



Official Automotive Partner

# TOYOTA x NFL FLAG DEALER PLAYBOOK

2026 Season Donation Window: June 1<sup>st</sup> – July 31<sup>st</sup>, 2026

# WHAT IS NFL FLAG?

NFL FLAG is the **largest youth flag football league in the U.S.** and is operated by RCX Sports.

NFL FLAG leagues are no contact, giving boys and girls of all abilities a chance to develop their fundamental football skills in a positive, inclusive environment. It's a pathway for female athletes to play in college, as well as an outlet for tackle athletes to compete in the offseason.



# A FULL YEAR OF ACTION AND TOYOTA IS HERE FOR ALL OF IT.

## YEAR-ROUND LEAGUE PLAY



- Leagues run for four seasons, depending on location, with majority occurring during spring and fall.
- Boys and girls range from ages 4 to 17, with some teams being coed.
- Run by RCX Sports League Operators in partnership with NFL FLAG.

## PLAYER OF THE YEAR PRESENTED BY TOYOTA



- 5 girls and 5 boys are chosen as finalists.
- Winners are recognized at NFL Honors during Super Bowl week.
- The players embody the FLAG values of sportsmanship, responsibility, integrity, and teamwork.

## CHAMPIONSHIPS PRESENTED BY TOYOTA



- Held annually in Westfield, IN in July.\*
- 280 teams compete across all age groups.
- Teams qualify by winning regional tournaments across the country, representing all 32 NFL clubs.
- Select games are broadcast on ESPN and Disney+

## TOYOTA GLOW UP CLASSIC



- The second annual Toyota Glow Up Classic was held during Super Bowl LX.
- 20 All-Star High School Girls from the San Francisco Bay Area were chosen to play
- Team Toyota Athletes served as coaches and Eli Manning and Kylie Kelcie were referees



**JOIN THE  
HUDDLE**

# IT'S YOUR COMMUNITY AND YOU CALL THE PLAYS.

Focus your support on what matters to you. With updated branding opportunities that highlight your dealer logo and enhanced participation support that directly impacts the players, there are multiple ways to join the huddle.





# Fall 2026 – Spring 2027 Donations

## One Donation Window per Year



Starting June 1st, you can support your local FLAG league during their Fall 2026 - Spring 2027 seasons. Once this donation window closes on July 31st, the next opportunity will open in June 2027.

## Opt-In Process



Leagues have opted in to receive support from Toyota. Email connections will be made between you and the leagues you support so you can continue to build a relationship.

NOTE: Leagues that previously appeared in your market before the opt in process may not show if they did not opt in.

# HOW TO DONATE



VISIT [NFLFLAG.COM/TOYOTA](https://NFLFLAG.COM/TOYOTA) AND CLICK  
**MAKE AN IMPACT**



ENTER EMAIL AND DEALER CODE  
CONFIRM YOUR DEALERSHIP



SELECT "START NEW DONATION"



YOU WILL SEE ANY PAST DONATIONS  
LISTED HERE



VIEW YOUR LEAGUES



## Donate Today

Email\*

5 Digit Dealer Code\*

Get Started

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

You will be making donations on behalf of  
Atlantic Toyota (20093)

Is that correct?

Yes

Try Again



Atlantic Toyota (20093)

Donation status for Atlantic Toyota (20093)

Date Placed	Summary	Cost	Payment Status	
2025-06-07 18:11:55	1 package ordered	\$5,000	Paid	<a href="#">View Details</a>

Start new donation

# LEAGUES & PARTICIPATION

If leagues in your PMA have opted in, they will populate at the top of the screen with an estimated participation number \*.

