



# 2010 NSCAA Convention Sponsorship and Advertising Opportunities



## **Demonstration Hall (\$30,000 to \$40,000) – 2 Available**

- Major visibility in Convention Center and host of approximately 20 sessions
- Demonstration hall recognized in all printed schedules and signage as “Sponsor X Hall”
- Daily verbal recognition by session introducers
- Table in demonstration hall for duration of Convention
- 2 Field Signs on demonstration pitch

## **USB Drive Packet Stuffer (\$20,000) – 1 Available**

- NSCAA and sponsor co-branded USB Drive distributed by NSCAA to each attendee. Sponsor receives 50% of splash page and pre-loaded material on each USB Drive.
- Price negotiable if Sponsor provides USB Drive

## **Massage Therapy Station (\$15,000)**

- The Massage Therapy Station provides professional reflexologists and seated massage therapists that give mini sessions to the attendees. Sponsors get the publicity of having an additional branded area and the opportunity to provide marketing materials in the sponsored area.

## **Featured Lecture Room (\$10,000) – 3 Available**

- Major visibility in Convention Center and host of approximately 20 sessions
- Lecture hall recognized in all printed schedules and signage as “Sponsor X Room”
- Daily verbal recognition by session introducers
- Table in lecture hall for duration of Convention
- Signage in lecture room

## **Exhibit Hall Grand Opening (\$10,000)**

- (5,000+ people)
- TBD Exposure on Fox Soccer Channel
- Table outside and/or inside the entrance
- Signage on or above all beverage carts

## **Pre-Awards Banquet Reception (\$10,000)**

- Approximately 800 people
- Table in the reception area
- Verbal recognition during Awards Banquet
- Signage on or above all beverage carts

## **Attendee Lanyard (\$10,000) – SOLD**

- NSCAA and sponsor co-branded lanyard worn by approximately 4,500 coaches at the NSCAA Convention. Lanyard will display [www.NSCAA.com](http://www.NSCAA.com) on one side and sponsor logo or design of choice on reverse side.

### **Convention Sackpacks (\$3,000 to \$5,000)**

- NSCAA/adidas and sponsor co-branded sackpacks given to approximately 4,500 coaches and 350 All-America athletes at the NSCAA Convention. Sackpack will display NSCAA and adidas branding on one side and sponsor logo or design of choice on reverse side.
- Sackpacks have significant visibility at the convention and beyond.

### **Cyber Café/Lounge (\$8,000)**

- Sponsor branded café/lounge in the convention center. A great opportunity to expand your convention footprint.

### **Wireless Internet Access (\$7,500) - SOLD**

- Service includes wireless coverage to access the Internet in all Exhibit Halls, Meeting Rooms and Public Spaces for the duration of the event. During this time the network will be placed in Open Mode and will provide access to the Internet free of charge for all individuals.
- Splash Page: Purchaser is entitled to 75% of the HTML Splash Page for sponsor ads and other digital advertisement. All people accessing the Internet will be redirected to this page.

### **Convention Demonstrator T-Shirts (\$5,000)**

- NSCAA/adidas and sponsor co-branded t-shirts worn by approximately 800 demonstrators at the NSCAA Convention. T-shirt will display adidas branding on the back and NSCAA Convention logo and sponsor logo on the front.
- Worn at 40 sessions and seen by all 4,500+ coaches in attendance multiple times.
- Demonstrators retain t-shirts and provide visibility for sponsor after the convention.

### **NSCAA Constituent Meal Functions (\$2,500)**

- 5 minute presentation to open function by sponsor
- Signage in room
- Advertisement in meal function program
- Table for distribution of gift and/or marketing material
  - High School and Youth Coaches Awards Breakfast (200 people)
    - Friday, 8:00am-9:30am – Marriott Liberty Ballroom
  - Women's Soccer Breakfast (135 people)
    - Saturday, 8:00am-9:30am – Marriott Liberty Ballroom
  - College Coaches Awards Reception (180 people)
    - Thursday, 5:00pm-6:30pm – Marriott Liberty Ballroom
  - Social for Coaches of Female Athletes (135 people)
    - Thursday, 9:30pm-11:00pm – Marriott Independence Ballroom

