



*National Field Hockey Coaches Association*

# **Partnership and Advertising Prospectus**



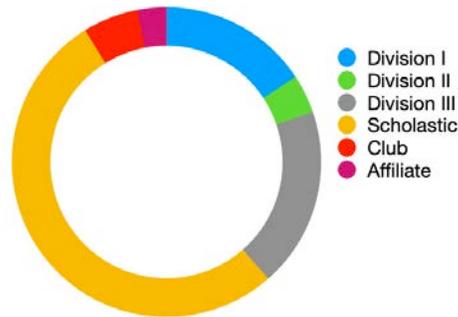
# WHO WE ARE

The National Field Hockey Coaches Association (NFHCA) is an organization dedicated to the professional development of field hockey coaches, at all levels, across the country. We provide diverse learning opportunities and professional resources to our members as well as a space to connect with their colleagues. We are known for our expansive awards programming, the NFHCA National Coaches Polls, and our Annual Convention.

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

## MEMBERS

Total 2020-2021 members: 1,234



# FIELD HOCKEY BY THE NUMBERS

**281**

NCAA college programs.

**63K**

High school student-athletes.

**300**

Scholastic club programs across the country.

**81K**

Number of spectators who tuned in to watch the 2020 NCAA Division I National Championship Game on ESPN.

**47%**

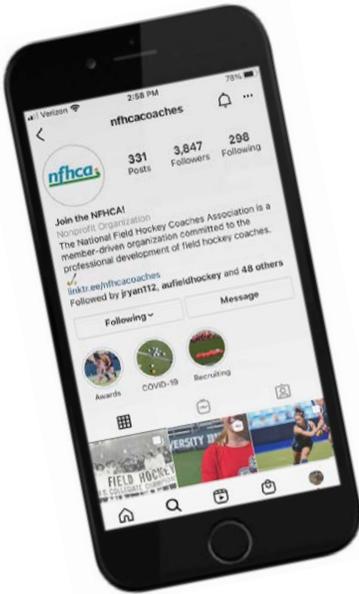
Percentage of female 2020 NCAA Division I National Championship spectators — one of the highest female-viewed events ever!



*\*numbers approximate and current as of June 20, 2021*



# NFHCA BY THE NUMBERS



## SOCIAL

@NFHCA Twitter Followers: 5,210

@NFHCACoaches Instagram Followers: 3,847

NFHCA Awards Show views on YouTube: 700

*\*numbers current as of June 20, 2021*

## EMAIL

Average NFHCA communications open rate: 44%

Average NFHCA communications click-through rate: 9%

Average Drill of the Week open rate: 56%

Average Drill of the Week click-through rate: 32%

*\*numbers current as of June 20, 2021*



## WEB

Over 93,000 unique visits last year

Over 350,000 pageviews last year.

Most-visited pages:

1. NFHCA Job Board
2. Division I National Coaches Poll
3. Virtual Coaches Caucus Digital Hub
4. NFHCA National Academic Squad



# 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

# PARTNERSHIP 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 email blasts and social media
- **Content marketing** – Share relevant content rich articles on our (soon to be) blog
- **Education** – Stay dialed into what's happening in the field hockey world and how you can be a part of it



# NFHCA

## WHAT WE OFFER

- **Weekly E-Newsletter** — The Scoop, sent to all members on a weekly basis is full of NFHCA news and resources
- **Social Media Channels** — the NFHCA has thousands of active followers on Twitter and Instagram
- **NFHCA Annual Convention** — where field hockey coaches meet to connect and learn
- **Golf Tournament at the Annual Convention** — an exciting new addition to the Annual Convention schedule
- **Winter Escape Showcase** — the NFHCA's annual recruiting showcase has become a premier field hockey event
- **Senior Games** — a NFHCA community favorite, selected collegiate seniors don their college uniforms one-last time
- **Ready2Coach Sessions** — field-hockey-specific educational sessions that take place virtually and in-person
- **Awards Dinner** — an annual celebration of field hockey's highest honors
- **Student-Athlete Awards** — a chance to recognize student-athletes at the collegiate and scholastic levels
- **Drill Booklets ad Professional Development** — a variety of educational resources from the NFHCA
- **Job Board and Resume Bank** — resources to support field hockey coaching careers

A variety of partnership opportunities are available.