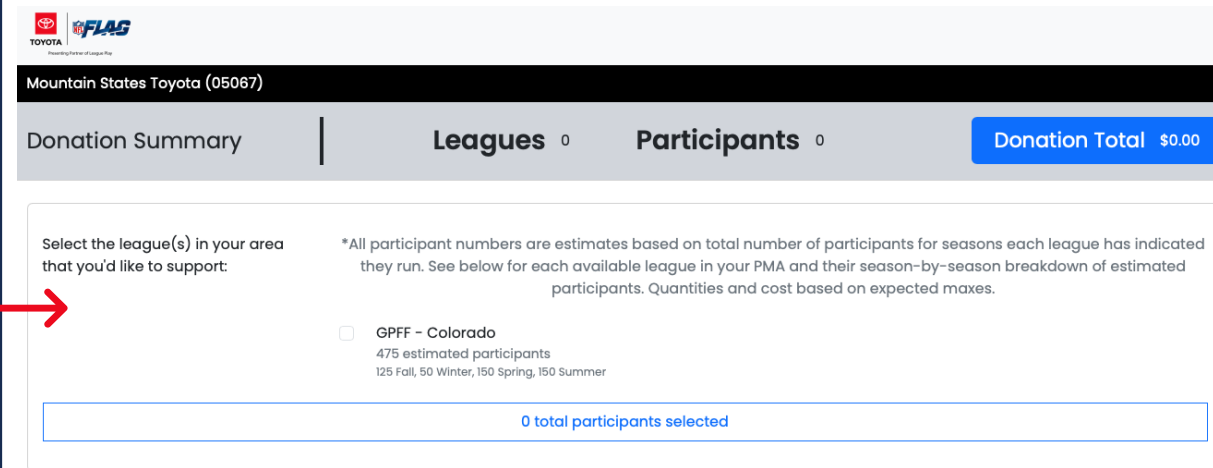
Check the boxes for the leagues you want to support.

NFL FLAG is a four-season sport. Leagues have opted-in and submitted their upcoming season dates that may include Fall, Winter, Spring, and Summer. Please note that some leagues may not play all four seasons and therefore only seasons that they operate in will populate.

The leagues in your PMA may have changed as leagues become inactive or have not opted into the Toyota donation program.

If you do not have a league in your PMA at this time, you will be directed to alternate ways to support.

\* Participation numbers are estimated based on previous year's sign-up and may change based on interest for the current season. They are also combined across all seasons the league has indicated that they participate in.



Mountain States Toyota (05067)

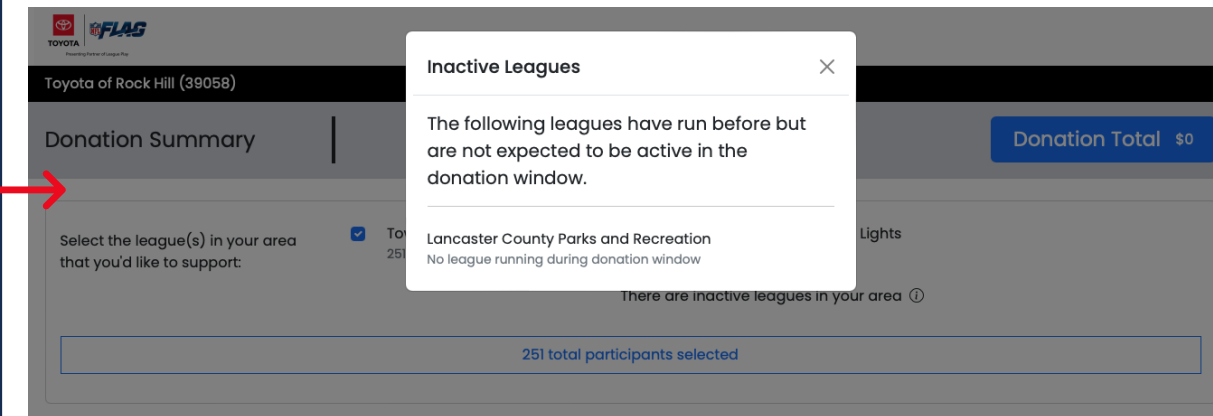
Donation Summary | Leagues 0 | Participants 0 | Donation Total \$0.00

Select the league(s) in your area that you'd like to support:

\*All participant numbers are estimates based on total number of participants for seasons each league has indicated they run. See below for each available league in your PMA and their season-by-season breakdown of estimated participants. Quantities and cost based on expected maxes.

