



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 Skeeball 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



Monthly print + digital impressions



Email subscribers



Attendees per year at events that we produce or host



Instagram followers



Facebook followers



Twitter followers

Our Partners



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



Advertising Opportunities Prices

Website Advertising



Weekly Newsletters Sponsorship



Social Media Marketing



Event Marketing Packages



Sponsorship Packages

