

An aerial photograph of the Flamingo Las Vegas at dusk. The main tower is illuminated with blue lights, and the word "Circa" is visible on its upper facade. The surrounding cityscape is visible in the background. The Draft Nation logo is overlaid on the left side of the image.

Fantasy Football Draft Day in America

The ultimate celebration of America's favorite non-contact sport is coming to Las Vegas. Get ready for an unprecedented weekend of drafts, entertainment, and unforgettable memories at the most iconic venue in sports.

Fantasy Football Draft Day in America

Close your eyes. Imagine a place where up to 4,000 passionate football fans gather in one incredible location, celebrating their hobby and America's most popular non-contact sport: Fantasy Football. This isn't just another draft party; it's a nationwide celebration that brings together the most engaged sports demographic for an experience they'll never forget.



Premier Venue

The Circa features the largest sportsbook in the world with an iconic layout. Experience fun in the sun at Stadium Swim with 24 pools and sports broadcast on a massive 143-foot screen.



Main Event Fantasy League

Elite players and celebrities compete for \$1M in a \$100,000 entry fee fantasy football league, simulcast nationwide in bars, restaurants, and on mobile devices.



Amazing Entertainment

Top bands perform on the main stage every evening. Professional MCs and entertainers keep the energy electric throughout the weekend with non-stop action and engagement.



Constant Action

Drafts run continuously for season-long and best ball contests. League vs. league competitions happen throughout the weekend, plus a dedicated game room with chances to win merch, discounts, and cash prizes.

HH Income		Gen Pop	Fantasy Players	Sports Bettors
	<\$50K	42%	36%	40%
	\$50K to <\$100K	29%	29%	30%
	\$100K+	21%	29%	26%
	Rather not say	8%	5%	5%

EDUCATION		Gen Pop	Fantasy Players	Sports Bettors
	<=HS	31%	23%	27%
	College/Associate Degree	38%	35%	38%
	BA or higher	31%	42%	35%

Why Fantasy Football Draft Day in America?

The Draft is the Best Part

It's widely recognized that the draft is the most exciting part of playing fantasy football, especially when you draft in person with your league. Fantasy Football Draft Day solves this by creating the ultimate destination where fans can draft their home league and compete in high-stakes season-long or best ball drafts, extending the fun and excitement exponentially.

The Fantasy Player is the Best Demographic

Fantasy players live life BIG. They have higher incomes, higher education levels, include 32% woman, travel more frequently, and purchase more goods and services than average consumers. According to the Fantasy Sports & Gaming Association (FSGA), fantasy players consistently index higher than general sports fans across tested categories, and dramatically higher than the general population.

Fun is the Best Thing to Have

Sports fans are an intensely engaged group who love being together. Creating an event that brings this passionate community together with an industry that has proven event success is pure magic. Add the most iconic venue in Las Vegas, Hollywood talent, and world-class musicians, and you have an event for the ages that sponsors will be proud to support.

Circa Las Vegas: The Ultimate Venue

The Ultimate Venue for Fantasy Football Draft Day!

Circa Las Vegas represents the perfect fusion of sports entertainment and luxury. Home to the world's largest sportsbook and the legendary Stadium Swim complex featuring 24 swimming pools and a colossal 143-foot LED screen, this venue is purpose-built for the ultimate fan experience. Whether you're drafting poolside, watching games on massive screens, or enjoying premium amenities, Circa delivers an atmosphere that simply cannot be replicated anywhere else.



A National Holiday

The Ultimate Venue for Fantasy Football Draft Day!

Fantasy Football is woven into the fabric of America. It's our nation's favorite non-contact sport, bringing together millions of fans every season. We hereby declare Friday, August 21st to be National Fantasy Football Draft Day in America! Come celebrate at the Circa in Las Vegas with simultaneous coverage streaming to bars and venues across the country. This in more than an event, it's a movement/ Circa Las Vegas

Circa Las Vegas

A unique venue featuring the world's largest sportsbook and Stadium Swim with its 143-foot screen and 24 swimming pools designed for games and unforgettable fun.

Bring Your Whole League

Leagues are celebrated here! Bring your entire crew for epic league punishments, draft order decision competitions, and more. All attendees will experience the time of their lives as we blend music, comedy, and fantasy football into one incredible weekend.

Live Entertainment

- Big-name bands like Sir Mix-a-Lot and top DJs
- Big-screen sports viewing experiences
- Premium sound and lighting throughout venues

Fun & Games

- Comedians and fantasy analysts running the show
- Entertaining audience events including competitions and trivia
- Best Ball and Fantasy Football contests starting every hour



Next Level Entertainment

The Fantasy Foot-BALL at Circa Legacy Club

Have a BALL and elevate your Fantasy Football Draft to Legendary Las Vegas status at Circa's Stadium Swim. Featuring poolside luxury with a 143-foot screen, 20+cabanas, and non-stop ACTION!