- GPFF - Colorado  
475 estimated participants  
125 Fall, 50 Winter, 150 Spring, 150 Summer

0 total participants selected



Toyota of Rock Hill (39058)

Donation Summary | Donation Total \$0

Select the league(s) in your area that you'd like to support:

To... 251

Lancaster County Parks and Recreation  
No league running during donation window

There are inactive leagues in your area ⓘ

251 total participants selected

**Inactive Leagues**

The following leagues have run before but are not expected to be active in the donation window.

Lancaster County Parks and Recreation  
No league running during donation window

There are currently no active leagues that have opted-in to receive support in your PMA. However, you can still further the sport and make meaningful contributions to your community through the options below!

# MAKE AN IMPACT

Check and uncheck boxes to **adjust league(s) supported.**

View the **estimated number of players impacted** each season. Items ship prior to each season.

Adjust league selection(s) and support selection(s) to determine your **donation total.**

TOYOTA | NFL FLAG  
Presenting Partner of League Play

Mountain States Toyota (05067)

Donation Summary	Leagues 1	Participants 475	Donation Total \$20,292.56
------------------	-----------	------------------	----------------------------

Adjust the selected support to change your donation total by checking the boxes. These changes will **automatically** be reflected in your donation total above.

All support selections will be **applied to all** leagues/participants selected at the top.

Select the league(s) in your area that you'd like to support:

\*All participant numbers are estimates based on total number of participants for seasons each league has indicated they run. See below for each available league in your PMA and their season-by-season breakdown of estimated participants. Quantities and cost based on expected maxes.

- GPFF - Colorado  
475 estimated participants  
125 Fall, 50 Winter, 150 Spring, 150 Summer

475 total participants selected

**General Donation**  
Donate a fixed amount to distribute among the selected league(s) or if you haven't selected a league, distributed to the league with highest need. *Minimum Donation Amount - \$500.00*

Amount (\$)

**Branding Bundle**  
Delivered directly to League Operators for use on game day, the below items feature your dealership logo and the NFL FLAG logo.

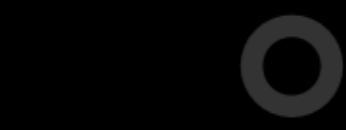
[View Product](#)

**Shorts**  
Black Shorts branded with your dealership logo and NFL FLAG logo shipped directly to the league(s) selected above.

[View Product](#)

