



National Fantasy Football Draft Day

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 an epic 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.



High Stakes Fantasy Leagues

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. Mathlete and athlete 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% women, travel more frequently, and purchase more goods and services than average consumers. According to the FSGA, fantasy players consistently index higher than general sports fans across 18 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 Celebration 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 is more than an event, it's a movement.

Circa Las Vegas

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

Live Entertainment

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

Bring Your League

Leagues are celebrated here! Bring your entire crew for epic punishments, draft order competitions, and an unforgettable weekend.

Fun & Games

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



Next Level Entertainment

Celebrate the newest national holiday and Draft at Stadium Swim!

Have a BALL and elevate your Fantasy Football Draft to legendary Las Vegas status at Circa's Stadium Swim, 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 and 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 bands rock the house with high-energy music. Plus, dynamic dance acts, spinning NFL anthems, and personalized league shoutouts.

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



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!

Draft Order Deciders

- ✓ Fantasy Combine: Compete against league mates 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, or a team lacks 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 and watch simulations 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
- Paparazzi Interviews: Experts and ex-players ask: "Who was your best pick today?", "Bold predictions?", "Any trash talk?"

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	Celebrity Draft 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 Stadium Swim 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 Title Sponsor

\$100,000

The BIGGEST fantasy football event of the year! As the exclusive title sponsor, your brand becomes synonymous with this historic celebration.

Brand Visibility & Naming Rights

- Event naming rights across all promotions, marketing, and media
- Primary logo and tagline on website, all email and social media marketing
- Presence on Stadium Swim screens, satellite bars nationwide, and Fremont Street events
- Verbal recognition by all hosts and MCs throughout programming
- Logo and tagline featured on event giveaway bag covers



Direct Marketing & Lead Generation

- Logo plus call-to-action in registration and confirmation emails
- Opt-in access to complete attendee contact list for future marketing
- Co-branded post-event email blasts to engaged audience



On-Site Activation

- Premium sponsor activation booths at Stadium Swim and main events space
- Product sampling and comprehensive activation programs
- Sponsored contests and branded swag distribution
- QR codes strategically placed throughout all venues and featured on broadcasts
- 5 Passes to the VIP Party at Legacy Club



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





Exclusive Celebrity Draft Package

\$50,000

Own our Celebrity Draft and connect yourself with stars who LOVE fantasy sports. Broadcast on VSiN live, position your brand at the center of the most-watched moment of National Fantasy Football Draft Day.

Brand Visibility & Package Rights

- Celebrity Draft sponsor recognition across all platforms: website, newsletter, social media
- Prominent logo placement in Celebrity 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
- QR codes throughout Celebrity Draft areas and on-site signage

Direct Marketing & Lead Generation

- Featured logo placement on event sponsor page
- "On The Clock" integration during Celebrity Draft
- 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

**Featured social posts • 3 VIP tickets to all events • Multiple on-stage mentions
Newsletter • Activation space: Stadium Swim Cabana, Event Booth & Draft Room**

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 on website, selected email campaigns, and 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 to complete attendee 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

- Featured social posts across all platforms
- Newsletter featured placement
- 2 VIP tickets to all weekend events
- Multiple on-stage mentions
- Exclusive Stadium Swim cabana
- Premium event booth location



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 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.

- **Featured social posts across all platforms**
- **Newsletter featured placement**
- **2 VIP tickets to all weekend events**
- **On-stage mentions**
- **Exclusive Stadium Swim cabana**
- **Premium event booth location**



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

On-Site Activation

- 10×10×3 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 Celebrity Draft 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.



Contact Us:

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