Comedy Legend Host

Live trash-talking, impressions, hilarious commentary, and crowd roasts! Experience crowd work like you've never seen from our not-yet-released comedy legend.



Special Guests & Panel

Former NFL Stars bring fiery analysis and bold takes. Celebrities & Fantasy Analysts offer real-time picks, strategy breakdowns, and plenty of trash talk to keep things lively!



High-Energy Entertainment

Sir Mix-a-Lot and a star-studded lineup of brands rock the house with high-energy music. Plus, dynamic dance acts and spinning NFL anthems and personalized league shoutouts

This star-studded lineup transforms your draft into an unforgettable gala, complete with Vegas flair, pro insights, and pure championship-level hype!

LEGENDS Fantasy Football League (LFFL)

The main event of Draft Day is the ultimate fantasy football league, broadcast live and produced for streaming and syndication in bars across America. This is your chance to witness history. Be a LEGEND!

\$100K

Entry Fee

High stakes for elite competitors



12

Team PPR League

Perfect competitive format

The main event of the schedule takes center stage at Stadium Swim as a high-quality produced streaming show. Every single pick is analyzed by fantasy experts across the country, with comedians and celebrities keeping the energy and laughs flowing.

\$1M

First Place Prize

Life-changing winnings



\$200K

Second Place

Incredible runner-up prize

As a fan, you'll gain all the insights you need for your own league while listening to elite competitors' trash-talk each other's selections as they battle for the first Legend Championship. Food, drinks, and entertainment flow freely throughout Stadium Swim, delivering an experience of a lifetime while you learn exactly how to dominate your league in 2026.



Games & Competition

Non-stop competitions, challenges, and interactive experiences ensure every moment is packed with excitement. Whether you're competing for draft position, facing league punishments, or playing along with the crowd, there's never a dull moment at Fantasy Football Draft Day in America!

Draft Order Deciders



- **Fantasy Combine:** Compete against leaguemates for the coveted #1 pick
- **Trivia Showdown:** Test your football knowledge and perform under pressure
- **Tailgate Games Showdown:** Cornhole, Giant Jenga, Flip Cup, and QB Challenge

Loser Punishments



- **Walk of Shame:** Special mention and parade at draft kickoff for last season's losers
- **Family Feud:** Two teams of losers compete to escape the doghouse
- **Loser Lip-Sync Battle:** Perform your way back to respectability

Crowd Play-Along



- **Draft Board Bingo:** Grab a card and play along with the emcee and all drafts
- **Drink If!:** The first kicker is selected & a team doesn't have an RB in their first 5 picks
- **Live Prediction:** Crowdsource the next three picks with the audience

Quick Play-a-Palooza

- **Best Ball Mania:** Best Ball drafts kick off every 15 minutes for those who can't get enough
- **Madden Sim-League Drafts:** Draft your team and watch games simulated in real-time. Add friendly wagers to raise the stakes

FootBALL Red Carpet

- **Walk and Photo Op:** Enter from Fremont Street and experience what it's like to be a superstar arriving at a gala
- **Paparazzi Interviews:** Experts and ex-players ask: "Who was your best pick today?", "Bold predictions?", "Any trash talk?"
- **Fantasy Props Station:** Celebrate your league with group shots featuring props and signs that capture the memory

FootBALL Awards

Custom trophies for categories like "Best Draft Steal," "Biggest Reach," "Most Likely to Choke in Week 1," Trash Talk King/Queen and "Rookie of the Draft." Quick acceptance speeches with mic, spotlight, and dramatic music complete the experience!

Sponsorship Opportunities

Connecting Your Brand to the Best Demographic in Sports

Fantasy Football Draft Day in America offers unparalleled opportunities to connect your brand with the most valuable sports demographic. Our comprehensive sponsorship packages deliver maximum exposure, authentic engagement, and measurable ROI through multiple touchpoints across the entire event experience.

1

Title Sponsor

Lead brand with naming rights including presence in all satellite venues nationwide

4

Main Event Sponsor

Control the largest-ever public fantasy football league with a \$1M prize for 12 elite teams

2

Platinum Sponsors

Maximum exposure with the best brands and commitment to full activation (3 max)

5

Draft Sponsors

Ownership of dedicated rooms where drafts take place throughout the event (5 max)

3

Cabana Sponsors

Unique opportunity to engage audiences and other sponsors at the StadiumSwim location (20 available)

6

Booth Sponsors

Present throughout event space where drafts and networking occur (20 max)

Custom Sponsorships Available

Work directly with our team to create unique sponsorship opportunities perfectly tailored to your brand objectives and activation goals.



