



## 2024 ADVERTISING & MARKETING KIT



Making fun possible by highlighting cool things to do, from social sports to events and team-building activities.

# Our Story

At its core, **DC Fray** is a lifestyle brand on a mission to **make fun possible** and we believe that play has the power to transform lives, build communities, and create positive impact in the world. From humble beginnings as a local Skee-ball League, we have expanded our mission beyond sports to include events, travel, fitness, media, and more. We want to make fun a lifestyle to help motivate even more people to love what they do, and do what they love every single day. Through our values that we embody day in and day out - play, gratitude, positivity, courage, innovation, community, and hustle - we aim to walk the walk on what it means to experience the **#FrayLife**.

## Our Sports Leagues

### Diversity

We have more than [redacted] sports leagues across over [redacted] sports in the DMV from [redacted]

We generally bring in players around [redacted] years old

Our leagues are incredibly inclusive and diverse across gender, race, background, and sexual orientation, including [redacted]

## Our Audience

[redacted]  
Monthly print + digital impressions

[redacted]  
Email subscribers

[redacted]  
Attendees per year at events that we produce or host

[redacted]  
Instagram followers

[redacted]  
Facebook followers

[redacted]  
Twitter followers

# Our Partners

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# Website Advertising

Promote your event, product or brand through our digital advertising opportunities on districtfray.com.

## Leaderboard ad

## Sidebar ad

## Featured event

## Weekly Website Banner Sponsorship

# Weekly Newsletters Sponsorship

# Email Marketing

Raise brand, event, or campaign awareness by connecting with the Fray audience through our emails.



# Social Media Marketing

Connect with the Fray audience and drive engagement for your brand through our social channels. Social media marketing opportunities include



## Event Marketing Packages

Whether you're hosting an intimate party or a monthly series, increase visibility and drive ticket sales for your events.



### Can Include



# Sponsorship Packages

Sponsorship packages give you the opportunity to reach the Fray audience across multiple print and digital channels.

## Can Include

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# Advertising Opportunities Prices

## Website Advertising



## Weekly Newsletters Sponsorship



## Social Media Marketing



## Event Marketing Packages



## Sponsorship Packages

