



Coca-Cola
zero SUGAR



iFlag Activations Overview

MORE THAN A GAME.
IT'S AN EXPERIENCE.





LA28 Coca-Cola FLAG HOUSE

zero SUGAR

The Hub for Everything Flag Football During the LA28 Olympics

Inspired by the Draft House concept, iFlag Flag House will be the centralized home base for flag football content, culture, hospitality, and storytelling during flag football's inaugural Olympic debut at LA28.



CONTENT • CULTURE • HOSPITALITY • HIGHLIGHTS



MEDIA LOUNGE



CONTENT STUDIO



INTERVIEW ZONE



HOSPITALITY & ACTIVATIONS

MEET YOUR HOSTS



KINSEY
WOLANSKI
7M+ SOCIAL FOLLOWERS



ASHLEY
DOCKING



NADIA
BIBBS



MICHAEL
BETTER



Daily Social Reels • Video Clips



Hosted By Kinsey Wolanski,
Ashley Docking, Nadia Bibbs,
& Michael Better



Kinsey Wolanski • 7M+ Social Followers



Interviews with Olympic athletes, NFL players,
celebrities, flag football influencers & comedians



Live highlights, behind-the-scenes coverage,
and fan-first storytelling

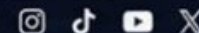


Premium sponsor integrations, branded
interview sets, and hospitality moments

**ONE HOUSE.
ONE COMMUNITY.
ONE GAME.
EVERY STORY.**

THIS IS FLAG FOOTBALL.
THIS IS LA28.
THIS IS iFLAG FLAG HOUSE.

FOLLOW @IFLAGFOOTBALL FOR EXCLUSIVE CONTENT, UPDATES & BEHIND-THE-SCENES ACCESS



| IFLAGFOOTBALL.COM



iFlag LA28 Field Trip

**WATCH FLAG FOOTBALL'S
OLYMPIC DEBUT LIVE**

It's flag football's debut in the Olympics, and it's important that the future athletes of tomorrow get to see it played live.



**DIGITAL CONTEST
FOR ATHLETES + THEIR +1**



WINNERS WILL ATTEND
A LIVE LA28 FLAG
FOOTBALL GAME



HOSTED WITH
iFLAG
CHAPERONES



SPECIAL GUESTS:
NFL LEGENDS **WILLIE
McGINNIST** &
DEANDRE HOPKINS



INSPIRING THE NEXT
GENERATION THROUGH
UNFORGETTABLE ACCESS

BE PART OF HISTORY. INSPIRE THE FUTURE.

ONE GAME. A LIFETIME OF IMPACT.





COLLEGE CLASSIC DURING LA28

Coca-Cola
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WOMEN'S COLLEGIATE FLAG FOOTBALL SHOWCASE



8
COLLEGIATE
WOMEN'S TEAMS



1-DAY
TOURNAMENT



TOP 2 TEAMS
QUALIFY FOR THE
COLLEGE FOOTBALL
PLAYOFF NATIONAL
CHAMPIONSHIPS

PARTICIPATING TEAMS

Cal

CALIFORNIA



USC

Ucla

UCLA



SAN DIEGO STATE



STANFORD



FRESNO STATE



SAN JOSE STATE



SACRAMENTO STATE

TOP 2 ADVANCE TO
CFP NATIONAL CHAMPIONSHIPS



SUMMER 2028



LOS ANGELES, CA

ELITE COMPETITION. UNRIVALED EXPOSURE.

Coca-Cola
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HIGH SCHOOL CLASSIC

Hosted During LA28



Top 16 California
Girls High School
Programs



1-Day
Tournament

MAXPREPS



Top 2 Teams earn
entry into the iFlag x
MaxPreps Flag
Football Showdown



2 Mystery NFL
Players On Site to
Coach, Mentor &
Help the Girls Learn



CALIFORNIA'S TOP GIRLS FLAG FOOTBALL PROGRAMS
COMPETING ON ONE OF THE WORLD'S BIGGEST STAGES.