Exclusive Main Event Package \$50,000

Own the largest public fantasy football draft broadcast and live event! Position your brand at the center of the most-watched moment of Fantasy Football Draft Day in America.

Brand Visibility & Package Rights

- Main Event sponsor recognition across all promotion including website, newsletter, and social media
- Prominent logo placement in Main Event draft space on step-and-repeat and draft board
- Event plus broadcast integration on Stadium Swim screens with rotating placement
- Main stage and draft room sponsor recognition throughout programming
- "On The Clock" integration during World Championship Draft
- QR codes throughout main event draft areas and on-site signage

Direct Marketing & Lead Generation

- Featured logo placement on event sponsor page
- Rotational mentions in email communications
- Post-draft recap articles and social content featuring sponsor and call-to-action

On-Site Activation

- Opt-in lead capture via QR code and sponsor activation touchpoints
- Exclusive Stadium Swim cabana access for Day 1 and Day 2
- Premium event and draft space booth location

Package Includes

- Featured social posts across platforms
- Multiple on-stage mentions
- 6 VIP tickets to all events
- Event Booth, and Draft Room presence
- Activation space: StadiumSwim Cabana,
- Newsletter featured placement

Platinum Sponsors

\$25,000 Each

(3 Maximum)

Spread your brand across the largest fantasy football event with premium positioning and maximum visibility. Platinum sponsors receive elite treatment and extensive exposure across all event touchpoints.



Brand Visibility & Direct Marketing

Logo and tagline placement on website, in selected email campaigns, and across social media marketing posts. Event and broadcast integration with brand mentions by MCs and hosts. Featured logo and tagline on event giveaway bag. Opt-in access complete attendee contact list.



On-Site Activation

Premium sponsor activation booths at Stadium Swim and in main events space. Product sampling and comprehensive activation programs. Strategic QR code placement throughout all venues and on broadcast.



Lead Generation

Featured logo placement on event sponsor page. Rotational mentions in email communications. Post-draft recap articles and social content featuring your brand.

Package Includes

- Featured social posts across all platforms
- Newsletter featured placement
- 3 VIP tickets to all weekend events
- Multiple on-stage mentions throughout programming

Activation Space

- Exclusive Stadium Swim cabana
- Premium event booth location
- Draft room presence and branding



Draft Sponsors

\$25,000

(5 Maximum Available)

Own the heart of the action where the magic happens! Draft sponsors have their brand integrated into dedicated draft rooms where thousands of fantasy football enthusiasts make their crucial picks throughout the weekend. Draft rooms are where the core experience happens, participants spend hours having critical decisions, discussing strategy, and bonding with their leagues. Your brand becomes part of their draft story and memories.

Your Brand in Every Draft

- Branded draft rooms for season-long, best ball, and dynasty formats
- Logo placement on event website sponsor page
- Inclusion in draft-specific event communications on rotational basis
- Opt-in QR lead capture strategically placed inside draft rooms
- Preview and draft recap mentions in written content, video, and social media



Cabana Sponsors

\$25,000

(20 Available)

Use sampling or demos to get participants to try your products in the most premium setting at the event! Cabana sponsors enjoy exclusive positioning at Stadium Swim, where the energy, excitement, and engaged audience come together.

1

Brand Visibility & Direct Marketing

Logo and tagline placement on website, in at least one email, and ten social media marketing posts. Featured logo and tagline on event giveaway bag. Website recognition and periodic inclusion in marketing campaigns.

2

Premium On-Site Activation

Exclusive premium cabana at Stadium Swim for the entire weekend. Product sampling and activation programs in high-traffic areas. Strategic QR code placement throughout venues and occasional broadcast integration.

3

Lead Generation & Content

Featured logo placement on event sponsor page. Rotational mentions in email communications. Post-draft recap articles and social content featuring your activation.

Package Includes

- Social posts featuring your brand
- Newsletter featured placement
- 3 VIP tickets
- On-stage mentions

Activation Space

- Premium Stadium Swim cabana
- Event booth presence
- Draft room integration opportunities

Booth Sponsors

\$10,000

(20 Maximum)

Make a splash in a huge event space designed for FUN! Booth sponsors receive premium positioning in high-traffic areas where thousands of engaged fantasy football fans gather, network and celebrate throughout the weekend.



Brand Visibility & Direct Marketing

- Logo and tagline placement on website, in at least one email, and ten social media marketing posts
- Featured logo and tagline on event giveaway bag distributed to all attendees
- Website recognition and periodic inclusion in marketing materials

On-Site Activation

- 10x10x3 booth in the premium events space area with excellent foot traffic
- Product sampling and activation program opportunities
- QR codes placed throughout all venues and occasional broadcast integration

Create a Unique Connection Between Your Brand and the Best Sports Demographic

Booth sponsors benefit from constant exposure as attendees move between draft rooms, entertainment areas, and networking spaces. Your booth becomes a destination for engaged participants looking to enhance their event experience.

