



## FOR IMMEDIATE RELEASE

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### **WeCOACH Partners with SSEC to Elevate Sponsorship Sales**

August 7, 2024 – WeCOACH is proud to announce Sports Sponsorships and Events Consulting, LLC (SSEC) as our exclusive sales partner for strategic sponsorships and business development. SSEC has built and sold more than \$80 million dollars in sponsorships and are widely recognized as a leader in sponsorship and business development. WeCOACH membership has exploded by over 950 percent over the past three years resulting in increased demands for financial support to enhance and expand our year-round programs to maximize member impact. SSEC will grow relationships with existing WeCOACH partners while also welcoming new corporate brands to advance our mission.

“We are excited that SSEC has been chosen by WeCOACH to spearhead their sponsorship strategy and sales. WeCOACH's dedication to talent and leadership development is integral to their mission of recruiting, advancing and retaining female coaches at every level, from youth leagues to the professional ranks. We anticipate that their impactful educational initiatives will strongly resonate with corporate brands, fostering alignment for mutual success,” said Garrett Shea, President of SSEC Agency.

Key WeCOACH priorities as we turn our vision toward the future include hosting more in-person programs annually, awarding members more program scholarships, maintaining affordable access to memberships, offering increased opportunities for transformational learning from nationally renowned experts, while also cultivating opportunities for peer-to-peer empowerment and expanding professional networks. SSEC is committed to building strategic partnerships and creating custom sponsorship marketing programs for WeCOACH to attract top brands that will propel WeCOACH forward with the resources needed to achieve our goals.

“SSEC has a proven track record of exponentially elevating the clients they represent and generating innovative, solutions-based sponsorship programs for top brands. We are excited to partner with them at such a critical time of investment for women in sports to build new long-term relationships and enhance existing partner relationships that will have long-lasting impacts on our WeCOACH Community,” said Vanessa Fuchs, CEO of WeCOACH.

If you are a corporate brand interested in learning more about partnership opportunities with WeCOACH, please contact Yoshi Galvez, [yoshi@gosponsorship.com](mailto:yoshi@gosponsorship.com).

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### **About SSEC (Sports Sponsorships and Events Consulting, LLC)**

SSEC is the premier grassroots sports sponsorship sales agency in the U.S. Renowned for its innovative and comprehensive services, SSEC represents some of the most prominent national governing bodies, sports media properties, and state associations. Founded in 2011 by Garrett Shea, a leading sports marketing executive, SSEC has led the charge in attracting blue-chip brands into the grassroots sports space through the creation of custom-built sponsorable programs. SSEC's mission is to create strategic partnerships and tailor-made sponsorship programs that address the specific needs and challenges of our clients, ultimately maximizing return-on-investment.

To learn more about SSEC visit [gosponsorship.com](http://gosponsorship.com).

### **ABOUT WeCOACH**

Founded in 2011, WeCOACH is a one-of-a-kind 501(c)(3) nonprofit dedicated to recruiting, advancing, and retaining women coaches in all sports and levels through year-round professional growth & leadership development programs. Prior to Title IX, over 90% of women's collegiate sports teams were coached by women. Today, over 50 years later, the data indicates that number has decreased to 41% across all three NCAA Divisions, with only 7% women head coaches of color. Only 5% women coach men's teams. At the youth level, the data is hard to estimate, approximately less than 20% of teams are coached by women. WeCOACH launched MOVE the NUMBERS in 2022 to help change the landscape for women coaches and the student-athletes they lead. If she can see her, she can be her. For more information visit [MOVE the NUMBERS](#).