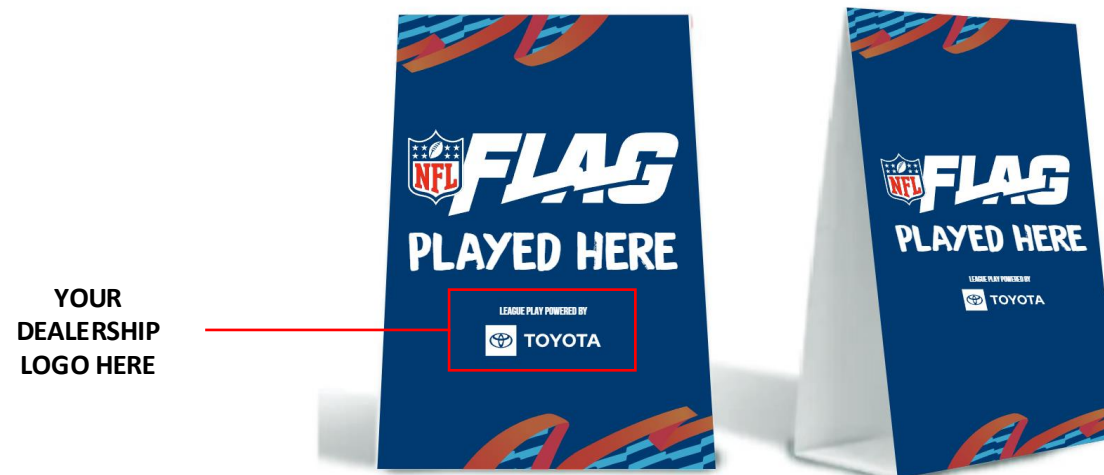


**YOU'RE THE  
PLAY CALLER**



# YOUR COMMUNITY, YOUR LEAGUE, YOUR DEALERSHIP LOGO

Regardless if you pledge to support your local league at any level and opt in status, **your dealership logo will be included on signage** shipped to leagues that operate inside your PMA, as shown below.



# TEAM SUPPORT

## BRANDING BUNDLE | \$2,181.60

- (1) 10' x 10' Tent
- (2) 9' Feather Flags
- (2) 3' x 5' Yard Signs (*double-sided*)



## FOLDING WAGONS | \$895.20

Two wagons are included and set up in seconds with no assembly required. Each wagon can carry up to 150 lbs. of equipment to and from the field for League Operators, bringing your brand along for the ride.



# PLAYER SUPPORT\*

## SHORTS | \$8.00/PP

Providing the league with branded shorts gives your dealership logo visibility on the field, across the whole team. Each pair features the Toyota Dealership and NFL FLAG logo and will be shipped directly to the league.



## PLAYER REGISTRATION | \$30/PP

Supporting player registration covers the NFL FLAG registration fee. This helps lower cost barriers for players.

## BACKPACKS | \$29.34/PP

Backpacks provide practical, durable gear that players can use all season, on and off the field. The backpacks are branded with your Dealership logo and NFL FLAG logo and are shipped directly to the league. Each features a zippered main compartment, water bottle pocket, and padded, adjustable shoulder straps.



# ADDITIONAL RESOURCES

Videos, photos, decal packages, and logos are available for download to use across your socials and websites at <https://nflflag.com/toyota> within the “Toyota | NFL FLAG Assets” library.

If you choose to create your own social assets featuring the NFL FLAG logo, please submit them for creative approval at [ToyotaMarketingApprovals.com](https://ToyotaMarketingApprovals.com)



TOYOTA | NFL FLAG ASSETS



DONATE TO NFL FLAG LEAGUES



2025-2026 NFL FLAG DEALER PLAYBOOK

## PHOTOGRAPHY

Download All



Franklin\_Shoot\_2023\_11.jpg



Franklin\_Shoot\_2023\_3.jpg



Franklin\_Shoot\_2023\_6.jpg



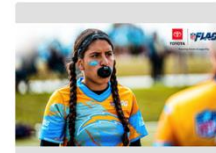
NFL-Flag\_A325I\_CAMA\_14U\_AFC\_BE... .jpg

## PARTNERSHIP BRAND ASSETS

Download All



NFLFLAGxToyota\_Picture\_Broncos\_V4.jpg



NFLFLAGxToyota\_Picture\_Chargers\_V1.jpg



NFLFLAGxToyota\_Picture\_Jets\_V3.jpg



NFLFLAGxToyota\_Picture\_Lions\_V2.jpg

## CO-BRANDED LOGOS

Download All



VIS\_TOYOTA\_NFLFLAG\_logo\_Official ...png



VIS\_TOYOTA\_NFLFLAG\_logo\_Official ...png



VIS\_TOYOTA\_NFLFLAG\_logo\_Official ...png

# SOCIAL ASSETS

Showcase your dealership's support with our ready-to-use "We Support NFL FLAG" social templates, available on [Media Valet](#) under "Partnerships Social Assets." Instructions for requesting customized assets featuring your dealership logo are also available here.