Custom Sponsors

Invent or Attach to Our Excursions & Value-Added Services

Want to use tried-and-tested activations that your company knows work for your brand? We offer flexible custom sponsorship opportunities that align perfectly with your marketing objectives and brand positioning.



Event & Entertainment Sponsors

Sponsor any of the events on the schedule including Loser Challenges, Red Carpet Walk, Stadium Swim Trivia, bands, and all entertainment programming throughout the weekend.



Broadcast & Syndication Sponsors

Sponsorships available for the live stream of the Main Event and broadcast of the event to bars and restaurants nationwide.



Experience Sponsors

Create unique sponsorships for golf outings, helicopter tours, or competition events that extend the fantasy football experience beyond the main venue.



Merchandise & Trophy Sponsors

Sponsor our merchandising areas for custom jerseys or trophies for champions-become part of the tangible memories participants take home.

- ☐ Let's collaborate to create a sponsorship package that perfectly fits your brand's unique needs and objectives. Contact our sponsorship team to discuss custom opportunities.

Benefits, Deadlines & Summary

Comprehensive overview of sponsorship benefits, key deadlines, and package comparisons to help you make the best decision for your brand.

Review Package Options

Examine the detailed benefits of each sponsorship tier to identify which package best aligns with your marketing objectives and budget.

Contact Our Team

Reach out to discuss custom opportunities, activation ideas, and any questions about maximizing your sponsorship investment.

Secure Your Position

Lock in your preferred sponsorship tier before availability runs out. Many packages have limited slots to ensure exclusivity and maximum impact.

Plan Your Activation

Work with our team to develop creative activation strategies that engage the audience and deliver measurable ROI for your brand.

Execute & Measure Success

Implement your activation at the event and leverage post-event analytics to measure engagement, leads generated, and overall campaign success.

Don't miss this opportunity to connect your brand with the most valuable demographic in sports at the most exciting fantasy football event ever created!

Appendix

Information About Fantasy Sports

Comprehensive data, statistics, and background information about the fantasy sports industry, player demographics, and market insights that demonstrate why Fantasy Football Draft Day in America represents an unprecedented opportunity for brand engagement.



Games & Events Arena

Complete Schedule Overview

The Games & Events Arena serves as the hub for continuous action, competitions, and interactive experiences throughout the entire weekend. From check-in to the final celebration, there's never a dull moment the final celebration, there's never a dull moment!

- **Day 1: 2:00 PM - Check-In**

Grab your swag bag and settle into Circa. Registration desk opens with welcome materials and event orientation.

- **Day 1: All Day - Jersey of Shame**

Last season's losers arrive in full disgrace, wearing their punishment gear for all to see and mock lovingly.

- **Day 1: 8:00 PM - Welcome Mixer**

Drinks, stories, and bold predictions with your crew. Interactive games to break the ice and build excitement.

- **Day 3: 12:00 PM - Expo & Job Fair**

Meet fantasy industry leaders, network with professionals, and explore career opportunities in the fantasy sports world.

- **Day 3: 7:00 PM - The Super Fantasy Football**

A spectacular gala including red carpet arrival, awards ceremony, cocktails, and world-class entertainment.

- **Day 1: 5:00 PM - Draft Slot Derby**

Compete in exciting competitions to determine your draft entries and coveted draft order positioning.

- **All Days - Continuous Action**

Games to compete for bragging rights and prizes. Constant Best Ball sit-and-go tournaments for all platforms with entry fees from \$10 to \$500.

- **Day 3: 9:00 AM - Fantasy Education Series**

Expert panels, Q&A sessions, and comprehensive strategy sessions with industry leaders and top analysts

- **Day 3: 3:00 PM - Downtime**

Rest up and recharge for the big evening ahead. Prepare for the ultimate celebration.

- **Day 3: 9:00 PM - Loser Roast**

On-stage humiliation and lip-sync battle where last place finishers compete for redemption through entertainment.

Run of Show - Stadium Swim

Day 2 - The Main Event

StadiumSwim transforms into the epicenter of fantasy football excitement on Day 2, hosting the spectacular Main Event that will be broadcast nationwide. Experience the perfect blend of competition, entertainment, and Las Vegas spectacle!

- **10:00 AM - Stadium Swim Opens**

Premium cabanas ready for your league. Claim your perfect poolside spot and prepare for an unforgettable day of drafting and entertainment.

- **During Draft Time - Walk of Shame**

Last place finishers from previous seasons parade poolside in their punishment attire. Crowd participation encouraged!

