



SPONSORSHIP  
OPPORTUNITIES



**WeCOACH**



# WHO IS WeCOACH

Founded in 2011, WeCOACH has become the premier membership organization committed to recruiting, advancing and retaining women coaches across all sports and levels.

# WHAT MAKES WeCOACH UNIQUE

Our programs and resources are designed to retain and advance women in the coaching profession. WeCOACH goes beyond representing a single sport by serving all women coaches in all sports at all levels.

WeCOACH, who has become a trusted voice in the women's coaching community, with the NCAA and state high school associations to provide premier developmental opportunities for intercollegiate and high school female coaches.

Our online resources, including podcasts, video chats, book clubs, and mentor program provide year-round educational and engagement experiences.



DOWNLOADS OF THE WEKOACH PODCAST

200,000

1014

GRADUATES FROM THE  
NCAA WOMEN COACHES  
ACADEMY PROGRAMS

SINCE 2015,

88%

OF NCAA WOMEN COACHES  
ACADEMY GRADUATES ARE STILL  
IN THE COACHING PROFESSION

78%

INCREASE IN GROUP/  
INSTITUTIONAL MEMBERSHIPS

37%

INCREASE IN TWITTER FOLLOWERS

250,000+

SOCIAL MEDIA REACH IN 48 HOURS  
SURROUNDING BREAKTHROUGH SUMMIT

80%

INCREASE IN  
INSTAGRAM  
FOLLOWERS

102

PARTICIPANTS IN THE WEKOACH  
MENTOR PROGRAM, 50% GROWTH

BREAKTHROUGH SUMMIT ONLINE VIEWS

50000+

GRADUATES FROM THE  
NCAA ACADEMY 2.0  
PROGRAMS

44

1 INAUGURAL  
WEKOACH  
LIFETIME  
ACHIEVEMENT  
HONOREE

15

COACH OF THE  
MONTH HONOREES

21%

INCREASE IN OVERALL MEMBERSHIP

2019 BY THE NUMBERS

# IT'S OUR TURN

On National Girls & Women in Sports Day, WeCOACH not only celebrated the millions of girls and women who play sports across the country, we also stood with all the female coaches who have stayed in the game.

While there is plenty to celebrate, the statistics show how much work there is still to be done. We need more female role models, more visible women leaders and more women in power.

## Watch our new video *"It's Our Turn"* featuring:

- **Muffet McGraw**,  
Former Head Coach Notre Dame  
Women's Basketball
- **Jill Ellis**  
Former Head Coach, USWNT
- **LaChina Robinson**  
ESPN Basketball Analyst
- **Dr. Jen Welter**  
First Female NFL Assistant Coach
- **Kelly Inouye-Perez**  
Head Coach, UCLA Softball
- **Charmelle Green**  
Senior Associate AD, Penn State
- And many more



[Click to Play](#)

# FIND YOUR FIT WITH WE COACH

Partnering with WeCOACH is a significant opportunity to express your corporate values by specifically supporting women coaches who face unique challenges to stay and advance in the profession. The WeCOACH community features thousands of coaches, administrators and industry influencers.

- NCAA Conference-wide memberships, including the Big 12 Conference, Big East Conference, Ivy League, and more!
- Membership includes youth to professional level coaches across 25+ sports
- The reach of our coaches to all of their student-athletes, nationwide, equates a significant audience for your business.

High visibility, engagement and global reach on WeCOACH social media:

- 1.2 M Twitter Impressions in last 100 days (~90,000 on NGWSD)
- Instagram 80% growth, Twitter 37% growth last year
- 200,000+ downloads of The WeCOACH Podcast last year
- Enhanced and new virtual initiatives launching Spring/Summer 2020

**ALL SPORTS.  
ONE VOICE.**

# SPONSORSHIP OPPORTUNITIES



## VIRTUAL EVENTS

- [BreakThrough Summit for Women Coaches](#)
- [Live Video Chats](#)

## VIRTUAL PROGRAMMING

- [Podcast](#)
- [Virtual Networking](#)
- [Mentor Program](#)
- [Book Club Series](#)

## IN-PERSON EVENTS

- [NCAA Women Coaches Academy](#)
- [NCAA Academy 2.0](#)
- [Regional Workshops](#)
- [Networking Receptions](#)

## DIGITAL COMMUNICATIONS

- High 5 e-newsletter
- State of WeCOACH e-newsletter
- Social Media
- Custom e-blasts
- Research Reports

**CUSTOM OPPORTUNITIES AND PACKAGES ARE AVAILABLE TO FIT A RANGE OF NEEDS.**



For sponsorship information contact  
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