

WFLA Overview / Executive Summary

The WFLA scores while introducing its first Women's Football League Association with both Western and Eastern Conferences. The Women's Football League Association is taking advantage of this once in a lifetime moment to be the first successful Women's Football Organization. Lupe Rose CEO of SHE Beverage Company / The SHE Brand and now the WFLA, is one of the only Brand & Marketing Gurus with the business acumen and track record to succeed in this long-awaited arena. WFLA stands for Women's Football League Association. When you think WFLA, think Women's NFL, the Elite Women's Football League that will be recognized as the first ever Women's Football Organization to execute the Full Tackle Sport like no other organization has delivered, with compensations to match.

The WFLA Playbook

The WFLA consist of 32 Teams, 2 Divisions, an Eastern and Western Conference. The teams are scheduled to play 258 games, where each team will play 18 Games in an 18 week period.

Four Wild Card playoff games, **four** Divisional Round games, two Conference Championship games and one Super Bowl.

There are 288 regular season games (two teams per game, 18 games per team). Four Wild Card playoff games, four Divisional Round games, two Conference Championship games and one Super Bowl.

HISTORY

The WFLA is designed to create the largest and most competitive women's tackle football league in the world. Women's tackle football teams and leagues have been in existence for over four decades, but the most promising growth in the sport – both in the number of teams and in the level of competition – has taken place over the last five years.

WFLA PROMISE

The WFLA will work with all franchise owners and develop profit sharing through revenue streams on and off the field, Additionally, the WFLA will work with franchises and assist with compensating all WFLA Athletes & Coach Staff a professional salary.

FUNDS TO GROW

The WFLA is taking advantage of this once in a lifetime moment to be the first successful Women's Football Organization of the Millennium, THE WFLA will be constructing its IPO Raise at 500 million dollars of funds for its initial growth, with its Pre- IPO desire to raise 100 million.

Key Factors:

Each WFLA team will be allowed to have 55 players on 1 its roster (plus a five-player practice squad). The WFLA will have 32 teams, making a total of 1,920 players.

Wednesday Night Football:

Women's Wednesday Night Football will be the WFLA's Notable Football Night.

A Must:

Women's Full Tackle Football, No Helmet to Helmet Play

Eastern & Western Conferences Listed below.

Western Conference, Division 1 teams:

- Seattle Reign
- San Francisco Cranes
- LA Fames
- San Diego Waves
- Las Vegas Devils (SHE Owned)
- Phoenix Burns

Western Conference, Division 2 teams:

- Salt Lake Lilys
- Denver Pumas
- Minnesota Shield Maidens
- OKC Lightening
- Dallas Diamonds
- Houston Shooters

Eastern Conference, Division 1 teams:

- New Orleans Melody
- Nashville Honey Bees
- Atlanta Amazons
- Miami Jewels
- Charlotte Cruise
- Washington Widows

Eastern Conference, Division 2 teams:

- New York Stars
- Boston Gypsies
- Chicago Breeze
- Detroit Freeze
- Philadelphia Assassins
- Milwaukee Queens

When it comes to work, historically speaking, women have been paid lesser wages across all industries; 70 cents on the dollar in comparison to their male counterparts. The sports industry has acted no differently. Until now. SHE WFLA intends to pay all female athletic recruits wages consistent with male athletes of the same sport and skill level. The WFLA will not “shortchange” any of its professional league players. That’s WFLA’s promise. That’s WFLA’s commitment to the WFLA players. Women deserve better, so SHE created better. Women deserve the best, so SHE structured the best league just for you. And if that isn’t enough, the WFLA will build her very own stadiums across the U.S. dedicated to the WFLA and the women on all the teams. Every stadium will have a suite that carries SHE Beer, SIP Water by SHE Alkaline & Electrolyte waters, as well as High Gravity Octane Sports drink and bodyresQ H₂O. Of course, there will also be a SHE Sports Shop for Merchandising so fans can purchase their favorite team’s jersey and other memorabilia.

The WFLA continues its recruiting efforts with its first “Scouting Combine” & Football Jamboree slated for August 10th 2019, and its first Draft taking place at the MGM Grand Las Vegas, August 31, 2019.

Professional Athletes, Coaches and Agents have already joined forces to grow the illustrious vision of the WFLA, and the execution is sure to garner top level success.

Where others have tried and failed to build an all-female football league on the same playing field with the NFL, SHE will prevail. SHE will be the first successful Women’s Football League the nation and world have ever known. That’s a promise.

Season Start:

The WFLA Anticipates full launch by 2020 with Season to start August 2020 Launching it’s WFLA Team Kick off on The last Wednesday before Memorial Day.

WFLA- Women Football League Association generating Revenue through Teams- Concessions- Seat Sales- Merchandise- Sponsorships - Advertising SHE TV & More

All Revenue WFLA generated will guarantee a percentage to team owners

Profit Sharing:

Financial Benefits / Partners

SHE Seats / Ticket Sales, SHE Beverage Company Concessions, Merchandise, Ticket Sales Licensing, TV Broadcasting, Satellite Radio Broadcasting Video Game Licensing, Other WFLA App Licensing

Other Financial Benefits:

- Sponsors • Women In Football History Museum • WFLA Football Arenas
- Gate Receipts • SUPER BOWL

WHOS GOT NEXT?