Yes, you will be able to use your logo in a partnership lockup with the NFL FLAG logo. If you create one yourself, please send to ToyotaNFLFlag@MKTG.com for approval. When you opt into one of our bundles of assets, your dealership logo is automatically added to the items within your order.*

Q Am I required to support all leagues within my PMA?

A *No, you can choose how many leagues you wish to support and modify your support as you fill out the form.*

Q Will there be a chance to support multiple leagues if they are available within my PMA?

A *Yes, as long as they are within your PMA and not assigned to another dealer, your support can extend to as many leagues and teams as you want.*

Q How can I get connected to my league?

A *Once a donation has been made, if you would like to be connected to your league, please reach out to ToyotaNFLFlag@MKTG.com. Our team will facilitate the connection, and you will be connected to your local league.*

Q What if I already support my local league?

A *You can continue to support! This partnership will unlock ways to enhance your current relationship.*

Q Can I just reach out to my local league operator directly?

A *We ask that you please wait for additional communication and let us facilitate before attempting to reach out. This will help ensure the partnership is executed most efficiently.*

Q How do I confirm what my dealership donated?

A *Once your donation has been submitted, you will receive a confirmation email. You can reach out to ToyotaNFLFlag@MKTG.com to confirm the details of your donation if you have questions.*

Q Can our TDA manage the relationships with leagues?

A *This is solely a Tier 3 opportunity and a way for your dealership to make an impact in your community.*

FAQS FOR NFL FLAG PARTNERSHIP – CONT.

Q What if there’s currently no league in my PMA?

A There are multiple options for ways to get involved including starting a league, donating FLAG-in-School kits, or providing a general donation to cover registration costs and/or tournament travel for participants based on need.

Q Do I need to opt-in and renew my donation for each season?

A Yes, donations are specific to each season and do not automatically roll over. You will need to opt in and renew your donation at the start of each season.

Q Can my associates volunteer with the leagues?

A Yes! If your team is interested in volunteering, please reach out to ToyotaNFLFLAG@mktg.com. From there, opportunities will be discussed with your local league operator on how you can make the most impact.

Q How does hosting a dealership event work?

A An in-dealership event such as a kickoff party is a great opportunity to connect with the players and parents from your league as they pick-up their league uniforms to start the season! Each event will require additional planning with the league operator to determine the best time, which will be facilitated once you officially lock in your support. Additional costs may be required should you wish to enhance the event with food and beverage or entertainment options. See slide 21 for more details.

donation or event:

- *Branding Bundle and Team/Participation Support:*
 - *Items will be shipped directly to your league*
- *Dealership Event Bundle:*
 - *Items will be shipped directly to your dealership*

If you need further clarification on shipping details, please reach out to ToyotaNFLFLAG@mktg.com.

Q What will the Toyota Dealer Match funds be utilized for?

A The matched funds will support player registration fees and/or tournament travel costs for the league(s) in your PMA. If you don’t have a league in your PMA, RCX will determine the highest need across the U.S.

Q Who is RCX?

A RCX operates NFL FLAG leagues, in addition to other youth sport programs. They are committed to improving the accessibility and inclusivity of sports by enhancing the youth sports experience and creating opportunities for all athletes to play. RCX Sports produces events and programs for not only the NFL, but also the NBA, NHL, MLS & MLB.

FAQS FOR NFL FLAG PARTNERSHIP – CONT.

Q What is the RCX Sports Foundation?

A The RCX Sports Foundation works to develop, promote, and implement diversity and inclusion in youth sports as the non-profit arm of RCX Sports. The foundation focuses on expanding youth sports opportunities so all children can experience athletics in a safe, welcoming, and inclusive environment. No child’s circumstance in life should ever keep them from the lifelong benefits of sports.

Q How long is the partnership?

A The partnership is currently through June 2026.

Q How do Championships work? Will they be at the same location each year?

A The location of Championships will be announced each year. Championships will be attended by over 280 teams of girls and boys who qualified by winning a FLAG regional tournament from across the country, representing all 32 NFL clubs for each age group.

Q Will we partner with the US Olympic Flag football team/NGB?

A NFL FLAG does not currently extend to US Olympic Flag Football, as it is a separate organization.

A This NFL FLAG partnership is focused on league play within local communities as well as the Regional & National Championships. LA28 is not associated with NFL FLAG at this time.

Q How can I provide feedback or suggestions related to this partnership?

A Please reach out to your main region contact or ToyotaNFLFLAG@mktg.com to provide any feedback or suggestions.

Q Is my donation tax deductible?

A Yes, parts of your total donation are tax deductible if you supported with a branding bundle or any premiums, as well as a school kit. If you have questions about this process, please reach out to ToyotaNFLFLAG@mktg.com



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THANK YOU!