



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 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**

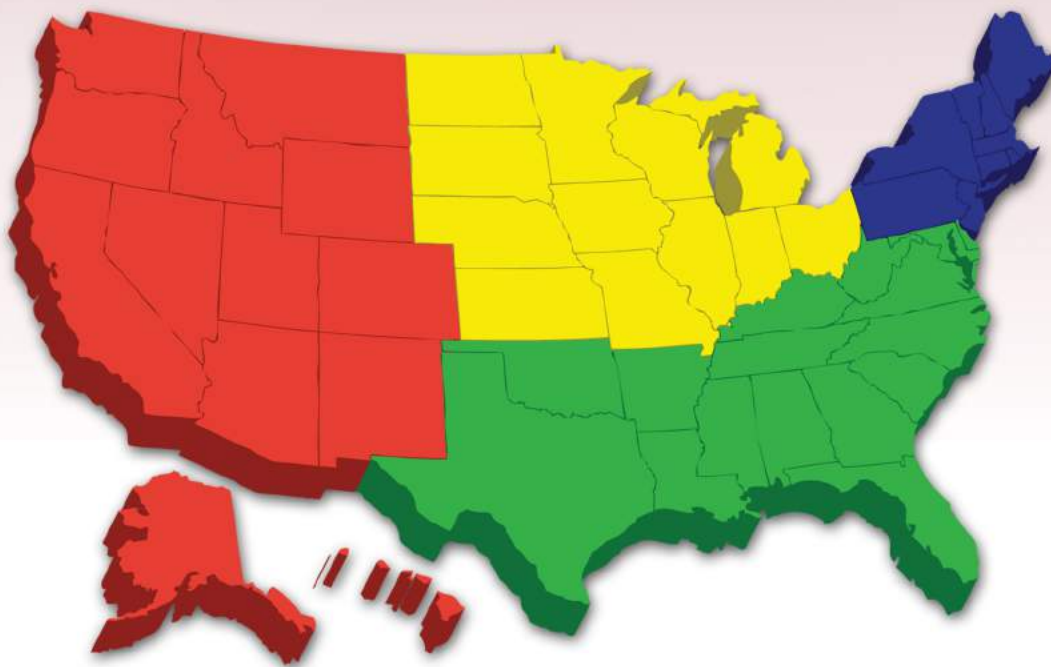
PROMOTIONAL VEHICLES

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

A CLOSER LOOK

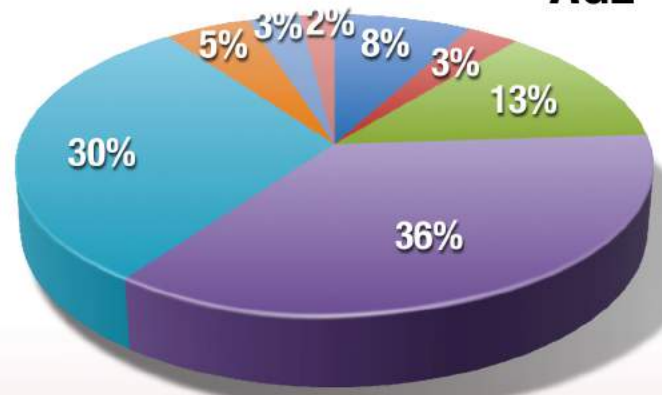


Coach O has a large and diverse, nationwide consumer audience. 60% of visitors have earned a bachelor or graduate degree and have respectable incomes.¹ Our extensive work in youth athletics also expands our reach to the coveted "teen market" which tends to set trends and influence buying power.

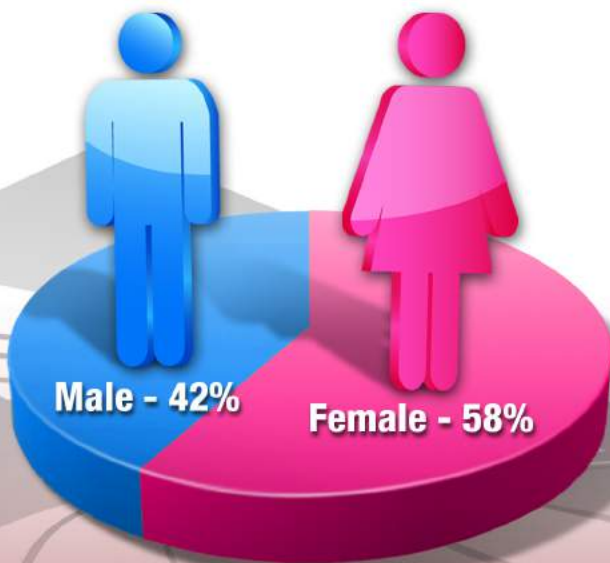


- West - 11%**
- Midwest - 15%**
- Northeast - 22%**
- South - 52%**

AGE



- 17 & Under
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+



¹DATA PULLED FROM A 2016 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.

