



**LET US HELP**

**EXPAND**

**YOUR BRAND!**





Dear Potential Partner,

We are pleased to present the following information that details potential advertising and sponsorship opportunities with Coach O Enterprises. Our audience spans a large demographic of youth and adults, officials, event planners, media and sports enthusiasts.

Coach O Enterprises understands the benefits of having a strong, influential brand. For over 26 years, we have served as the “one stop shop” for all track and field needs. Our services include online registration, event management and marketing, staff recruitment, event entertainment, track equipment and much more! Through each of these endeavors, we have built a loyal consumer network that refers to us when searching for track & field solutions.

A partnership with Coach O Enterprises will leverage several platforms to promote your brand, event, product or message to a large and engaged audience. We take a vested interest in what we present to our consumers and want to join forces with like-minded organizations that are committed to excellence and providing quality products and services to the track & field community.

We are happy to customize a package or program that fits your unique goals. Contact Tricia Myers at 815-991-9984 or [coacho.marketing@gmail.com](mailto:coacho.marketing@gmail.com) for more information and to take advantage of these great opportunities.

Yours in Sport,

Charles Oliver  
Coach O Enterprises

# **AUDIENCE & REACH**

**Through the Coach O Network, partners will reach a diverse audience and have multiple opportunities to build brand awareness.**

## **AUDIENCE**

- **YOUTH, COLLEGIATE, OPEN & MASTERS ATHLETES**
- **MEET OFFICIALS & VOLUNTEERS**
- **ELEMENTARY SCHOOL, MIDDLE SCHOOLS/JUNIOR HIGHS, HIGH SCHOOLS, COLLEGES/UNIVERSITIES**
- **EVENT & MEET DIRECTORS**
- **SPORTS COMMISSIONS**
- **CONVENTION & VISITOR BUREAUS**
- **MEDIA**