LA28 BATTLE OF THE BRANCHES

iFlag Military Tournament

BEACH FLAG FOOTBALL
TOURNAMENT ON THE
BEAUTIFUL BEACHES
OF CALIFORNIA



HELD DURING
LA28



FEATURING
2 TEAMS FROM
EACH BRANCH



ARMY ★ NAVY
AIR FORCE ★ MARINES



HONORING THE
MILITARY ORIGINS
OF FLAG FOOTBALL



CELEBRATING THE
SPORT'S JOURNEY
TO THE OLYMPICS



8 TOTAL
TEAMS



2 TEAMS EACH
FROM ARMY, NAVY,
AIR FORCE & MARINES

Flag football was started by the United States military. The LA28 Battle of the Branches pays homage to that legacy by bringing together military athletes for a special beach tournament during LA28. iFlag is proud to honor the service, history, and impact of the Armed Forces as flag football makes its Olympic debut.



★ PRESENTS ★

THE BIGGEST SCREEN.
THE BEST SEATS IN THE HOUSE.
RIGHT HERE ON THE BEACH.

LA28

FLAG FOOTBALL

MEDAL GAME

WATCH PARTY



GOOD VIBES
GREAT GAMES
LEGENDARY
MOMENTS



GIANT LED SCREEN
LIVE GAME. UNREAL VIEW.



BEACH LOUNGE
COMFY SEATING & SHADE



FOOD & DRINK
LOCAL EATS & REFRESHMENTS



GIVEAWAYS
PRIZES & EXCLUSIVE SWAG



MUSIC. ENERGY. ATMOSPHERE.

FREE ENTRY
ALL ARE WELCOME!

COME TOGETHER.
CELEBRATE THE SPORT.
BE PART OF THE MOVEMENT.

THANK YOU TO THOSE WHO SERVE AND PROTECT OUR COMMUNITIES.



LAPD



LAFD



TEACHERS



EMT'S

WE APPRECIATE YOU. WE SUPPORT YOU.

LIVE THE MOMENT.
FEEL THE ENERGY.

LA28

PREMIER
PARTNERS

BODYARMOR
Sports Drink



Wilson



T Mobile

★ **U.S. ARMY**

MORE INFO AT
[IFLAG.ORG/LA28](https://iflag.org/LA28)



@IFLAGFOOTBALL



★ LA
28

LA 28 BEACH CLASSIC

Hosted by iFlag



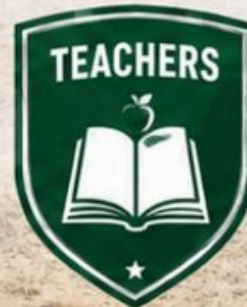
A BEACH FLAG FOOTBALL TOURNAMENT
HONORING THOSE WHO SERVE OUR COMMUNITIES



Featuring teams from
the local Los Angeles
Police, Fire Department,
Teachers, and EMTs.



An event to show
support to those who
put their lives on the line
for our safety.



CELEBRATING COMMUNITY, SERVICE, AND THE SPIRIT OF FLAG FOOTBALL DURING LA28.





Coca-Cola
zero SUGAR

FREE FLAG FOOTBALL SKILLS CAMP

Hosted by iFlag

★ FOR BOYS & GIRLS ★
LED BY FORMER TEAM USA MEMBERS & IFLAG STAFF



VANITA KROUCH
FORMER TEAM USA
WOMEN'S QB



MICHAEL BETTER
FORMER TEAM USA
RUSHER



BRUCE MAPP
FORMER TEAM USA
WIDE RECEIVER



PATRICK ALLEY
FORMER
HEAD COACH



PLUS
IFLAG STAFF



LEARN FROM
ELITE TALENT



IMPROVE SKILLS
& ATHLETICISM



BUILD CONFIDENCE
& TEAMWORK



DEVELOP FOR THE
NEXT LEVEL

PLAY. LEARN. GROW.

➤ **THE IFLAG WAY.** ⚡



FREE BEACH FLAG FOOTBALL SKILLS CAMP & CLINIC

Hosted by iFlag

SPECIAL GUEST:

NFL SUPERSTAR TYREEK WILL

Tyreek will be on site signing autographs
and helping players develop their skills.



LEARN FROM ONE OF
FOOTBALL'S MOST
ELECTRIC PLAYMAKERS



YOUTH-FOCUSED
INSTRUCTION



SKILLS
DEVELOPMENT



AUTOGRAPHS