### **Featured Clinician (\$4,000) – 4 to 5 Available**

- Sponsorship of 3 sessions (see below) presented by featured clinician and Awards Banquet table with featured Clinician. (Note: Raymond Verheijen only has 2 sessions).
- 8 Tickets to NSCAA Awards Banquet.
  - Dick Bate (English FA) - Widely recognized as one of the leading coach educators in England, Dick Bate has become a favorite among NSCAA Convention clinicians. He has been the Technical Director for two countries (Malaysia and Canada) and has coached at Hereford United, Leeds United, Nott's County and Sheffield United in addition to stints with various England youth teams.
  - Bill Beswick (Noted Sports Psychologist) - A leading sports psychologist who has specialized in the achievement of high-level team performance. He has international experience with the England U-18 and U-21 squads and as team psychologist with England National Team.
  - Romeo Josak (FC Dinamo-Zagreb Academy Director) – Academy Director for Dinamo-Zagreb. Formerly with Libyan National Team, where he was the head coach for the U-15, U-17 and U-19 teams.
  - Raymond Verheijen (Internationally-known soccer conditioning expert) - Known throughout the world as an expert in soccer conditioning and fitness. He is highly respected both as a presenter and on the training pitch, having worked with the KNVB, the Korean Republic and Russian National Teams, as well as extensively throughout Europe with FC Barcelona, Zenith St. Petersburg (2007 Russian champions), Chelsea and Manchester City.
  - Howard Wilkinson (Former English FA Technical Director) - Chairman and founder of the League Managers Association. Wilkinson was hired by the English FA to act as its technical director, overseeing coaching and other training programs at all levels of the game. While in that capacity, he managed the England team on a caretaker basis in 1999 and 2000. Following this he acted for a time as the permanent coach of the England Under-21 team.

### **Featured Clinician Individual Session (\$1,500) – 14 Available**

- Sponsor verbal recognition before and after one individual session.
- Sponsor recognition in all printed and online schedules.
- Sponsor table for marketing material distribution in lecture room or clinic hall for 15 minutes prior to session to 15 minutes after session.
- Opportunity to provide signage for duration of session

### **NSCAA Opening Field Session (\$2,000) – 1 Available**

- Wednesday, January 13<sup>th</sup> @ 7:00pm
- Sponsor verbal recognition before and after opening session.
- Sponsor recognition in all printed and online schedules.
- Sponsor table for marketing material distribution in lecture room or clinic hall for 15 minutes prior to session to 15 minutes after session.
- Opportunity to provide signage for duration of session

**NSCAA Affiliate Clinician (\$2,000)**

- Sponsorship of both sessions by an NSCAA affiliate clinician and recognition at NSCAA affiliate social or meeting.
- Ideal for an organization looking to target a specific demographic.
  - Black Soccer Coaches Committee
  - Latin American Soccer Coaches Committee
  - Native American Soccer Coaches Committee
  - Women's Coaches Committee

**NSCAA Affiliate Clinician Individual Session (\$1,000)**

- Sponsor verbal recognition before and after one individual session.
- Sponsor recognition in all printed and online schedules.
- Sponsor table for marketing material distribution in lecture room or clinic hall for 15 minutes prior to session to 15 minutes after session.
- Opportunity to provide signage for duration of session

**NSCAA Academy Staff or General Floor Session (\$500) – 15 Available**

- Sponsor verbal recognition before and after opening session.
- Sponsorship of session recognition in all printed and online schedules.
- Sponsor table for marketing material distribution in clinic hall for 15 minutes prior to session until 15 minutes after session.
- Opportunity to provide signage for duration of session

**NSCAA Academy Staff or General Lecture Session (\$300) – 12 Available**

- Sponsor verbal recognition before and after opening session.
- Sponsorship of session recognition in all printed and online schedules.
- Sponsor table for marketing material distribution in clinic hall for 15 minutes prior to session until 15 minutes after session.
- Opportunity to provide signage for duration of session