

ALL SPORTS. ONE VOICE.

www.wecoachsports.org





































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OUR STORY

WeCOACH is the premier membership organization focused on increasing the recruitment, advancement, and retention of women coaches across <u>all</u> sports and levels. WeCOACH, formerly the Alliance of Women Coaches, has cultivated and continues to foster a diverse and inclusive community where the voice of women coaches is stronger together and they hope to inspire young girls to follow in their footsteps. *If she can see her, she can be her!*

Annually, WeCOACH hosts 20+ events nationwide and the membership has coaches from all 50 states and internationally who benefit from the in-person and digital programs and engaged network.



WHY SPONSOR WeCOACH

Partnering with WeCOACH is a significant opportunity to express your corporate values and take a lead role investing in women who directly impact their student-athletes. By becoming a corporate sponsor of WeCOACH, you will support and advance current and future female leaders and role models while gaining broad exposure for your brand.

- ✓ Reach that extends to constituents on all NCAA DI, DII, and DIII campuses
- ✓ Growing at the professional, high school, club, and youth levels
- Social media reach with high levels of engagement
 *1.1 M Twitter Impressions in last 100 days
 *11,500+ followers across Facebook, Twitter and Instagram
- ✓ Over 100,000+ Podcast downloads in past 7 months
- ✓ 97% of women are involved in financial decisions; women are our key constituents

OVERVIEW OF PROGRAMMING & RESOURCES

NCAA Women Coaches Academy: 4-day workshop with 50 NCAA college coaches per Academy, representing 20+ sports and all three NCAA divisions NCAA Academy 2.0: 3-day master learning in-person program for NCAA WCA graduates Regional Workshops: 1-day workshops across the country; 100-350 coaches and women leaders (all sports, all levels)

Networking: Receptions held across the country for women coaches to connect <u>Mentor Program:</u> 8-month facilitated program grouping veteran, mid-career and rookie coaches <u>Podcast:</u> Bi-weekly episodes featuring guest coaches, administrators and industry experts. 100,000+ downloads in past 7 months

High 5 E-Newsletter: Monthly email to paid members and sponsors/partners

Email Blasts: Periodic emails to members, event attendees, etc. featuring events and news

Book Club: Quarterly, virtual book club

<u>Video Chats:</u> Monthly, online interactive events with an expert speaking on a specific topic <u>Website:</u> Banner ads, linked corporate logo, feature articles, coach spotlights, awards, etc. Social Media: Connect to our 10,000+ followers via <u>Twitter</u>, <u>Instagram</u> and <u>Facebook</u>

<u>Research</u>: Research on female coaches of all sports; important data to track the growth of women

LET'S GET SOCIAL

High levels of reach and engagement on social media



WeCoach Published by Megan Kahn [?] - August 21 - 🔇

BREAKING NEWS: We are thrilled to announce the Alliance of Women Coaches is now officially WeCOACH. We might have a new name and look, but we are still committed to the same vision: recruiting, advancing and retaining women in the coaching profession. Read more about our name change here: https://wecoachsports.org/about/brand/



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Boosted on Aug By Megan Kahn		c	Completed	
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739	386 On Post	353 On Si
113 O Love	67 On Post	46 On SI

Performance for Your Post

O Love	On Post	On Shares
3 Wow	On Post	3 On Shares
19 Comments	15 On Post	4 On Shares
68 Shares	66 On Post	2 On Shares
1,178 Post Cl	icks	

51 Photo Views	163 Link Clicks	964 Other Clicks 7
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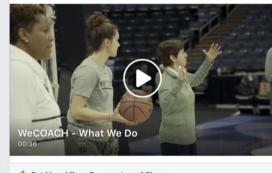
WeCoach is with WNBA and 8 others. V Published by Hannah Wenzel Krieger [?] - August 21 - 🕄

Excited to showcase our community of women coaches with our new look! A huge shoutout to After-The-Whistle for their incredible work on our rebrand. #WeCOACH

Video

Post

Shares



Get More Likes, Comments and Shares Boost this post for \$20 to reach up to 11,000 people.

O People have watched this video for a total of 1.2K Boost Post minutes 114 3 Comments 57 Shares Like C Comment Share 0-

13,021 Peopl	e Reached	
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377 🔁 Like	97 On Post	280 On Shares
53 O Love	18 On Post	35 On Shares
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1 Hide Post	1 Hide	All Posts
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See metrics for all videos

PODCAST



- Bi-weekly episodes featuring guest coaches, administrators and industry experts
- On WiSP sports network 2 Million global listenership
- 100,000+ downloads in past 7 months
- Podcast promoted on social media and in monthly High 5 e-newsletters to paid members, Board of Directors, sponsors and partners

SPONSORSHIP OPTIONS

Custom packages available to create a sponsorship uniquely curated to fit your needs. Opportunities starting as low as \$1000. For more information or inquiries, please contact Michele Wolfert.

> Contact: Michele Wolfert Director of Strategic Relationships michele@wecoachsports.org