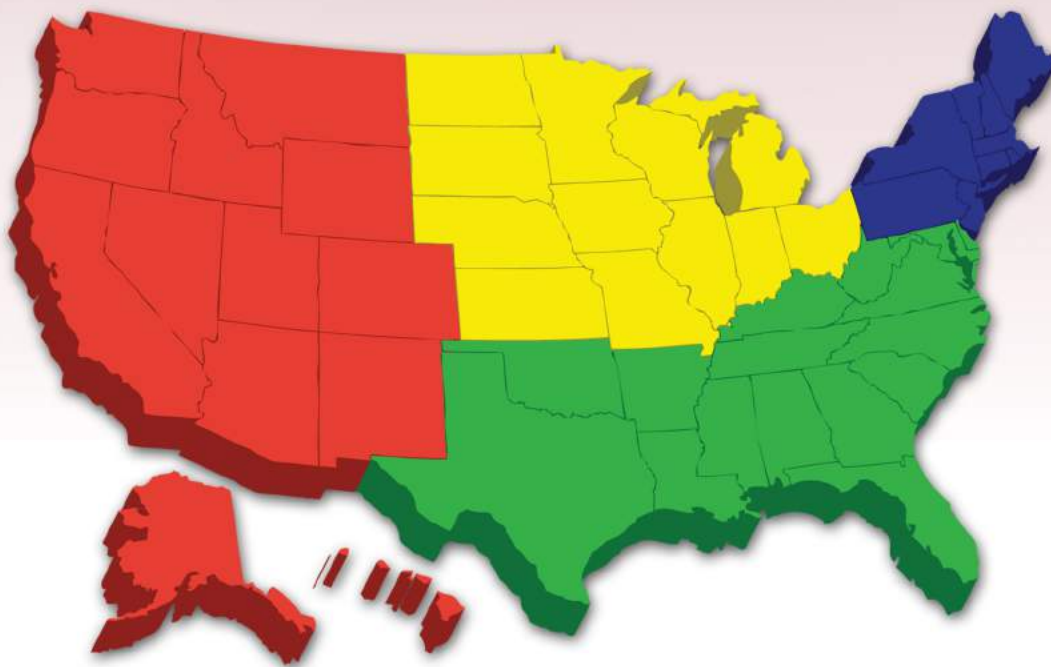
## **PROMOTIONAL VEHICLES**

- **ONLINE ADVERTISING**
- **EMAIL BLASTS**
- **SOCIAL MEDIA**
- **MEET PROGRAM BOOKS**
- **EVENT SPONSORSHIP**
- **PRESS RELEASES**
- **PROMOTIONAL CAMPAIGN DEVELOPMENT**
- **TRACK & FIELD AND SPORTS CONVENTIONS**



# A CLOSER LOOK

Coach O has a large and diverse, nationwide consumer audience. 60% of visitors have earned a bachelor or graduate degree and have respectable incomes.<sup>1</sup> Our extensive work in youth athletics also expands our reach to the coveted "teen market" which tends to set trends and influence buying power.



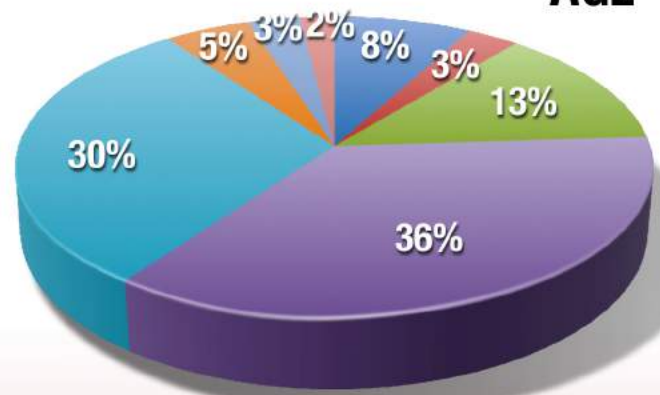
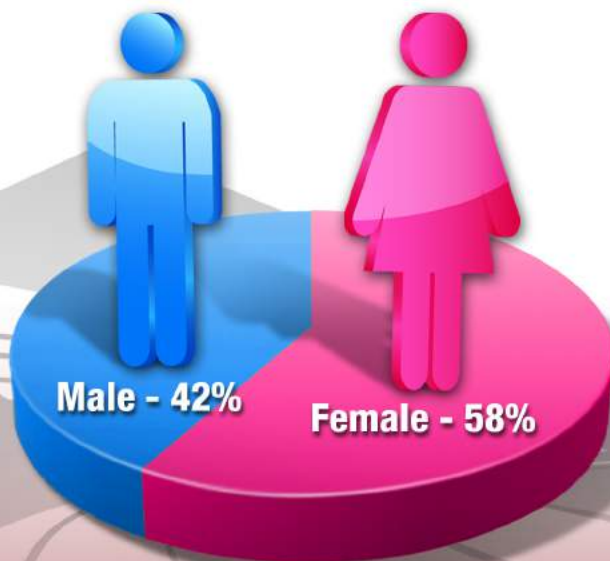
**West - 11%**

