



NATIONAL FEDERATION OF MIDDLE SCHOOL SPORTS

CORPORATE PARTNERSHIP OPPORTUNITIES

2026 – 2027

The Nation's First Championship Pathway Built Exclusively for Middle School Athletics

NFMSS® is a 501(c)(3) nonprofit organization under In Time of Need Incorporated • NFMSS® is a registered trademark with the USPTO

A MESSAGE FROM OUR FOUNDER

Building Champions On and Off the Field

Dear Community Partner,

Middle school is where young athletes decide who they will become. Yet students in grades 6–8 have had no national stage and no championship pathway of their own. NFMSS® was founded to change that.

As the first national governing body created exclusively for middle school athletics, NFMSS gives 15,500+ public middle schools a pathway from local competition to state and national championships — built on safety, leadership, and recognition.

Corporate partners make this mission possible. Your investment funds championships, athlete recognition, and safe competition — while placing your brand in front of schools, families, and communities nationwide. We invite you to join us as a founding voice in the future of middle school sports.

Dorian Williams

Founder & Chief Executive Officer
NFMSS | In Time of Need, Inc.



**ONE FEDERATION.
ONE PATHWAY.
EVERY ATHLETE.**

Grades 6–8 • Nationwide

WHO WE ARE

About NFMSS



The National Federation of Middle School Sports (NFMSS®) is the first national governing body created exclusively for grades 6–8 athletics — offering schools a unified pathway from local competition to state and national championships, with an emphasis on safety, leadership, and recognition for middle school athletes.

15,500+

Public middle schools eligible nationwide

15

Sanctioned sports for boys and girls

6–8

Grade levels served — a first in U.S. athletics

50

States on the national championship pathway

OUR CREDENTIALS 501(c)(3) nonprofit under In Time of Need Incorporated • NFMSS® registered trademark, USPTO • Led by Founder/CEO Dorian Williams

Why Middle School Sports Matter



The most under-served level of school athletics

High schools have state associations. Colleges have the NCAA. Until NFMSS, middle school athletes had no national structure of their own.



Sports keep students engaged in school

Student-athletes show stronger attendance, higher academic performance, and greater graduation rates than non-participants.



Grades 6–8 are the formative years

Character, confidence, leadership, and lifelong health habits are built in middle school — exactly when most athletic investment disappears.



Communities rally around their teams

School sports connect families, neighborhoods, and local businesses — creating authentic, trusted moments for partner brands.

Why Partner with NFMSS



National Visibility

Brand presence across a nationwide network of schools, championships, and digital platforms.



Authentic Community Impact

Direct, measurable support for student-athletes, schools, and families in your markets.



Brand Loyalty That Lasts

Reach parents and educators through the causes they care about most — their kids.



School & District Engagement

Trusted access to athletic directors, coaches, and school communities.



Digital & Broadcast Exposure

Logo placement across web, mobile app, email, social media, and live-streamed events.



Employee Engagement

Volunteer, mentorship, and event opportunities for your team to serve locally.

Who Your Brand Reaches

15,500+

PUBLIC MIDDLE SCHOOLS

MILLIONS

OF STUDENT-ATHLETES &
FAMILIES

15

SANCTIONED SPORTS

50

STATES IN THE PATHWAY

Every partnership puts your brand in front of the people who move communities:

★ **Athletic Directors**

The decision-makers for school athletics nationwide

★ **Coaches & Officials**

Certified leaders shaping the next generation

★ **Parents & Families**

Highly engaged, community-driven consumers

★ **Student-Athletes**

Tomorrow's high school, college & pro athletes

★ **School Districts**

Institutional partners in all 50 states

★ **Local Communities**

Fans, volunteers, and neighborhood businesses

WHERE CHAMPIONS ARE CROWNED

The NFMSS Championship Series

A unified season structure carries teams from local competition to state finals and the national stage — 15 sanctioned sports for boys and girls, including:



Football



Basketball



Volleyball



Wrestling



Soccer



Track & Field



Baseball



Softball

SPONSOR SPOTLIGHT Championship naming rights, on-court and on-field branding, medal ceremonies, and live-stream graphics are available by tier.

INVESTMENT OPPORTUNITIES

Sponsorship Levels

FOUNDING PARTNER The exclusive legacy tier — permanent recognition as a founding force behind national middle school athletics. \$100,000	NATIONAL PRESENTING Presenting rights across the national championship series and year-round brand integration. \$50,000		
CHAMPIONSHIP SPONSOR Naming rights and premium branding for a national championship event. \$25,000	PLATINUM Top-tier visibility across events, media, and digital platforms. \$15,000		
GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	COMMUNITY PARTNER \$1,000

All sponsorships support a 501(c)(3) nonprofit under In Time of Need Incorporated and may be tax-deductible. Custom packages available.