- **6:00 PM - Poolside Happy Hour**

Post-draft celebration begins! Early trade talk, victory laps, and championship predictions flow as freely as the drinks.

- **12:00 PM - Fantasy Draft Splash**

Drafting begins with incredible Vegas spectacle! The energy at Stadium Swim reaches peak levels as drafts kick off across all cabanas and draft stations.

- **Throughout Day - Celebrity Drop-Ins**

Ex-NFL players and fantasy personalities visit your draft, offer insights, pose for photos, and add star power to your experience.

StadiumSwim Features

The massive 143-foot screen displays live NFL content, draft boards, and entertainment throughout the day. Twenty-four swimming pools provide the perfect atmosphere for celebration and relaxation between intense draft moments.

Run of Show – Stadium Swim

Day 2 – The Main Event

StadiumSwim transforms into the epicenter of fantasy football excitement on Day 2, hosting the spectacular Main Event that will be broadcast nationwide. Experience the perfect blend of competition, entertainment, and Las Vegas spectacle!

- **10:00 AM – Stadium Swim Opens**

Premium cabanas ready for your league. Claim your perfect poolside spot and prepare for an unforgettable day of drafting and entertainment.

- **During Draft Time – Walk of Shame**

Last place finishers from previous seasons parade poolside in their punishment attire. Crowd participation encouraged!

- **6:00 PM – Poolside Happy Hour**

Post-draft celebration begins! Early trade talk, victory laps, and championship predictions flow as freely as the drinks.

- **12:00 PM – Fantasy Draft Splash**

Drafting begins with incredible Vegas spectacle! The energy at Stadium Swim reaches peak levels as drafts kick off across all cabanas and draft stations.

- **Throughout Day – Celebrity Drop-Ins**

Ex-NFL players and fantasy personalities visit your draft, offer insights, pose for photos, and add star power to your experience.



StadiumSwim Features

The massive 143-foot screen displays live NFL content, draft boards, and entertainment throughout the day. Twenty-four swimming pools provide the perfect atmosphere for celebration and relaxation between intense draft moments.

What is Fantasy Football?

Day 2 - The Main Event

Fantasy football is America's favorite non-contact sport, combining strategic thinking, NFL knowledge, and competitive spirit into an engaging experience that brings millions of fans closer to the game they love.

What is Seasonal Fantasy Football?

Participants create a virtual team of NFL players through various methods: selecting players in a snake draft (switching order each round), through auction (rare), or against a salary cap (allowing players to appear on multiple teams). Based on real statistical performance each week, teams earn points. The goal is to accumulate more points than other virtual teams within your league to win prizes, cash, and coveted bragging rights.

What is High Stakes Fantasy Football?

High stakes leagues feature substantial entry fees and compete for league prizes through Week 13 of the NFL season. Teams are then pooled together to compete for massive prizes at season's end, based on performance during Weeks 14 through 17. The stakes are real, and so are the life changing payouts for top performers.

What is Best Ball Fantasy Football?

Best Ball represents the ultimate set it and forget it fantasy format. Participants draft their team once and that's it. No trades, no waiver wire, no lineup decisions. After each NFL week concludes, participants are automatically assigned their highest-scoring roster from their available players. It's pure drafting skill with zero in-season management required.

Each format offers unique appeal, but they all share one common element: the draft is where championships are won or lost. That's why Fantasy Football Draft Day in America focuses on celebrating this crucial, exciting moment.

History of Fantasy Sports - US

Fantasy sports have evolved from underground hobby to mainstream phenomenon, revolutionizing how Americans engage with professional sports. This remarkable journey spans decades of innovation, legal challenges, and explosive growth.

★ 1955-1980: The Foundation

1955: Fantasy Golf invented. **1962:** Fantasy NFL invented by Wilfred Winkenbach.
1980: Rotisserie Baseball invented, establishing scoring formats still used today.

★ 1980s: Early Technology Era

Stat services and content services become available as PC software. Bulletin Board Systems (BBS) used to retrieve stats and communicate with other fantasy enthusiasts.

★ 1996-2000: The Internet Revolution

1996: CBS Sports launches league management system, games, and premium features, exploding the market. **1999:** Yahoo launches free fantasy, bringing millions of young males into the hobby. **2000:** NFL and MLB official sites integrate fantasy sports; TV ads popularize the hobby nationwide.

★ 2006-2007: Legal Framework & Media Integration

2006: NBC Sports acquires complete fantasy solution as part of SNF rights deal. UIGEA passes, legally defining paid fantasy sports. **2007:** ESPN launches comprehensive fantasy presence with major programming and channel integration.

