

2027 NATIVE ALL-AMERICAN GAME

SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

JANUARY 2, 2027 • U.S. BANK STADIUM • MINNEAPOLIS



MORE THAN A GAME

A national platform where elite Native athletes compete, connect to culture, and see what is possible beyond the game.

ATHLETICS

Elite coaching and competition

LEADERSHIP

College, recruiting and life preparation

CULTURE

Identity, ceremony and belonging

2025 PROVED THE PLATFORM

The most recent Native All-American Game brought Indian Country together at U.S. Bank Stadium.

68

**NATIVE HIGH-SCHOOL
SENIORS**

48

**TRIBAL
COMMUNITIES**

21 + CANADA

**STATES +
INTERNATIONAL REACH**

Selected for academics • athletic performance • community service

The 2027 opportunity builds on an proven event—not a concept.

WE BELONG HERE.

IN THE DOOR. • ON THE FIELD. • AT EVERY LEVEL.

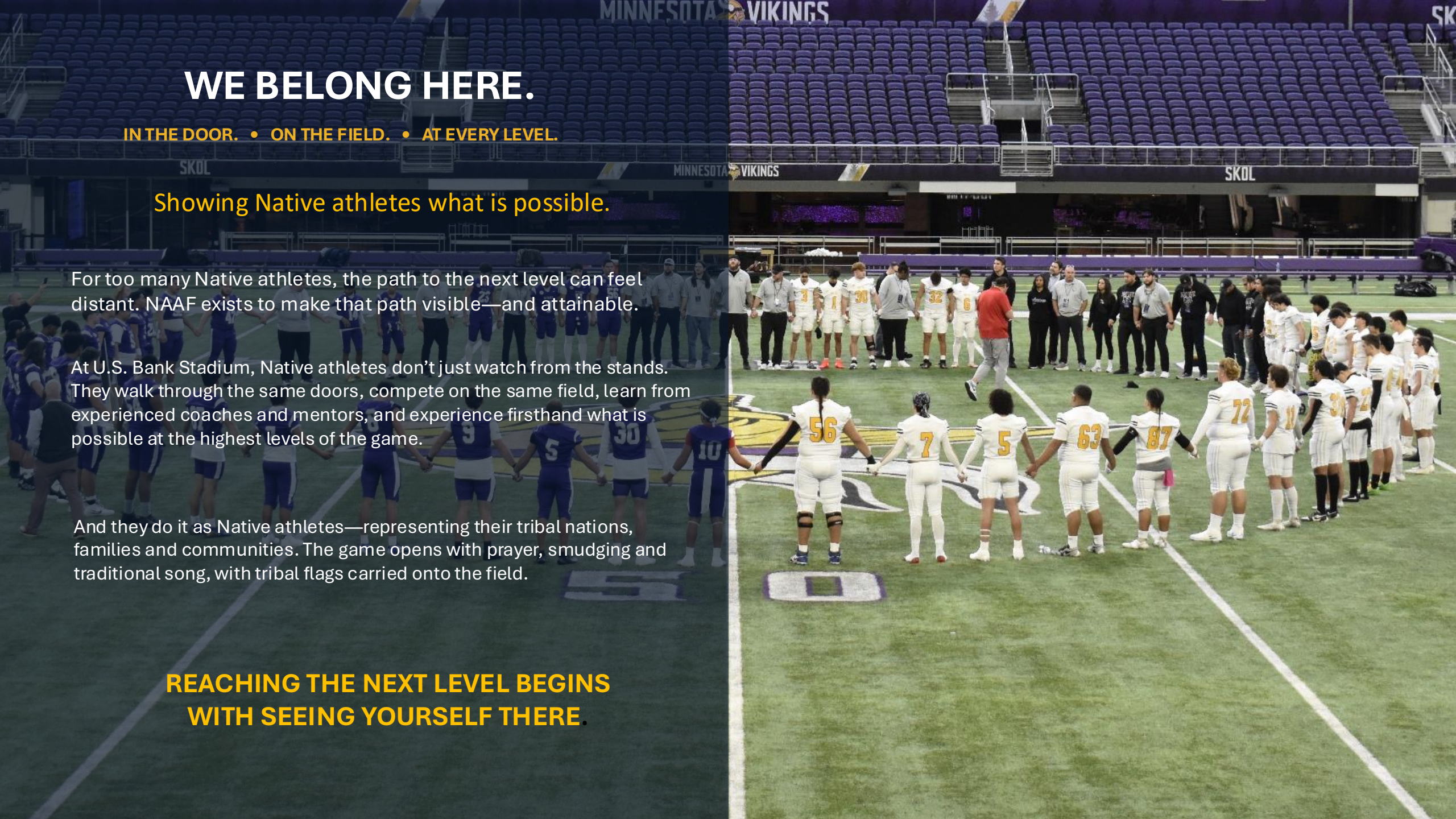
Showing Native athletes what is possible.

