



### **CORPORATE PARTNERSHIPS**





## **ABOUT THE AFCA**

The mission of the American Football Coaches Association is to maintain the highest possible standards in football and the profession of coaching football; to provide a forum for the discussion and study of all matters pertaining to football and coaching; to make the game as safe and entertaining as possible through the rules of play; to have a strong voice in intercollegiate legislation affecting football programs; and to freely exchange information on coaching.

### THE AFCA STANDS ON FOUR PILLARS THAT INFLUENCE OUR ACTIONS:



#### MEMBERSHIP

Committed to growing the membership. Improving coaches through ongoing education, networking and access to professional and personal development resources.



#### EDUCATION

Dedicated to creating, curating and providing an innovative forum for training and educating coaches. Facilitate the exchange of ideas and information in order to promote and advance the profession.



#### COMMUNITY

Holding in the highest regard commitment to serving the communities in which members coach, teach and live. Giving back to the people and communities that support the game and its student-athletes and coaches.



#### ADVOCACY

Serving as a strong voice sharing the benefits and values of the game. Providing collective insight and perspective in intercollegiate legislation affecting football programs.

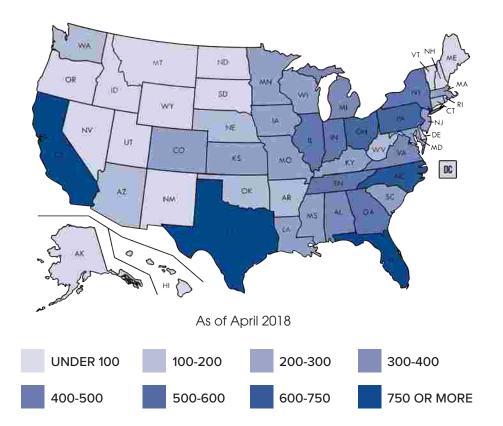
EXCELLENCE

# **AFCA MEMBERSHIP**

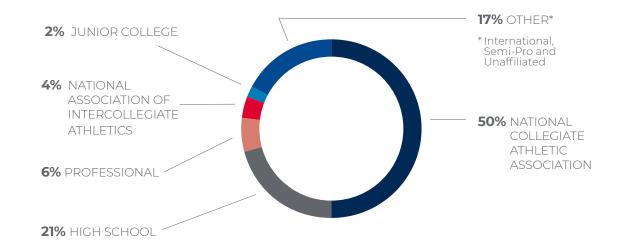
The American Football Coaches Association stands as the single entity solely representing the football coaching profession at all levels. The organization works closely with all organizations involved in the game of football. Among it's more than 12,000 members, are 90 percent of head coaches at the 700-plus schools that have four-year college football.

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### AFCA **MEMBERSHIP DENSITY** IN THE U.S.



### AFCA **MEMBERSHIP** BREAKDOWN



### FUTURE AFCA CONVENTION LOCATIONS

January 2020: NASHVILLE January 2021: NASHVILLE January 2022: SAN ANTONIO January 2023: CHARLOTTE January 2024: NASHVILLE



# **AFCA IN THE FOOTBALL LANDSCAPE**

### **BRINGING TOGETHER COACHES AND IMPORTANT FOOTBALL INSTITUTIONS ACROSS THE NATION**

### HIGH SCHOOL

EXAMPLE: U.S., International High Schools

### **COLLEGES / UNIVERSITIES**

EXAMPLE: All Divisions – FBS, FCS, Division II, Division III, NAIA, NJCAA, International

MEDIA

**EXAMPLE: ESPN, CBS Sports, Fox** 

Sports, Yahoo Sports, USA Today,

The Bleacher Report, The Athletic

### PROFESSIONAL

EXAMPLE: NFL, CFL, International

### **RIGHTS HOLDERS**

EXAMPLE: IMG College, Learfield, Van Wagner, JMI Sports

### **GOVERNING BODIES / ASSOCIATIONS**

EXAMPLE: NCAA, College Football Playoff, USA Football, National Football Foundation

### CONFERENCES

EXAMPLE: Big Ten, SEC, Sun Belt, Big Sky, CAA, California Pacific Conference, Gulf Coach Athletic Conference

AFCA



SPONSOR

FANS

COLLEGE FOOTBALL RANKS AS THE NATION'S SECOND MOST POPULAR SPORT WITH 47.6 MILLION FANS ATTENDING GAMES IN 2017 AND THE 355 REGULAR SEASON GAMES REACHING MORE THAN 200 MILLION UNIQUE FANS AND 39 POSTSEASON BOWL GAMES REACHING 122 MILLION ON TV.

1,942,000 VIEWERS

#### The **355 COLLEGE FOOTBALL TELECASTS** on ABC, beIN Sports, CBS, ESPN, ESPN2, ESPNU, FOX, FS1, FS2, NBC and NBCSN during the 2017 regular season averaged 1,942,000 viewers.

# WHY COLLEGE FOOTBALL



OF U.S. ADULTS CITE THEMSELVES AS **COLLEGE FOOTBALL FANS** - A 2% INCREASE FROM 2011.

