



national field hockey coaches association

PARTNERSHIP AND ADVERTISING PROSPECTUS

2022-2023



WHO WE ARE

The National Field Hockey Coaches Association (NFHCA) is a nonprofit 501(c)3 membership association dedicated to the professional development of field hockey coaches, at all levels, across the country.

Our mission is to stimulate the professional development of coaching leadership within the sport of field hockey. As a nonprofit organization serving coaches and friends of the game, the NFHCA strives to cultivate and recognize the professional contributions of its membership and to foster and promote the growth of the sport in the United States.

WHAT WE DO

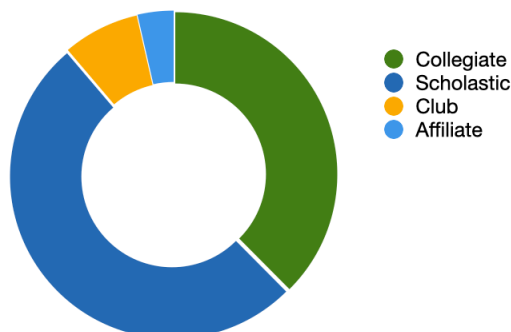
- Student-athlete and coach awards and recognition
- Community building and networking
- Coaching education and professional development
- Career connections through our Job Board and Resume Bank
- Recruiting events
- Advocacy with external governing bodies

WHO WE SERVE

The NFHCA represents college, club, and scholastic coaches as well as umpires, affiliates, and friends of the game.

MEMBERS

Total 2021-2022 members: 1,310



HOW YOUR SPONSORSHIP HELPS OUR COACHES

As a nonprofit organization, we rely on member dues, events, sponsorships, and donations to fund our operations, awards, and member programming. Your support helps ensure that we carry out our mission and provide the resources, recognition, professional development, and networking platform for field hockey coaches across the U.S. Thank you for your consideration in collaborating with us! We want to help you and your brand get the attention it deserves with the field hockey community.

FIELD HOCKEY BY THE NUMBERS

6,024

Collegiate student-athletes.*



281

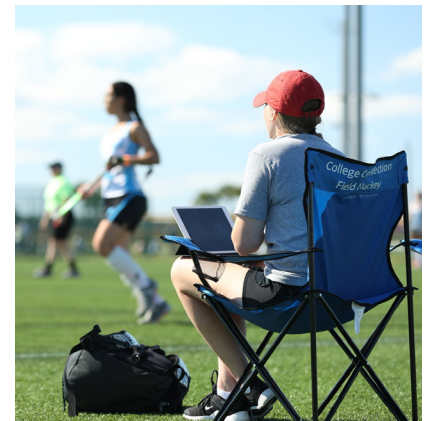
NCAA college programs.

60,824

High school student-athletes.**

>300

Scholastic club programs across the country.



95-96%

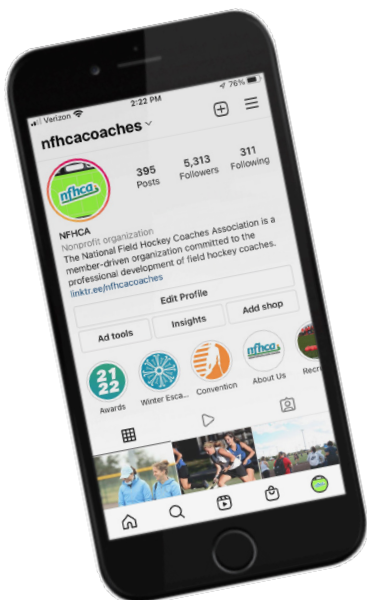
NCAA Graduation Rate.

*Field hockey student-athletes continue to be some of the most successful off the field! Collegiate graduation rates for our sport continue to be some of the highest of any sport, with an average rate of 95-96 percent graduating across divisions.**

*NCAA Participation Rates 2021

**NFHS Participation Rates 2018-2019

NFHCA BY THE NUMBERS



SOCIAL

@NFHCA Twitter Followers: 6,293

@NFHCAcoaches Instagram Followers: 5,313

2021 NFHCA Senior Team Announcement: YouTube views: 1,568

**numbers current as of March 18, 2022*

EMAIL

Average NFHCA communications open rate: 54%

Average Drill of the Week open rate: 57%

**numbers current as of March 18, 2022*



WEB

Over 224,000 new users last year.

Over 803,000 page views last year.