## Example Captions:

- Helping grow the game starts with giving kids access. We're excited to support [LEAGUE NAME] and the future of NFL FLAG in our community 🏈
- Big plays start with big community support. [DEALERSHIP NAME] proudly supports [LEAGUE NAME]!



# GREATNESS DOESN'T DRIVE SOLO

If you don't have a league in your PMA,  
you are not on the sidelines!

There are ways to join the huddle and  
make an impact in your community.



# CLINICS

**\$17,250**

Bring an **NFL FLAG Football Clinic** to your community for up to 500 kids, with or without a league in your PMA.

Clinic logistics will be managed by RCX Sports. The date and location of the clinic will be determined by RCX Sports and require your approval.

Your support includes:

- (1) 10x10 Tent
- (2) Feather Flags
- (2) 3x5 Yard Signs
- (550) T-Shirts for Participants and Coaches
- Registration Site, Marketing Materials and Operation of the Clinic



# NFL FLAG IN SCHOOLS

**\$3,036**

No leagues in your PMA? Bring NFL FLAG to the community with **NFL FLAG In School Kits**.

Your support includes:

- Five (5) flag kits for local schools in your PMA
- (25) pinnies with your dealership logo x NFL FLAG per kit

Kits will be shipped to schools in the Fall of 2026.





# GET IN THE GAME!

## General Donations

A general donation covers player registration fees for leagues with the highest need. It helps grow the sport and is a great way to support if you do not have a league in your PMA.

# READY. SET. MATCH!

All donations are eligible for the Toyota Dealer Match program, matching your donation dollar-for-dollar up to \$10,000 annual limit. Matches equal the total amount you donated (up to the limit). They do NOT cover any portion of your initial donation amount.

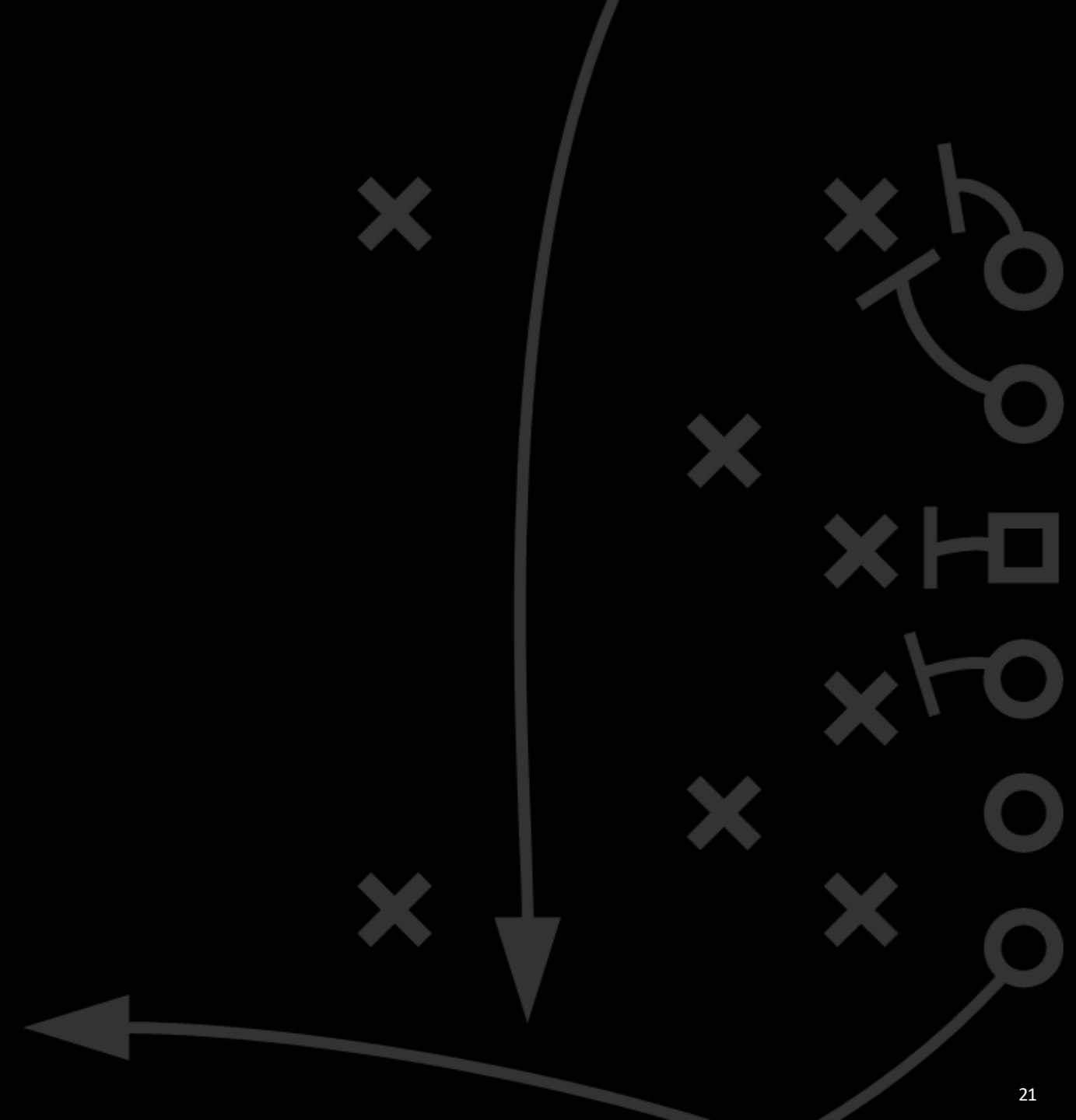
Request a match through Dealer Daily 365 and select **RCX Sports Foundation** as the organization.