**Midwest - 15%**

**Northeast - 22%**

**South - 52%**

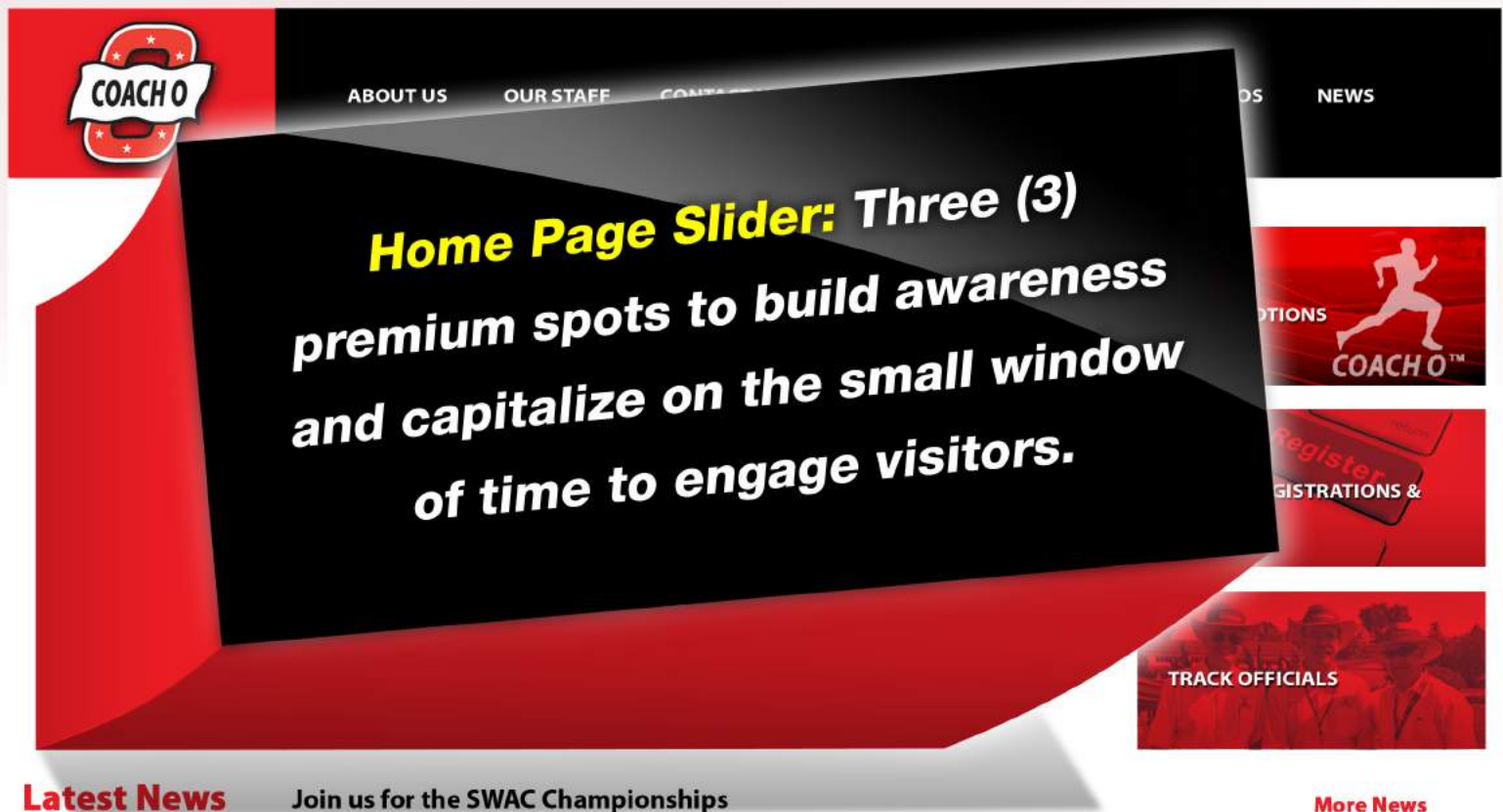
## AGE



<sup>1</sup>DATA PULLED FROM A 2016 [WWW.COACHO.COM](http://WWW.COACHO.COM) VISITOR SURVEY.

# ONLINE ADVERTISING

Coacho.com receives hundreds-of-thousands of visitors each month. We'll place your product and message in the most frequently trafficked areas of our website to boost your visibility. These include the homepage, O-Promotions, news "hot-topics," track officials and the track equipment pages. With banner ads in constant rotation you can capitalize on the increased traffic during busy competition seasons.



**Home Page Slider:** Three (3) premium spots to build awareness and capitalize on the small window of time to engage visitors.

The screenshot shows the Coach O website header with navigation links: ABOUT US, OUR STAFF, CONTACT, O-PROMOTIONS, and NEWS. Below the header, there are three red promotional banners: 'O-PROMOTIONS COACH O™' with a running figure, 'Register REGISTRATIONS &' with a 'Register' button, and 'TRACK OFFICIALS' with a photo of officials. A 'Latest News' section at the bottom left features the headline 'Join us for the SWAC Championships'.