★ 2009-2012: Daily Fantasy Emerges

2009: New Jersey challenges PASPA constitutionality. Hubdub pivots to launch FanDuel daily fantasy sports. **2012:** DraftKings and others follow to prepare for sports betting legalization.

★ 2015-2023: Regulation & Legalization

2015-23: Legislative scrutiny requires state-by-state laws; DFS operators consolidate from 60 to 15. **2018:** PASPA repealed, allowing states to legalize sports betting revitalizing fantasy sports. **2020:** Pandemic challenges startups as sports shut down temporarily. **2023:** Forty-six states clarify laws around paid fantasy sports including DFS.

Demographics - Participation

Fantasy sports participation continues to grow across all demographics, with particularly strong engagement among key consumer segments that brands covet. The data reveals an engaged, affluent, and active community.

62M

Total Participants

Americans play fantasy sports annually

18-34

Core Age Range

Prime demographic for advertisers

32%

Female Players

Women are rapidly growing segment

\$94K

Average Income

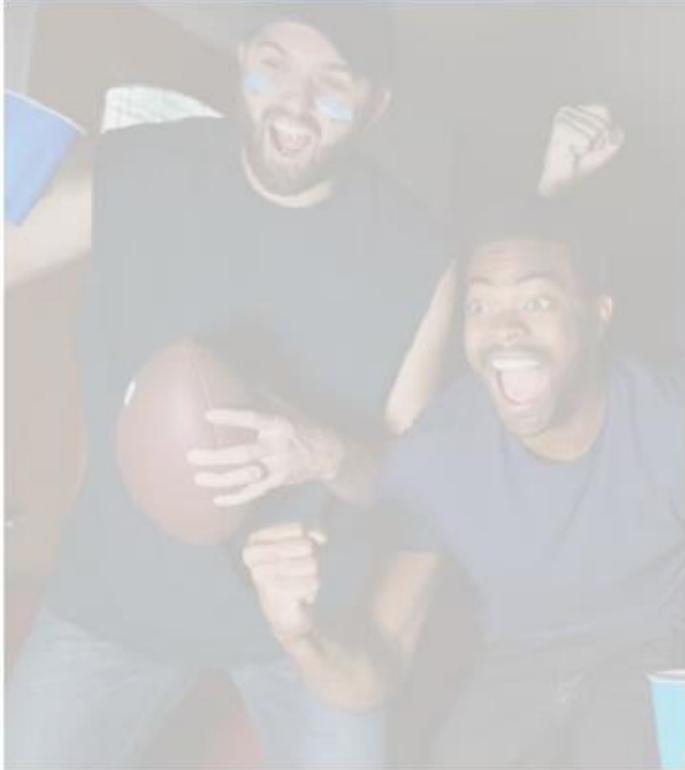
Well above national median

Fantasy football dominates with over 50 million participants annually, representing the single largest segment of fantasy sports players. These participants are highly engaged, spending an average of 8.5 hours per week managing their teams, consuming content, and interacting with the fantasy community.

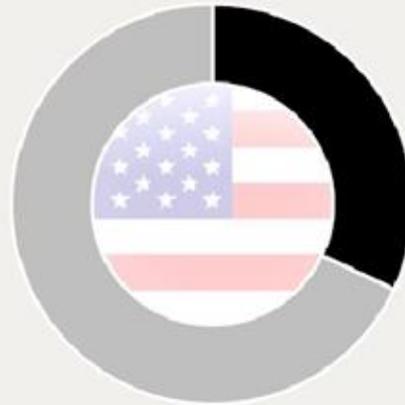
The fantasy sports demographic represents the most valuable audience in sports marketing highly engaged, affluent, educated, and eager to spend on products and experiences related to their passion.

Demographics - Participation

Played Fantasy Sports or Bet on Sports in the Past 12 months



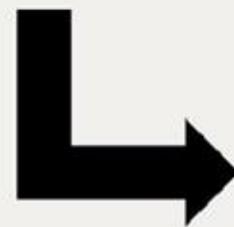
Base: All Respondents (n=2060)



32%

29%
in 2023

of **Americans** played fantasy sports or bet on sports in the past 12 months



84.6 Million

of **Americans** played fantasy sports or bet on sports in the past 12 months

Demographics Compared to General Population

Fantasy players dramatically outperform the general population across virtually every key consumer metric, making them the most attractive demographic for brands seeking engaged, affluent audiences.