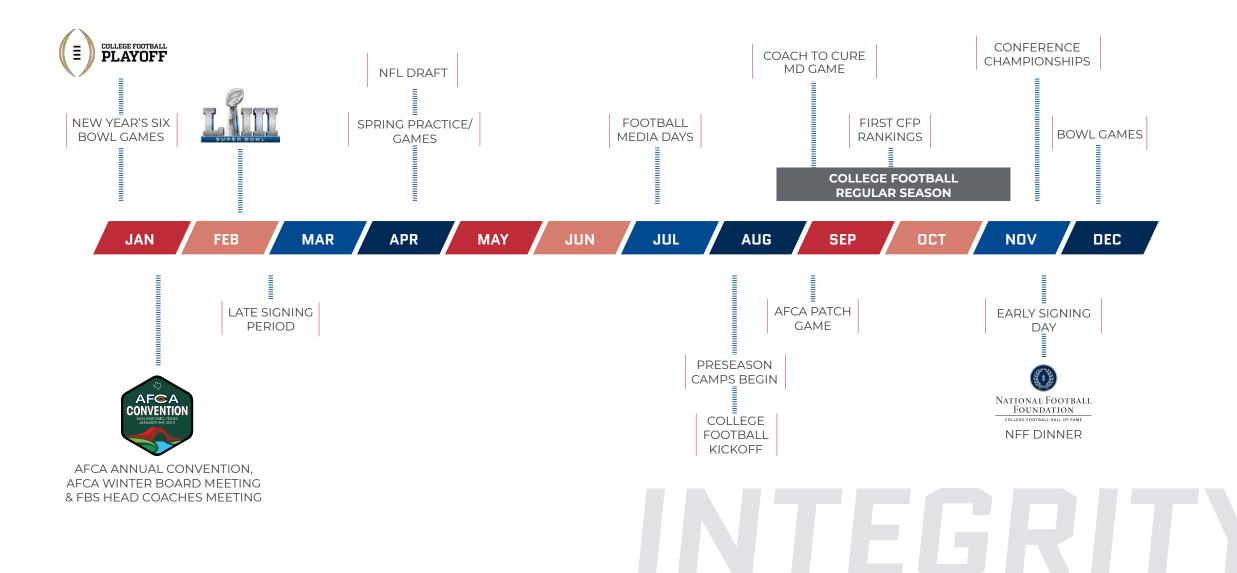
More fans than professional baseball, basketball, hockey and soccer. Additionally, excluding the combined numbers for Olympic Sports, college football ranks second in core fans behind only the NFL. THE 666 NCAA FOOTBALL PROGRAMS (FBS, FCS, DII AND DIII) DREW

#### 47,622,196 FANS

AT HOME GAMES, NEUTRAL-SITE GAMES AND POSTSEASON GAMES IN 2017. **COACH MACK BROWN** (Appalachian State, Tulane, North Carolina, Texas) represented the 2018 College Football Hall of Fame class as a part of the CFP title game coverage on ESPN's SportsCenter, and he was joined by fellow 2018 electees **MATT STINCHCOMB** (Georgia and the 1998 NFF Campbell Trophy® recipient) and **COACH FRANK BEAMER** (Murray State, Virginia Tech) in the pregame festivities and the coin toss prior to the title game.

SOURCE: NATIONAL FOOTBALL FOUNDATION COLLEGE FOOTBALL HALL OF FAME

# AFCA INVOLVEMENT DURING A CALENDAR YEAR







#### WEEKLY EMAIL BLAST (AFCA INSIDER)

• 17K PER ISSUE

• 54 ISSUES PER YEAR

#### OPEN RATES FOR UNIQUE USERS RANGE FROM 16.9 TO 29.3%

• TOTAL OPEN RATES EXCEED 50% when you factor in total users; this comes into play when coach, who is the initial recipient, forwards information onto assistant coaches/staff



### 



ANNUAL

WEBSITE TRAFFIC

**OVER 1.25 MM VIEWS/YEAR** 

PODCAST (INSIDE THE HEADSET)

 UNIQUE DOWNLOADS HAVE GROWN TO AN AVERAGE OF 12K PER MONTH

• GUESTS HAVE INCLUDED MATT CAMPBELL, MACK BROWN, BOBBY BOWDEN, AND BARRY ALVAREZ AFCA MAGAZINE • 17K PER ISSUE

• 6 ISSUES PER YEAR





### PARTNERS

















Partnership recognition reflects participation with either the American Football Coaches Association (AFCA) and/or the American Football Coaches Foundation (AFCF).

# AFCA COACHES CONNECTION

URA Spring Leadership 

### PROVIDING ACCESS TO TODAY'S HOTTEST COACHES AND LEGENDS OF THE GAME.

The American Football Coaches Association established the AFCA Coaches Connection to connect leaders with the most sought after group in the country football coaches.

AFCA coaches deliver inspiring, motivational teachings that transcend the boundaries of the coaching profession. Their tales of gridiron glory entertain groups of all sizes and provide an exclusive behind-the-scenes glimpse at what it takes to be a champion.



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### TYPES OF EVENTS

- Motivational Seminars
- $\cdot$  Meet and Greets
- Keynote Addresses
- Client Recognition Events Seminars and Workshops
- Commencements
- Executive Briefings/Retreats





# **AFCA ASSET SUMMARY**

### **OFFICIAL PARTNER DESIGNATION**

• Category exclusivity and opportunity to promote official partner status

### **BRANDED VISIBILITY AT THE AFCA CONVENTION**

• The AFCA's annual convention takes place in January with more than 6,500 football coaches attending the four-day event

### NAMING RIGHTS OPPORTUNITIES

• Coaching Awards, AFCA All-America Teams, Community Outreach Programs, Event Sponsorships, etc.

### AFCA COACHES CONNECTION

• Connecting the business community with both current and legendary coaches

### AFCA.COM

• Brand exposure on the AFCA's official website

### AFCA INSIDER

• Weekly email blast distributed to over 17,000

### AFCA PODCAST

• Weekly podcast of in-depth interviews, anecdotes, and a breakdown of X's and O's, featuring football coaches from around the country

### AFCA CONVENTION APP

Official App for the AFCA Annual Convention

### SOCIAL MEDIA

• Promotional opportunities across all AFCA social platforms

### AFCA MAGAZINE

• Distributed bi-monthly to all member coaches

FOR MORE INFORMATION CONTACT:

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