



2026 MEDIA GUIDE



Bilingual Coverage • College Football • CFL • On-Site Reporting

Vancouver, BC, Canada • U.S. Media Visa Holder (I Visa)

Member, Football Writers Association of America

75+ Credentialed In-Person Events Covered including

CFP National Championship • Cotton Bowl • Senior Bowl

» SUMMARY

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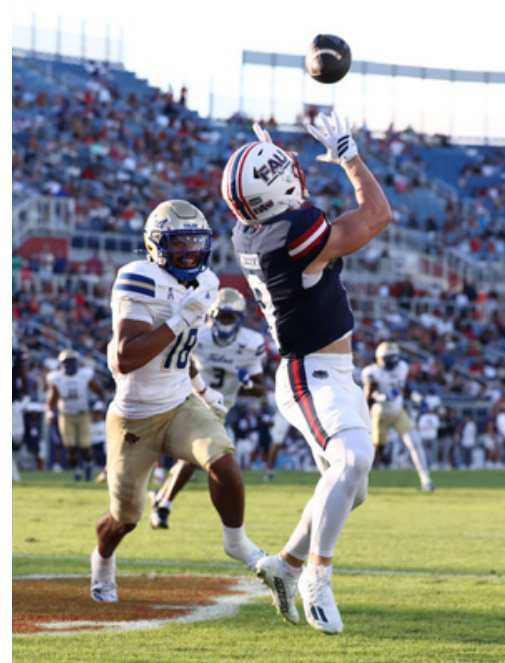
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NorthSideline Media is a **registered Canadian bilingual sports outlet** covering College Football, the Canadian Football League, and professional basketball for French-speaking audiences in Canada, France, and beyond. Our editorial focus is on delivering authentic game-day coverage and player stories to international fans seeking a deeper connection with North American sports culture.

75+ credentialed in-person sporting events covered across NCAA, CFL, WNBA, and NFL since 2024.

VERIFIED 2024–2025 MEDIA CREDENTIALS

In 2024, NorthSideline was credentialed for **33 major events** across the NFL, NCAA, and WNBA, including the **Cotton Bowl**, **CFP National Championship**, and **Senior Bowl**, along with 15 college football games featuring **Washington Huskies** home games and marquee matchups at **Michigan**, **Notre Dame**, **Oregon**, **UCLA**, and **USC**, three **Seattle Seahawks** games, and 15 WNBA games across multiple markets.

In 2025, NorthSideline secured **full-season credentials** with the **BC Lions (CFL)**, **Seattle Storm (WNBA)** and **Washington Huskies (NCAA)**, covering **43 in-person events**. The season included an extensive NCAA schedule featuring Washington home games and road matchups at **Vanderbilt**, **LSU**, **Arizona State**, **USF**, **UCF**, **FAU**, and **Oregon State**, plus a College Football Playoff first-round game at Texas A&M, alongside continued WNBA coverage.

WHY APPROVE NORTHSIDELINE?

NorthSideline Media is one of the very few **French-English bilingual outlets** providing consistent, in-person football coverage across North America. By reporting in both languages, we aim to help programs reach and engage French-speaking audiences across Canada, Europe, and beyond.

With a verified track record covering the highest levels of NCAA, NFL, CFL, and WNBA competition, NorthSideline brings professional journalism, respectful collaboration with communications staff and athletes, impactful storytelling that extends your program's visibility well beyond North America.

Thank you for reviewing this media guide. We would be honored to represent your program this season.

Led by Editor-in-Chief Rafael Claveau, NorthSideline Media delivers bilingual sports coverage that connects fans across borders.

» OUR MISSION



WHAT MAKES NORTHSIDELINE UNIQUE

- **Bilingual Coverage:** Content in French and English, filling a major gap in US sports media.
- **European Perspective:** A fresh, cultural lens on American sports that inspires fans across continents.
- **Live from the Sideline:** Real-time insights, reactions, and visuals from the field and press box.
- **Tactical & Cultural Analysis:** More than stats, we cover the story behind the game.
- **Exclusive Interviews:** Athlete-focused storytelling with depth and authenticity.

OUR VISION

NorthSideline is powered by a growing network of bilingual contributors, ensuring diverse perspectives across North American sports coverage.

OUR EXPANSION INCLUDES:

We're broadening coverage across the NCAA, and CFL, deepening our storytelling, expanding into international competitions, and building collaborations with leading sports brands and organizations.



OUR CONTENT & COLLABORATIONS

What We Create:

- **Written Analysis & Reports**

Game recaps, tactical breakdowns, and scouting insights crafted with a journalist's eye and a coach's mindset. Delivered in both French and English to reach a diverse audience.

- **Video Coverage & Exclusive Interviews**

On-the-ground visuals, sideline access, and interviews that reveal the athlete's voice, raw, human, and real.

- **Social Media Storytelling**

Game-day updates and standout moments. We bring the sideline atmosphere to the screen.

WHY PARTNER WITH NORTHSIDELINE?

- **Expand to Francophone Markets**

Reach sports fans in Canada, France, Europe, and Africa with authentic bilingual content.

- **Branded & Sponsored Content**

Tailored opportunities across video, podcasts, social media, and live coverage.

- **Credentialed On-Site Coverage**

We're on-site, in press boxes, and behind the scenes, delivering credible, immersive content.

- **Creative Media Partnerships**

From co-branded stories to cross-platform promotion, we build meaningful collaborations.

» GAME DAY COVERAGE



» BRANDED CONTENT



INSIDE SOUTH FLORIDA



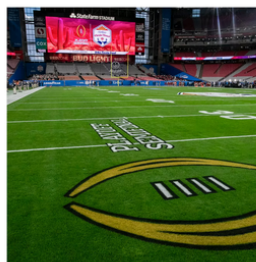
COLLEGE FOOTBALL CFL FOOTBALL WORLD WNBA ARTICLES VIDEOS



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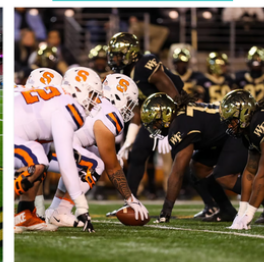


COLLEGE FOOTBALL



NCAA COLLEGE FOOTBALL

CFB: LA COURSE VERS UN FORMAT À 24 ÉQUIPES POURRAIT TRANSFORMER LE COLLEGE FOOTBALL



NCAA COLLEGE FOOTBALL

LE COLLEGE FOOTBALL NCAA DÉBARQUERA AU CANADA EN 2027 : TORONTO ACCUEILLERA UN MATCH HISTORIQUE D...



NCAA COLLEGE FOOTBALL

SPRING FOOTBALL: CE QUE L'ON RETIENDRA DE DAWGS AFTER DARK



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