Matched funds support registration kit fees for the leagues you supported or, if none are in your PMA, leagues with the greatest need nationwide.





# FAQs



# FAQS FOR NFL FLAG PARTNERSHIP

**Q Can my dealership use our own social media accounts to promote the NFL FLAG partnership?**

*A Yes! Social media assets are available to download on <https://nflflag.com/toyota> by visiting the 'NFL FLAG Assets' page. If you are looking to create your own assets, please remember that all references to the NFL or use of NFL marks must go through the approval process at [ToyotaMarketingApprovals.com](https://ToyotaMarketingApprovals.com)*

**Q Can I add my logo next to the NFL FLAG logo?**

*Yes, you will be able to use your logo in a partnership lockup with the NFL FLAG logo. If you create one yourself, please send to [ToyotaNFLFlag@MKTG.com](mailto:ToyotaNFLFlag@MKTG.com) for approval. When you opt into one of our bundles of assets, your dealership logo is automatically added to the items within your order.*

**Q Am I required to support all leagues within my PMA?**

*No, you can choose how many leagues you wish to support and modify your support as you fill out the form.*

**Q Will there be a chance to support multiple leagues if they are available within my PMA?**

*Yes, as long as they are within your PMA and not assigned to another dealer, your support can extend to as many leagues and teams as you want.*

**Q How can I get connected to my league?**

*Within 2 weeks of a donation being made, RCX Sports will send an email*

*introduction with you and your local league.*

**Q What if I already support my local league?**

*A Leagues need help every year and appreciate any support you can provide!*

**Q Can I just reach out to my local league operator directly?**

*We ask that you please wait for additional communication and let us facilitate before attempting to reach out. This will help ensure the partnership is executed most efficiently.*

**Q How do I confirm what my dealership donated?**

*Once your donation has been submitted, you will receive a confirmation email. You can reach out to [ToyotaNFLFlag@MKTG.com](mailto:ToyotaNFLFlag@MKTG.com) to confirm the details of your donation if you have questions.*

**Q Can our TDA manage the relationships with leagues?**

*This is solely a Tier 3 opportunity and a way for your dealership to make an impact in your community.*

