



# NFCA Loyalty Rankings Program

The NFCA Loyalty Rankings Program is a rankings system used to determine future event booth selection, vendor opportunities and levels of sponsorship with the NFCA. The program provides companies various promotion opportunities through NFCA events and platforms. All companies are encouraged to engage with NFCA membership - and the sport as a whole - in order to grow the game of softball.



**Any involvement with the NFCA is an opportunity to boost your ranking.**

Factor	Points	Increments
Official Sponsor (NFCA membership included)	10	Recognized annually
Sponsor an NFCA Event/Item	1	Per \$1K
Advertise with the NFCA	1	Per \$1K
Help NFCA*	2	Recognized annually
NFCA Member	1	Recognized annually
Convention Exhibitor	1	Per show since '17
Coaches Clinic vendor	.35-.45	1-2 tables per clinic, since '20
Leadoff Classic Tournament vendor	.4	Per tournament
Camp vendor	.4	Per camp
Additional Convention booths	1	Per current show
Loyalty Rankings restart annually post-Convention and are updated in February & September of each year.		

\*Help NFCA points are distributed and calculated internally. This goodwill category provides companies an opportunity to assist the NFCA and/or member coaches.

### How It Works:

Companies accumulate points throughout the year based on their involvement with the NFCA. That ranking is used to place companies at all NFCA events. Post-Convention, the loyalty rankings restart in all categories except Official Sponsorship, Official Partnership and Convention exhibitor years (last five years), thus encouraging continued involvement within the softball community and our member coaches. Accrued company points will be carried over year to year. Points are specific to the company of which they are earned. Should the company change names or become housed under a parent company, please provide documentation to the NFCA. Transfer of points from one company to another is not allowed outside of the aforementioned circumstances.



**Please contact NFCA Executive Director, Carol Bruggeman, at [carol@nfca.org](mailto:carol@nfca.org) or call 502-409-4600 with any questions regarding the Loyalty Rankings Program.**