  21% played fantasy sports in the past 12 months				 25% bet on sports in the past 12 months					
age		Gen Pop	Fantasy Players	Sports Bettors	Education		Gen Pop	Fantasy Players	Sports Bettors
Average age		46.6 yrs	41.6 yrs	44.5 yrs	 <= HS		31%	23%	27%
18 to 34		29%	41%	32%	College/Associate Degree		38%	35%	38%
35 to 54		32%	39%	40%	BA or higher		31%	42%	35%
55+		38%	20%	28%					
gender		Gen Pop	Fantasy Players	Sports Bettors	hh income		Gen Pop	Fantasy Players	Sports Bettors
 Male		49%	67%	62%	 <\$50K		42%	36%	40%
Female		51%	32%	38%	\$50K to <\$100K		29%	29%	30%
Self-Identify		<1%	<1%	0%	\$100K+		21%	29%	26%
					Rather not say		8%	5%	5%
REGION		Gen Pop	Fantasy Players	Sports Bettors					
 Northeast		17%	16%	18%					
Midwest		21%	19%	19%					
South		38%	39%	38%					
West		24%	26%	25%					

67%

More Likely to Travel

Fantasy players are adventure seekers who invest in experiences

52%

Higher College Education

More likely to have completed four-year degree programs

43%

Higher Household Income

Significantly more disposable income than average consumer

58%

More Tech Purchases

Early adopters and heavy consumers of technology products

According to comprehensive research by the Fantasy Sports & Gaming Association (FSGA), fantasy players index higher than general sports fans and dramatically higher than the general population across all 18 consumer categories tested. This includes purchases of consumer electronics, automotive products, alcoholic beverages, financial services, and travel experiences.

Marketing Gold

Fantasy players represent the ultimate marketing demographic: they're affluent, educated, tech-savvy, and actively seeking products and services that enhance their lifestyle. They engage with brands authentically when those brands support their passion.

Resources Used By Fantasy Football Players

Fantasy football players are voracious consumers of content across multiple platforms, creating numerous touchpoints where brands can authentically engage with this highly valuable audience.



Digital Platforms Lead Consumption

The overwhelming majority of fantasy players use multiple digital resources weekly, including fantasy sports website (89%), mobile apps (76%), and social media platforms dedicated to fantasy content (68%). They're constantly seeking edges through data, analysis, and expert opinions.



Community & Social Engagement

Fantasy players are highly social, with 72% participating in online forums and communities, 67% engaging with fantasy experts on social media, and 58% attending live fantasy events when available. They crave connection with fellow enthusiasts.



Traditional Media Maintains Strong Presence

The overwhelming majority of fantasy players use multiple digital resources weekly, including fantasy sports website (89%), mobile apps (76%), and social media platforms dedicated to fantasy content (68%). They're constantly seeking edges through data, analysis, and expert opinions.