For too many Native athletes, the path to the next level can feel distant. NAAF exists to make that path visible—and attainable.

At U.S. Bank Stadium, Native athletes don't just watch from the stands. They walk through the same doors, compete on the same field, learn from experienced coaches and mentors, and experience firsthand what is possible at the highest levels of the game.

And they do it as Native athletes—representing their tribal nations, families and communities. The game opens with prayer, smudging and traditional song, with tribal flags carried onto the field.

REACHING THE NEXT LEVEL BEGINS
WITH SEEING YOURSELF THERE.



THE WHOLE-ATHLETE EXPERIENCE

FOOTBALL

Position coaching • competition • mentorship

COLLEGE

Scholarships • NCAA recruiting • readiness

LEADERSHIP

Financial literacy • resilience • life skills

SUCCESS BEYOND GAME DAY

Six weeks of pre-event leadership and mindset work



Developing the athlete. Preparing the person.

YOUR BRAND ON GAME DAY

U.S. Bank Stadium visibility

Livestream & digital integration

Social media activation

Banquet & VIP hospitality

Ceremonial participation

Category exclusivity at premium levels

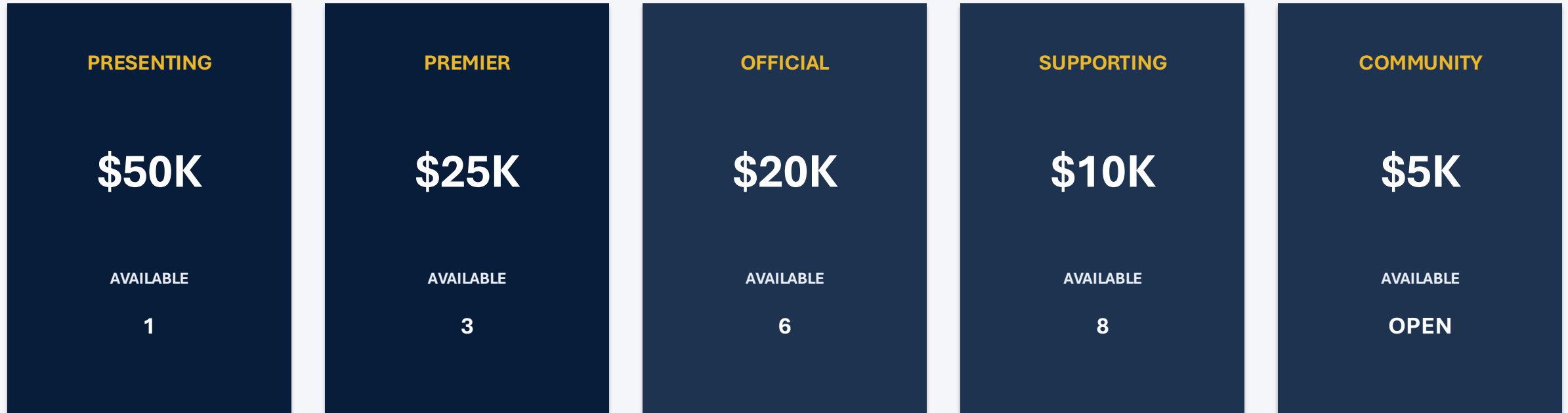
Athlete & family engagement

Post-event impact storytelling



2027 GAME PARTNERSHIPS

A deliberately tiered structure that protects premium inventory.

