

CDMFA/GEFFA

Working Together to Grow the Game

“Sharing resources to develop and deliver two distinctly different products”





- Club based organization that delivers quality competitive programs.
- Contact and Non-contact programming.
- Basic model more practices than games, commitment of 2 to 5 days a week.
- Coaching model based on the process of preparation and skill development.
- Market is families who want a competitive experience.

“More is Better”



- Board based organization that delivers quality recreational programs.
- Non-contact programming only.
- Basic model more play than practice, commitment of 1 to 1.5 hours a week.
- Coaching model based on positive player experience and fun.
- Market is families who want a easy to schedule, non-competitive experience.

“Less is Better”



Partnership Benefits



CDMFA

- Access to NFL Flag Brand
- Shared staff (Compensation paid by GEFFA)
- Increased Membership (Membership Fees)
- Opportunity to assist a potential feeder system for a competitive flag and tackle programs.
- Establish the CDMFA as the elite flag program in Alberta (Champion - play in NFL Flag Regional, winner moves on to Championship at the Pro-Bowl.
- Helps assure GEFFA does not become a competitor.

GEFFA

- Cross Promotion of NFL Flag Brand
- Staff to run programs while organization is growing.
- Established processes and agreements (Field booking contracts, Payroll, etc...)
- A place to direct players to who want to move to more competitive football.
- No need to add competitive programming