Most-visited pages:

1. Home page
2. Division I National Coaches Poll
3. NFHCA Job Board
4. Division III National Coaches Poll
5. NFHCA Student-Athletes Awards page

Top interests of nfhca.org visitors:

1. Sports & Fitness (sports fans)
2. Beauty & Wellness (health & fitness buffs)
3. Baking & Finance (avid investors)
4. Lifestyles & Hobbies (frequently attends live events)
5. Travel (travel buffs)

**March 18, 2021 – March 18, 2022*



JOIN US

As an NFHCA partner, we look forward to helping you:

- **Grow your business** — Generate interest and find new customers
- **Expand your brand** — Expand brand awareness and increase visibility for your products and services
- **Share success stories** — Share the practical and innovative ways customers use your products and services

BENEFITS

Thousands of coaches are within your reach. Partnering with the NFHCA provides many opportunities to expand your brand and influence the influencers: our coaches. The network of a coach includes student-athletes, other coaches, athletic administrators, and other sport-related associations.

Benefits of a sponsorship with the NFHCA include:

- **Personal Engagement** — develop relationships with your target audience through event attendance
- **Presence** — Show your commitment by supporting the community that supports your business
- **Promotion** — Promote your new or existing products or services
- **Direct marketing and social media** — Get your message in front of coaches through our newsletter and social media
- **Content marketing** — Share relevant content-rich articles on our blog
- **Education** — Stay dialed into what's happening in the field hockey world and how you can be a part of it



SPONSORSHIP OPPORTUNITIES

OFFICIAL PARTNER

Official Partnerships include:

- Press release announcement
- Logo presence on the NFHCA website linking to your website
- Up to 24 social media posts on NFHCA channels annually (twice monthly)
- Up to 24 digital banner ads in the NFHCA newsletter annually
- Quarterly email blasts sent to membership
- Comped "preferred placement" exhibitor booth at the NFHCA Annual Convention that includes:
 - Pre-event and post-event promotion
 - Complimentary ad space on digital event app
 - Quick pitch your organization before a speaker session
 - Your logo displayed digitally in between meeting sessions
- Discounted exhibitor booth at the annual Winter Escape Showcase
- Annual Convention attendee email addresses
- NFHCA blog content contributor
- Comped annual membership to the NFHCA
- Survey the NFHCA membership

**Official Partner packages start at \$15,000 annually and can be customized.*





SPONSORSHIP OPPORTUNITIES

OFFICIAL SPONSOR

Official Sponsorships include:

- Logo presence on the NFHCA website linking to your website
- Up to 12 social media posts on NFHCA channels annually
- Up to 12 digital banner ad placements in the NFHCA newsletter and two email blasts to membership annually
- Comped exhibitor booth at the NFHCA Annual Convention
- Discounted exhibitor booth at the annual Winter Escape Showcase
- Comped annual membership to the NFHCA

**Official Sponsorship packages start at \$5,000 annually and can be customized.*

PROUD SUPPORTER SPONSOR

Proud Supporter Sponsorships include:

- Logo presence on the NFHCA website linking to your website
- Up to 6 social media posts on NFHCA channels annually
- Up to 3 digital banner ad placements in the NFHCA newsletter

**Proud Supporter Sponsorship packages start at \$3,000 annually and can be customized.*

AFFILIATE PARTNER

Interested in providing a discounted rate of your products and services to NFHCA members?

Join our Affiliate Partner Program which includes logo placement and discount details with a link to your desired landing page on our members-only portal. The minimum discount to become an Affiliate Partner is 15 percent and suggested discount is 20-25 percent.





SPONSORSHIP OPPORTUNITIES

PROGRAMMING & AWARDS

Consider sponsoring one of the distinguished NFHCA awards or professional development programming.

Your brand will be highly visible to the entire field hockey community through multiple digital channels and across many networks. Sponsorship investment for these programs ranges from \$2,000 to \$8,500.

READY2COACH SPONSOR

Ready2Coach sessions are on-field, interactive coaching clinics. The NFHCA collegiate coach members address different segments of the game. Virtual sessions on various and relevant topics are also provided throughout the year.

OFFICIAL PROFESSIONAL DEVELOPMENT SPONSOR

Drill of the Week, Drill Booklet, and Coaches Corner Virtual Webinars.

NFHCA AWARDS

Over 8,000 student-athletes and coaches are recognized annually through the NFHCA Awards program.