The screenshot shows the Coach O website homepage. At the top left is the Coach O logo. A navigation menu includes 'ABOUT US', 'OUR STAFF', 'CONTACT', 'PAGES', and 'NEWS'. A large black callout box with yellow and white text is overlaid on the page, stating: **Home Page Slider: Three (3) premium spots to build awareness and capitalize on the small window of time to engage visitors.** To the right of the callout, three website sections are visible: 'PROMOTIONS' with a runner icon, 'REGISTER REGISTRATIONS &' with a 'Register' button, and 'TRACK OFFICIALS' with a photo of officials.

Latest News Join us for the SWAC Championships

More News

The screenshot shows a featured content block on the Coach O website. It features a blue background with a photo of a hurdle. A large black callout box with yellow and white text is overlaid, stating: **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.** Below the image, the text 'CONTENT' is partially visible.

#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 through the Coach O network. 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.



ONLINE ADVERTISING

COACH O CALENDAR

Coach O is pleased to offer additional advertising on the “Coach O Calendar” (www.coachoregistration.com). This location is where many people ultimately visit to register for an upcoming event. We have strategically placed banner ad opportunities in locations and on pages that generate the most traffic throughout the year.

Square/Box Ad: Commanding location above the fold, sure to capture visitor’s attention. Advertisers can deliver an important message in a prime location. Also available on the popular “Rankings” page.



[Calendar](#) [Contact](#) [Tutorial](#) [FAQ](#) [Rankings](#)

[Results for 2016-2017 meets](#)

[Results for 2017-2018 meets](#)

January 2018

- 06 10th Annual Dorothy Dawson Invite (Youth) University Of
- 07 AAU Midseason Championship (AAU) New Balance Track F
- 07 Edward S Temple Classic (College/Open) Gentry Center Nash
- 12-13 Knoxville Youth Athletics High School Indoor Classi
- Johnson City TN
- 13-14 AAU Northern Indoor National Championship (AAU) Auburn High School Fieldh
- IL
- 14 2018 SHOWDOWN AT THE CROSSPLEX 2018 (Youth) Crossplex 2331 Bessemer Road
- Birmingham AL
- 14 2nd Annual TimingInc.com Youth, Open, & Masters Indoor Meet (Youth) Jdl Fast Track Winston-Salem NC
- 14 BJT/Tiffin Ice Breaker (AAU) Hemminger Center 350 Main St Tiffin OH
- 14 BWSP 9th Annual Indoor T & F Series (Meet 1, Youth, Open and Master) Host, Technique TC (AAU) Boo Williams Sportsplex Hampton VA
- 14 Joe Deloach Youth Invitational (Youth) Yeoman Fieldhouse University Of Houston Houston TX
- 14 New Haven Track Classic - William Thompson Youth Meet (AAU) Floyd Little Athletic Center New Haven CT
- 20 Dr Martin Luther King Jr Open (Youth/Open/Masters) Albuquerque Convention Center Albuquerque NM
- 20 Imperial Infantil (outdoor kids competition) (Puerto Rico UAA) Pista Atletica Universidad Del Turabo Gurabo PR

Leaderboard: Ideal option for quick messaging and branding placed directly above the busiest months of the competition season.

ONLINE ADVERTISING

MEET REGISTRATION PAGE

Coach O has identified the meets that attract the most registrations throughout the year. Place product or service information on a Meet Registration Page to guarantee visibility of your message.



Coach O Indoor Classic

TRACK & CROSS-COUNTRY MEET REGISTRATION

[MyHome](#) [Calendar](#) [Contact](#) [Tutorial](#)

[Enter the Meet](#)

[Meet Information](#)

[Meet Setup Summary](#)

[Contacts for Questions](#)

[Results](#)

Coach O Indoor Classic

Saturday, March 10

Knoxville, TN

On-line entry opens: 01/24/2018

On-line entry closes: 03/06/2018 04:30 AM ET

Entry Restrictions: none

Display Advertising:

Place your product or service message right under the meet navigation for competitions that attract a minimum of 1,000 registrants!

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



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

▶ Onsite Vendor Activation	Coach O manages, or has connections to, several competitions with booth space for those who wish to intimately interact with sports audiences.
▶ Affiliate Program	We participate in various affiliate programs as commissioned, independent sales contractors.
▶ Event Sponsorship	Coach O Event Management governs 10-12 high profile competitions each year. Each event has sponsorship and special promotion opportunities.
▶ Campaign Development	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.



coacho.marketing@gmail.com

