



AT A GLANCE

The Vermont Football Network is Northeast Sports Network's home for VIFL high school football: 30 member schools across three divisions, live broadcasts every week, and a live-data website with schedules, standings, statistics, live scores, weekly player honors and the VFN Top 10. Sponsors can buy the whole network, a single page, a single game, or a weekly honor. Custom and presenting partnerships are available on request. The site runs a 12-week season: preseason, eight regular-season weeks and three playoff weeks.

BROADCAST REACH

2025 RESULTS · 2026 OUTLOOK

163,099

2025 TOTAL
VIEWERS

1,989

2025 AVERAGE
VIEWERS PER GAME

134

2026 GAMES
INCL. PLAYOFFS

266,500+

2026 PROJECTED
VIEWERS

Source: NSN broadcast analytics from 82 VFN broadcasts in 2025. The 2026 projection applies the 2025 per-game average to the 134 games on this year's schedule.

WEBSITE TRAFFIC

AUG 25 TO SEP 21, 2026

8,758

PAGE VIEWS
FIRST 4 WEEKS

1,690

ACTIVE
USERS

47%

OF ALL VIEWS ON
THE VFN TOP 10

3+ min

AVG TIME ON TEAM,
STATS & LIVE SCORES

Source: Google Analytics for vfn.nsnsports.net, first four weeks of the 2026 season.

WHAT'S AVAILABLE

FULL DETAILS ON PAGES 2 TO 4

NETWORK TIERS

\$8K to \$28K

Sitewide presence including the homepage, plus broadcast and social options.

FEATURED PROPERTIES

\$5K to \$10K

VFN Top 10 and the Inside the Game title sponsorship.

PAGE SPONSORS

From \$1,000

Own a single page for the season, or a weekly honor from \$125/week.

GAME SPONSORSHIPS

\$125 to \$500

Per game: title, pregame, halftime, 30-second spots and in-game features. Season rates available.

ABOUT NORTHEAST SPORTS NETWORK

NSN is Vermont's exclusive broadcaster of NFHS Network semifinal and championship-round coverage and the exclusive broadcast partner for all eleven NESCAC institutions, streaming on nsnsports.net and seven OTT platforms: Roku, Apple TV, Fire TV, Android TV, and iOS and Android apps. Those credentials describe NSN as a whole; the numbers above are VFN only.



NETWORK PARTNER TIERS

SITEWIDE • INCLUDES HOMEPAGE • CATEGORY EXCLUSIVE



Value is the sum of each piece priced separately from this rate card. **Price** is what a Network Partner pays. The homepage is available only to Network Partners.

Network I Top Tier

Sitewide presence on every page including the homepage + 2 broadcast spots per game, every game + the full VFN Social Media Package

Value ~~\$31,900~~
\$28,000
SAVE \$3,900

Network II

Sitewide presence including the homepage + **your choice of one:** 2 broadcast spots per game (\$21,400 value) **or** the VFN Social Media Package (\$18,500 value)

Value ~~\$18,500 to \$21,400~~
\$18,000
SAVE \$500 TO \$3,400

Network III

Sitewide presence including the homepage + 1 broadcast spot per game, every game

Value ~~\$14,700~~
\$14,000
SAVE \$700

Network IV List Price

Sitewide presence including the homepage, banners only, no broadcast or social

\$8,000
AS LISTED

VFN SOCIAL MEDIA PACKAGE

Final score graphics **\$1,500**

Thu / Fri / Sat • \$125 per week

Weekly standings **\$3,000**

3x per week, all divisions

Highlight videos **\$3,000**

5 per week

Division & Network Nod features **\$3,000**

Weekly

12-WEEK SEASON • PACKAGE VALUE \$10,500

BROADCAST ADVERTISING

30-second spots on all 134 VFN broadcasts, full season through the state finals. Season packages below reflect bulk pricing.

2*
SPOTS / GAME
\$13,400

1*
SPOT / GAME
\$6,700

Single games are \$125 per spot. Joining mid-season? Bulk pricing applies to the remaining games.



GAME & FEATURE SPONSORSHIPS

PER BROADCAST · FEATURED PROPERTIES · WEEKLY HONORS



Title Sponsor

Per Game

Your logo in the top-right corner for the entire broadcast, on-air recognition as title sponsor, six commercials during the game, your logo on the NSN landing page for that game, and a tagged Game Day social post. Creative help with your commercial is included.

\$500

PER BROADCAST

+ \$100 HIGHLIGHT VIDEO ADD-ON

IN-GAME SPONSORSHIPS

MULTI-GAME AND SEASON BUYS QUALIFY FOR BULK DISCOUNTS

SPONSORSHIP	PER GAME
Pregame Sponsor	\$250
Halftime Sponsor	\$250
Feature Component Scoreboard, Player of the Game and similar segments	\$150
30-Second Spot Play-by-play commercial	\$125

WEEKLY HONORS

PER WEEK · 12-WEEK SEASON

HONOR	WEBSITE	SOCIAL	BOTH
Network Nod Staff-selected statewide player of the week	\$100 \$1,200 season	\$150 \$1,800 season	\$225 \$2,700 season
Division I, II or III Athlete Spotlight Each division sold separately	\$100 \$1,200 season	\$125 \$1,500 season	\$200 \$2,400 season
Team to Watch Weekly social feature	Social only	\$125 \$1,500 season	Social only

Website = sponsor tag on the honoree's card on the Player of the Week page. Social = sponsored post on VFN social. Joining mid-season? Weekly rate times the weeks remaining. Full-season commitments take 5% off.

FEATURED PROPERTIES

PROPERTY	SEASON RATE
Inside the Game Title sponsor of VFN's weekly show	\$10,000
VFN Top 10 Weekly top plays with live fan voting · the site's most-visited page Page \$5,000 · add weekly social for \$3,000 · both for \$7,200	\$5,000 page only



PAGE SPONSOR RATE CARD

SEASON-LONG · BANNER ONLY · BROADCAST SOLD SEPARATELY



PAGE SPONSORS

#	PAGE	SEASON RATE
1	Schedule + Team Downloads Schedule page banner, plus your logo on every team's downloadable schedule and roster, all 30 schools	\$6,000
2	Live Scores Real-time scores during every game window	\$2,500
3	Statistics	\$2,000
4	Standings	\$1,750
4	Player of the Week Page banner	\$1,750
5	Teams Sitewide, all 30 team pages	\$1,250
6	Articles / Hall of Champions / NFF Each	\$1,000

SOCIAL ADD-ONS ONE-TIME PURCHASES

ITEM	RATE
Highlight Video Your business presents a single highlight video	\$250 each
Social Media Shoutout Basic sponsor mention on VFN social	\$50 each

CHAD SIMPSON

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