➤ Annual Awards Ceremony

➤ Coach Awards

- NFHCA Hall of Fame
- Lifetime Achievement Award
- Junior Hockey Award
- Victory Club
- National Coaching Staff of the Year
- Regional Coaching Staff of the Year

➤ Student-Athlete Awards

- National Player of the Year
- Regional Players of the Year
- All-American
- All-Region
- Player of the Month and Week
- National Scholar-Athlete
- Scholars of Distinction
- National Academic Squad
- National Academic Team Award
- High School Senior Impact Team



SPONSORSHIP OPPORTUNITIES

NATIONAL COACHES POLL

Composite weekly ranking of the top teams in the nation by division. The poll pages are viewed on average 11,700 times a week during the season and are shared by multiple other publications nationwide.

COLLEGIATE SENIOR GAMES

The Senior Games are an annual event organized by the NFHCA and traditionally held during each division's NCAA Championship weekend where a select group of senior student-athletes step onto the field one final time to compete.

NFHCA WEB RESOURCES

Be visible to coaches and field hockey fans by adding your logo and brand to one of our most-popular web pages. These highly trafficked NFHCA web pages average over 70,000 page views annually with an average of two-minutes per session.

- **NFHCA Job Board** — the most visited field hockey job posting page in the nation
- **NFHCA Resume Bank** — where aspiring field hockey coaches can post their resumes
- **NFHCA Scheduling Board** — a service that helps coaches finalize their season schedule
- **Recruiting 101** — an informational web page devoted to the collegiate recruiting process





SPONSORSHIP OPPORTUNITIES

ANNUAL CONVENTION

SPONSORSHIP PROMOTION AND ENGAGEMENT

Join us for two full days with coaches, plus an invitation to exhibit at the NFHCA Winter Escape Showcase at a reduced rate with over 1,200 student-athletes.

- **Pre-Event Marketing** — pre-event newsletter promotion, logo on event web page, pre-event social media promotion, and inclusion in promotional materials
- **Conference Access** — discounted convention hotel rooms and conference access for two attendees
- **On-Site Marketing and Exhibitor Experience** — 10x10 or 10x20 exhibitor booth, logo and company description on event app, free wireless during conference, general session room branding
- **Post-Event Marketing** — List of attendees with email contact information provided to all exhibitors

**Event packages start at \$895 for a 10x10 booth and can be bundled with our a la carte opportunities, as available.*

A LA CARTE OPPORTUNITIES

- Keynote speaker sponsor (1)
- Snack break sponsor (2)
- Social hour reception sponsors (2)
- Breakfast sponsor (2)
- Lunch sponsor (2)
- Awards dinner sponsor (1)
- Wifi (1)
- Speaker session introduction
- Quick pitch before a speaker session (live)
- Branded lanyard
- Digital event app-only sponsor
- Branded registration gift (in-kind)



PHILANTHROPY

FUEL OUR FUTURE

The Fuel Our Future campaign directly impacts NFHCA coach members and will propel the association to new heights. Donations fund Annual Convention scholarships and boost the organization's infrastructure to better support members.

Support our giving campaign by sponsoring one or more Annual Convention scholarships. The NFHCA Annual Convention Scholarship program provides professional development opportunities to coaches every year. For coaches facing budget constraints, starting a new program, or hoping to embark on a new career path, the scholarship fund is there to help.

I was so grateful to receive the NFHCA Annual Convention Scholarship in 2020. After coaching for a season, I knew this was the career I wanted to pursue. Connecting with and learning from coaches at all levels was a great experience, and one I would not have had if I did not receive a scholarship.

— Noelani Schulmeyer, Graduate Assistant, The Catholic University of America

A gift of \$315 will cover the cost of registration at the Annual Convention for one coach. Your scholarship and the name of the recipient will appear in the Annual Convention Packet.

Learn more about the Fuel Our Future campaign.





QUESTIONS?

Please contact NFHCA executive director, Cate Clark, for more information or to schedule a meeting.

email: cate.clark@nfhca.org

phone: 720.219.2683

address: P.O. Box 49098, Colorado Springs, CO 80949

Thank you for considering the NFHCA as your newest partner!

ADVERTISING GUIDELINES

The NFHCA reserves the right to refuse advertisements based on possible impacts on the NFHCA brand, sensitivity of the message, conflict of interest, and relevance to the sport of field hockey. Ad campaigns could be delayed if any required information is missing or if the assets are not properly formatted. Any element(s) not meeting specifications will be returned for revision. Creative work must adhere to any and all trademark and copyright laws and must be provided by the sponsor or partner. The NFHCA does not permit blind downloads. Acceptable files include .jpg, .png, or .pdf.