## Latest News

Join us for the SWAC Championships

## More News



**Featured Content Block:** Stand out on the home page as a feature to quickly get your message to visitors. Link to personal website or landing page within Coach O.

#iGo4Gold

#IGO4GOLD



WHAT IS COACH O?



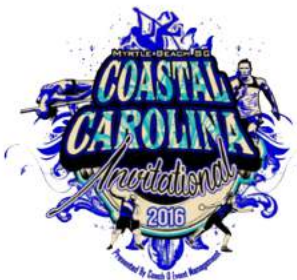
# ONLINE ADVERTISING

**Half -Horizontal Banner:** Many people visit the “O-Promotions,” “News,” and “Track Officials,” pages. Placement in these areas are sure to reach a diverse audience.

Over the past 26 years, Coach O has gained a strong track & field following. Our audience spans a large demographic of youth and adults, officials, event planners, media and sports enthusiasts. Through *O- Promotions* you can promote an event or get your product or message in front of these consumers. We have several platforms to build brand awareness:

- **Online Advertising:** Coacho.com receives hundreds-of-thousands of visitors each month. We'll place your product or message in the most frequently trafficked areas of our website to boost your visibility.
- **Print Advertising:** We produce Meet Programs for various high profile competitions throughout the country. Advertisement in these books has years of shelf life and are some of the most read by participants.
- **Email Blasts:** We send several emails each month informing our members of upcoming events and promotions.

**Sidebar Navigation:** A permanent advertisement on all internal pages of the website. Guarantees visibility when visitors navigate through pages.



**Logo & Link:**  
All partners and advertisers receive special recognition as a member of the Coach O network on the “O-Promotions” Page.





# ***THE POWER OF THE INBOX***

Email is a powerful tool and can yield very positive results when used appropriately and delivered from a trusted source. We send several “O” Blast emails each month informing our visitors of upcoming events and deadlines, relevant industry news and popular products. Coach O boasts open and click thru rates higher than industry standard. You can include your message in our monthly communications that our audience is eager to receive. We have a talented team that can review content and imagery to ensure they resonate with our audience. We can also target your message to a specific group to improve engagement. “FOCUS” is our dedicated, single-advertiser email solution that gives companies or events more space to promote their brand.



# ***THE POWER OF THE INBOX***



**FOCUS**

**Your Dedicated  
Email Message  
Here!**

**NEWS**

**TRACK OFFICIALS**

**O-PROMOTIONS**

**ONLINE REGISTRATION**

STAY CONNECTED









# ***GET SOCIAL WITH COACH 0***

Coach 0 has thousands of unique and engaged followers who specifically look to us to keep them informed on what's new and relevant in track & field. We can help drive traffic to your website through frequent social media posts on several different platforms.





# ***ADDITIONAL ADVERTISING & PROMOTION OPTIONS***

 <b>Onsite Vendor Activation</b>	Coach O manages, or has connections to, several competitions with booth space for those who wish to intimately interact with sports audiences.
 <b>Affiliate Program</b>	We participate in various affiliate programs as commissioned, independent sales contractors.
 <b>Event Sponsorship</b>	Coach O Event Management governs 10-12 high profile competitions each year. Each event has sponsorship and special promotion opportunities.
 <b>Campaign Development</b>	Sweepstakes, giveaways and contests are great ways to introduce people to your brand. Leverage the Coach O Network to develop a joint campaign and build quality leads.





# THANK YOU

**We want you to help you achieve your desired advertising results. Contact us today to get more information and obtain rates. We have solutions starting under \$100. Discounts are offered for pursuing multiple advertising vehicles or advertising 3 or more consecutive months.**

**Tricia Myers**

**815-991-9984**

**[coacho.marketing@gmail.com](mailto:coacho.marketing@gmail.com)**