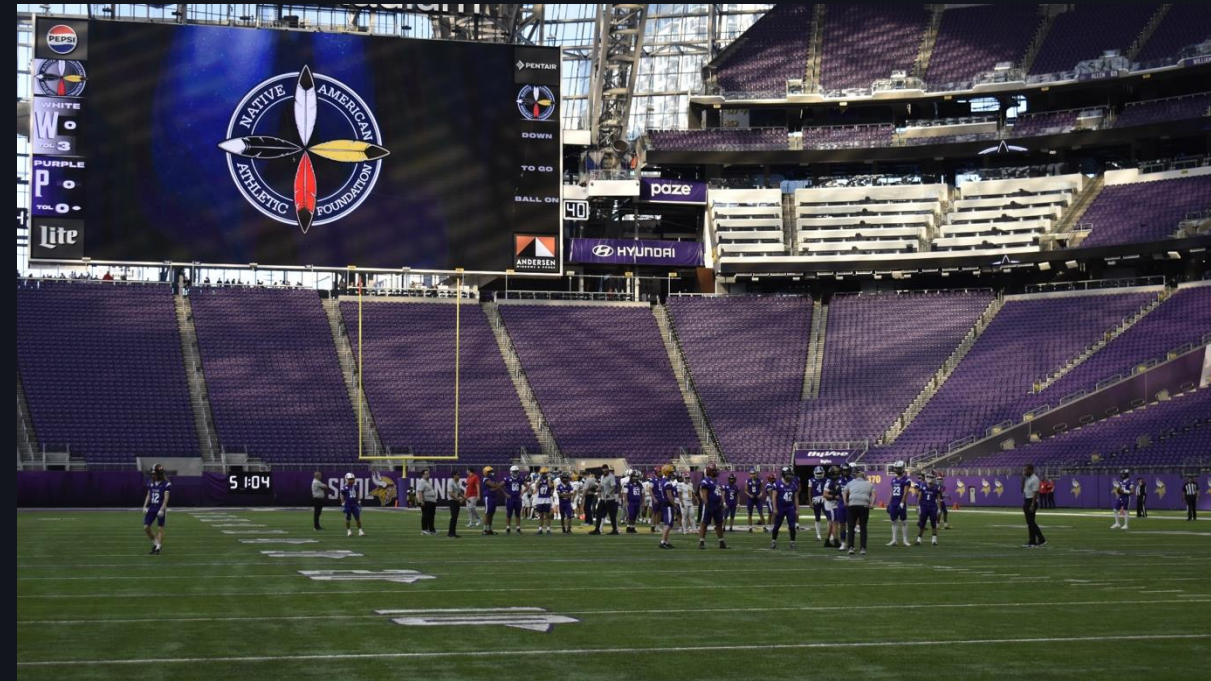


Campaign objective: fully fund the game and create resources for NAAF's next phase.

PRESENTING PARTNER • \$50,000

2027 Native All-American Game presented by [PARTNER]

- Exclusive presenting designation
- Dominant brand position across game materials
- Premium stadium + livestream inventory
 - VIP hospitality + ceremonial participation
- Dedicated digital/social activation
- Right of first negotiation for 2028



THE PREMIER POSITION

One partner.

One dominant position.

One national Native sports property.

PREMIER PARTNERS • \$25,000

Premium visibility.

Brand positioning across all game materials

Premium Stadium + Livestream Inventory

Dedicated digital/social activation

VIP hospitality

Premier Partners receive meaningful stadium, livestream, hospitality and digital inventory—without diluting Presenting Partner rights.

OFFICIAL PARTNERS • \$20,000

Visibility plus category exclusivity.

OFFICIAL BANKING PARTNER

OFFICIAL HEALTHCARE PARTNER

OFFICIAL TELECOM PARTNER

OFFICIAL ENERGY PARTNER

OFFICIAL TRANSPORTATION PARTNER

CUSTOM CATEGORY

Official Partners receive meaningful stadium, livestream, hospitality and digital inventory—without diluting Presenting Partner rights.

OWN A PIECE OF THE EXPERIENCE

Player Travel Partner

Team Hotel Partner

Leadership Camp Partner

Success Beyond Game Day Partner

Native Girls Flag Partner

Livestream Partner

Banquet Partner

Awards / Game Ball Partner

Cash, in-kind and hybrid structures available. Asset rights are coordinated with premium game partnerships to preserve exclusivity.



BEYOND JANUARY 2

Extend the relationship year-round.

- Regional football clinics
- Native Girls Flag Football
- Success Beyond Game Day
- Recruiting & performance development
- Coach-the-Coaches programming
- Future Native All-American Games

Customized year-round and multi-year partnerships available.

PUT YOUR BRAND BEHIND NATIVE EXCELLENCE

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