# FAQS FOR NFL FLAG PARTNERSHIP – CONT.

**Q What if there's currently no league in my PMA?**

*A There are multiple options for ways to get involved including hosting a clinic, donating FLAG-in-School kits, or providing a general donation to cover registration costs and/or tournament travel for participants based on need.*

**Q Do I need to opt-in and renew my donation for each donation period?**

*A Yes, donations are specific to each donation period and do not automatically roll over. You will need to opt in and renew your donation at the start of each donation period in the Fall.*

**Q Can I still host an in-dealership event?**

*A Yes! While in-dealership events are no longer supported on the portal, we still encourage you to connect with your local league. Events like a kickoff party or end-of-season celebration are a great way to engage players and parents. Once a donation is made, you'll be connected to your league and can explore additional support opportunities. For questions, contact [ToyotaNFLFLAG@mktg.com](mailto:ToyotaNFLFLAG@mktg.com).*

**Q What will the Toyota Dealer Match funds be utilized for?**

*A The matched funds will support player registration fees and/or tournament travel costs for the league(s) in your PMA. If you don't have a league in your PMA, RCX will determine the highest need across the U.S.*

**Q Where will the assets I ordered be shipped?**

*A League and Team Support items will be shipped directly to your league. If*

*you need further clarification on shipping details, please reach out to [ToyotaNFLFLAG@mktg.com](mailto:ToyotaNFLFLAG@mktg.com).*

**Q When will the league I donated to receive their assets?**

*A If the league you donated to has a season starting within one month of your donation being submitted, it will receive assets as soon as possible, given production timelines. If the league's season is more than one month away, assets will be sent one month prior to the start of the season.*

**Q Who is RCX?**

*A RCX operates NFL FLAG leagues, in addition to other youth sport programs. They are committed to improving the accessibility and inclusivity of sports by enhancing the youth sports experience and creating opportunities for all athletes to play. RCX Sports produces events and programs for not only the NFL, but also the NBA, NHL, MLS & MLB.*

# FAQS FOR NFL FLAG PARTNERSHIP – CONT.

**Q What is the RCX Sports Foundation?**

*A The RCX Sports Foundation works to develop, promote, and implement diversity and inclusion in youth sports as the non-profit arm of RCX Sports. The foundation focuses on expanding youth sports opportunities so all children can experience athletics in a safe, welcoming, and inclusive environment. No child's circumstance in life should ever keep them from the lifelong benefits of sports.*

**Q How long is the NFL FLAG x Toyota partnership?**

*A The partnership currently runs through June 1, 2028.*

**Q How do Championships work? Will they be at the same location each year?**

*A The location of Championships will be announced each year. Championships will be attended by over 280 teams of girls and boys who qualified by winning a FLAG regional tournament from across the country, representing all 32 NFL clubs for each age group.*

**Q Am I able to partner with a local FLAG Regional?**

*A As of this year, Toyota is no longer the presenting partner of NFL FLAG Regionals. Due to this, local dealerships are no longer permitted to partner on the regional level.*

**Q Will we partner with the US Olympic Flag football team/NGB?**

*A NFL FLAG does not currently extend to US Olympic Flag Football, as it is a separate organization.*

**Q Will we be involved with Flag in LA28?**

*A This NFL FLAG partnership is focused on league play within local communities as well as the Regional & National Championships. LA28 is not associated with NFL FLAG at this time.*

**Q How can I provide feedback or suggestions related to this partnership?**

*A Please reach out to your main region contact or [ToyotaNFLFLAG@mktg.com](mailto:ToyotaNFLFLAG@mktg.com) to provide any feedback or suggestions.*

**Q Is my donation tax deductible?**

*A Yes, parts of your total donation are tax deductible if you supported with league or team support, as well as a school kit. If you have questions about this process, please reach out to [ToyotaNFLFLAG@mktg.com](mailto:ToyotaNFLFLAG@mktg.com).*



Official Automotive Partner

# THANK YOU!