# PARTNERSHIP 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)
- Monthly emails to membership through NFHCA
- 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
  - Two-minute video shared at the NFHCA Annual Convention with all attendees
  - 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 content contributor
- Comped annual membership to the NFHCA
- Survey the NFHCA membership





# PARTNERSHIP OPPORTUNITIES

## GOLD SPONSOR

### Gold Sponsorships include:

- Logo presence on the NFHCA website linking to your website
- Up to 12 social media posts on NFHCA channels annually
- Up to 6 emails to membership through NFHCA annually
- Comped exhibitor booth at the NFHCA Annual Convention
- Discounted exhibitor booth at the annual Winter Escape Showcase
- Comped annual membership to the NFHCA

## SILVER SUPPORTER SPONSOR — DIGITAL OPPORTUNITIES

### The Scoop E-Newsletter Sponsor

- Content sponsor with logo on each weekly e-newsletter sent to all members  
*\*Forty-six percent average open rates in 2020-2021*

### Social Media

- Twitter campaign — 6 weeks, 6 tweets
- Twitter campaign — 4 months, 16 tweets
- Instagram campaign — 2 months, 4 posts, 8 stories
- Instagram campaign — 3 months, 6 posts, 12 stories

### Email Blast — Emails are deployed by the NFHCA and must be approved by NFHCA staff

- Three individual email blasts over a period of 6 — 12 months
- Six individual email blasts over a period of 12 months



# PARTNERSHIP OPPORTUNITIES

## 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

Virtual Huddles, Virtual Coffee Talks, Drill of the Week, Drill Booklet, and Coaches Shot Video Clips.

## NFHCA AWARDS

- Annual Awards Ceremony
- Coach Awards (5)
  - NFHCA Hall of Fame
  - Junior Hockey Award
  - Victory Club
  - National Coaching Staff of the Year
  - Regional Coaching Staff of the Year
- Student-Athlete Awards (10)
  - 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



# PARTNERSHIP OPPORTUNITIES

## NATIONAL COACHES POLL

Composite weekly ranking of the top teams in the nation by division. The poll pages are viewed on average 2,000 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 through our most popular web services:

- **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 webpage devoted to the collegiate recruiting process

## ANNUAL CONVENTION GOLF TOURNAMENT

There are multiple sponsorship opportunities at the NFHCA's newest event, the Annual Convention Golf Tournament. All golf tournament sponsors will be highlighted on a dedicated NFHCA golf tournament webpage.

- **Signature Tournament Sponsor**
- **Golf Day Lunch**
- **Golf Hole with Signage**
- **Competition Sponsor** — longest drive, closest-to-hole, and hole-in-one



# PARTNERSHIP 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 or post-event newsletter promotion, logo on event webpage, pre-event social media promotion, email deployed by NFHCA to registration list prior to event
- **Conference Access** — discounted convention hotel rooms and conference access for two attendees
- **Message Delivery** — verbal recognition during conference as sponsor
- **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** — logo in post-event newsletter and social media post

\*Event packages start at \$765 for a 10x10 booth and can be bundled with our a la carte opportunities, as available.

## ANNUAL CONVENTION A LA CARTE OPPORTUNITIES

- Keynote speaker sponsor (2)
- Snack break sponsor (2)
- Social hour reception sponsors (2)
- Breakfast sponsor (2)
- Lunch sponsor (2)
- Awards dinner sponsor (1)
- Diversity, equity, and inclusion session sponsor (1)
- Wifi (1)
- 90-second quick pitch before a speaker session (live)
- Branded pen – In kind
- Branded reusable water bottle – In kind
- Branded hand sanitizer – In kind
- Co-branded expo bag/backpack (1)
- Branded lanyard (1)
- Digital logo looping between sessions in general meeting areas (30)



# QUESTIONS?

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

email: [cate.clark@nfhca.org](mailto: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.