Founding, Presenting & Championship Tiers

FOUNDING PARTNER

\$100,000

- ✓ Permanent “Founding Partner” designation
- ✓ Naming integration across the national series
- ✓ Category exclusivity in your industry
- ✓ Logo on championship rings & medals
- ✓ Keynote speaking at national events
- ✓ Year-round digital & media campaign
- ✓ Custom activation designed with your team

NATIONAL PRESENTING

\$50,000

- ✓ “Presented by” rights on national championships
- ✓ Premier logo on banners, courts & fields
- ✓ Live-stream branding & commercial spots
- ✓ National press release & media inclusion
- ✓ VIP hospitality & stage recognition
- ✓ Vendor booth at national events
- ✓ Social media campaign across platforms

CHAMPIONSHIP SPONSOR

\$25,000

- ✓ Naming rights to one national championship
- ✓ On-site branding & medal ceremony presence
- ✓ Logo on event programs & team backdrops
- ✓ Recognition in live-stream graphics
- ✓ Vendor booth & product sampling
- ✓ Website & email campaign inclusion
- ✓ Plaque of national recognition

CORE PARTNERSHIPS

Platinum, Gold, Silver, Bronze & Community

PLATINUM

\$15,000

- ✓ Large logo on event banners & backdrops
- ✓ Vendor booth at championship events
- ✓ Live-stream & social media features
- ✓ Press release inclusion
- ✓ VIP seating & stage recognition

GOLD

\$10,000

- ✓ Logo on event banners
- ✓ Vendor booth opportunity
- ✓ Social media campaign
- ✓ Website & program recognition
- ✓ Event PA announcements

SILVER

\$5,000

- ✓ Medium logo on select banners
- ✓ Website recognition
- ✓ Event program listing
- ✓ Social media thank-you features

BRONZE

\$2,500

- ✓ Logo in event programs
- ✓ Website listing
- ✓ Social media thank-you

COMMUNITY

\$1,000

- ✓ Program listing
- ✓ Website recognition
- ✓ Certificate of partnership

COMPARE THE TIERS

Sponsorship Benefits Matrix

BENEFIT	COMMUNITY \$1K	BRONZE \$2.5K	SILVER \$5K	GOLD \$10K	PLATINUM \$15K	CHAMPIONS HIP \$25K	PRESENTING \$50K	FOUNDING \$100K
Website recognition	✓	✓	✓	✓	✓	✓	✓	✓
Social media features		✓	✓	✓	✓	✓	✓	✓
Event program listing		✓	✓	✓	✓	✓	✓	✓
Logo on event banners			✓	✓	✓	✓	✓	✓
Vendor booth				✓	✓	✓	✓	✓
Press release inclusion					✓	✓	✓	✓
Live-stream branding					✓	✓	✓	✓
Medal ceremony presence						✓	✓	✓
Championship naming rights						✓	✓	✓
Speaking opportunity							✓	✓
Category exclusivity								✓

Where Your Logo Appears



Championship banners & step-and-repeat backdrops



Medal ceremonies, awards & championship rings



Team, event & volunteer apparel



State championship courts & football fields



Live-stream graphics & broadcast features



NFMSS website & mobile app



Social media campaigns — Facebook, Instagram, LinkedIn



Email marketing to schools & families



Press releases & championship programs



Coaches clinics, VIP receptions & stage recognition

Your Investment at Work

Every sponsorship dollar flows through a 501(c)(3) nonprofit and directly funds the mission:



Championship Access

Making state and national competition affordable for every school



Youth Leadership

Recognition programs that build confidence and character



Safe Athletics

Certified coaching standards and safety-first competition rules



Equal Opportunity

A pathway open to every public middle school — urban, suburban & rural



Athlete Recognition

Medals, awards and honors for student-athletes nationwide



Sportsmanship

Programs that teach respect, teamwork and integrity

What We Will Report to Partners

Partners receive an annual impact report tracking the federation's growth — and your brand's reach within it:



Schools Registered

Membership growth across all 50 states



Athletes Served

Student-athletes competing under NFMSS standards



Championships Hosted

State and national events per season



Scholarships Awarded

Direct student recognition and support



Coaches Certified

Leaders trained in safety-first athletics



Brand Impressions

Digital, on-site and broadcast exposure delivered

How to Become a Partner

1

Choose Your Level

Select the tier that fits your goals — or ask us to build a custom package around your brand.

2

Reserve Your Placement

Complete the sponsorship commitment form. Premier tiers and category exclusivity are limited.

3

Activate Your Brand

Our team coordinates logo placement, event presence, media features and activation timelines.

4

See Your Impact

Receive recognition, reporting, and a front-row seat as champions are crowned nationwide.

Founding Partner and National Presenting tiers are limited. Secure your category before the 2026–2027 championship season.



BECOME A PARTNER

Join us in building the future of middle school athletics.

Dorian Williams

Founder & Chief Executive Officer

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 nfmss.org



SCAN TO PARTNER

nfmss.org/sponsors

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