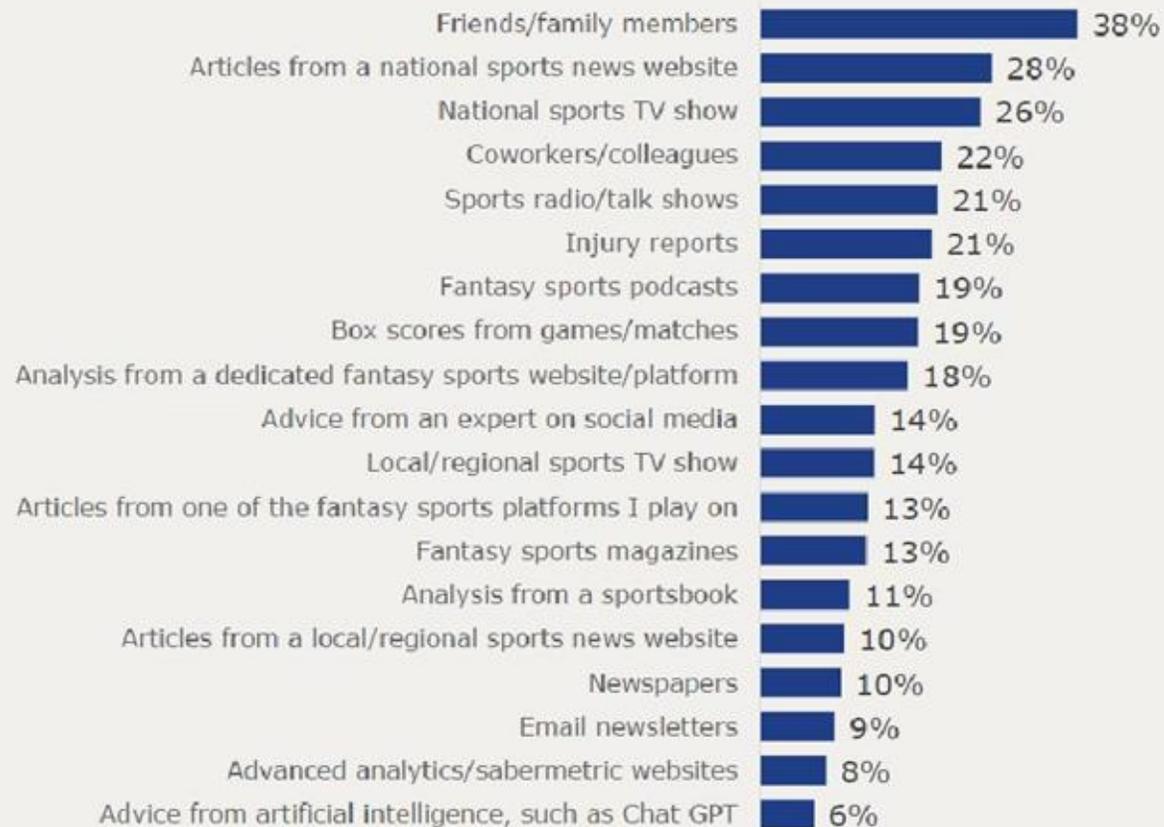
Premium Content Willingness

Remarkably, 43% of fantasy players pay for premium content, their willingness to invest financially in their hobby. They view these purchases as investments in competitive advantage.

This multi-channel consumption behavior creates numerous opportunities for brands to reach fantasy players through sponsored content, native advertising, and authentic partnerships with trusted fantasy resources.

Resources Used By Fantasy Football Players

Past 12 Month Fantasy Sports League Resources Used



Use Any
Resources:
89%

Average # of
Resources Used:
3.6

Use None of
These Resources:
11%

Why People Play Fantasy Football or Bet?

Understanding the core motivations behind fantasy football participation reveals why this demographic is so valuable and how brands can authentically connect with them through events like Fantasy Football Draft Day in America.

Social Connection

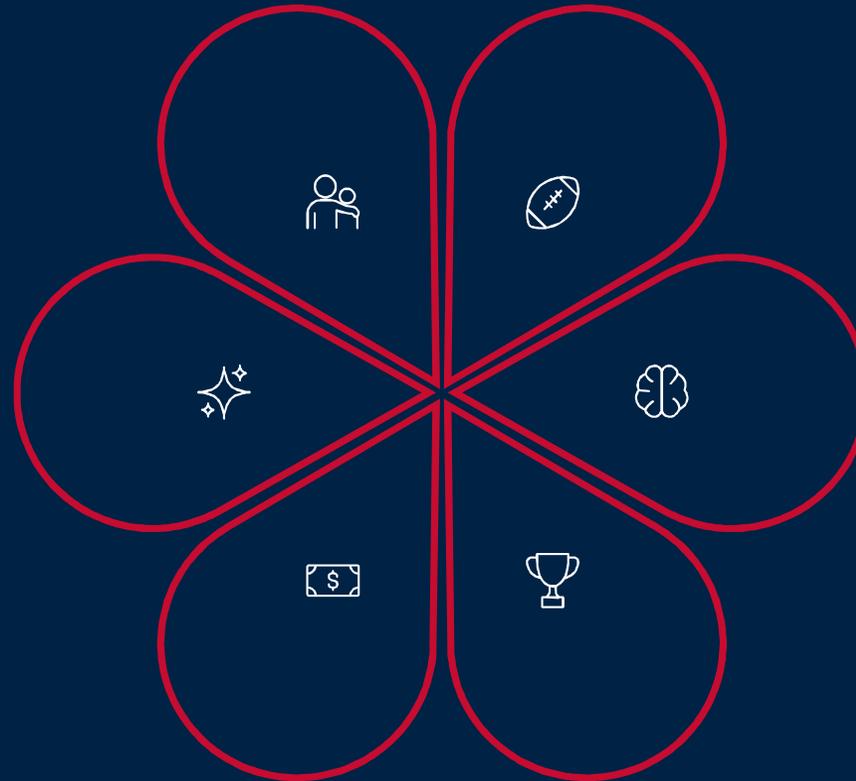
Staying connected with friends and family tops the list at 87% fantasy is fundamentally a social experience.

Pure Entertainment

Simply fun and entertaining—a hobby that brings joy, excitement, and memorable experiences throughout the season.

Financial Incentive

Potential to win money adds excitement, though most play in low-stakes leagues focused on pride.



Enhanced Game Enjoyment

Makes watching NFL games more exciting and engaging, giving every play potential personal impact.

Intellectual Challenge

Testing knowledge and strategy skills provides cognitive stimulation and competitive fulfillment.

Competition & Bragging Rights

Competing against friends for championships and eternal bragging rights drives passionate engagement.

Fantasy Football Draft Day in America taps into all these motivations simultaneously creating social connections, enhancing the game experience, providing intellectual challenge, enabling friendly competition, offering financial opportunities, and delivering world-class entertainment. It's the perfect event for the perfect demographic.

Why People Play Fantasy Football or Bet?

