

DEDICATED TO SERVING HIGH SCHOOL COACHES AND ATHLETIC DIRECTORS



2024 SPONSOR PACKET

NHSACA.ORG | [@NHSACA](https://twitter.com/NHSACA)





Message from Our Director

Scott Garvis C.M.A.A. | Executive Director



As the Executive Director of the National High School Athletic Coaches Association (NHSACA), I invite you to partner with us in our mission to educate, support, and recognize over 122,000 coaches across the country. These coaches play a vital role in shaping young athletes, and your organization can help enhance their impact.

Partnering with NHSACA offers your brand unparalleled visibility and engagement with a targeted audience of coaches, athletic directors, and sports leaders. Our annual convention and extensive network provide the perfect platform to showcase your products or services.

Thank you for considering this opportunity. I look forward to the possibility of working together.

Here are just a few ways your organization can benefit from partnering with us:

- **Visibility:** Showcase your products or services to a targeted audience of coaches, athletic directors, and sports enthusiasts.
- **Engagement:** Connect directly with key decision-makers and influencers in high school sports through our events, communications, and online platforms.
- **Impact:** Support the development and recognition of coaches who play a critical role in the lives of young athletes, enhancing your brand's reputation as a champion of education and community values.

Sponsorship packages are customizable to fit your brand's goals and reach your desired audience. Let's discuss how we can create a partnership that benefits both your organization and the coaching community.

Yours in Athletics,

Scott Garvis C.M.A.A. | Executive Director
National High School Athletic Coaches Association
(641) 840-9929 | www.nhsaca.org

Supporting Leadership



The National High School Athletic Coaches Association (NHSACA) is dedicated to serving high school coaches and athletic directors throughout the United States through education, recognition, and support.

With over 122,000 members, our goal is to promote high school athletics, provide professional services to our member coaches, and offer opportunities for all high school coaches. We provide resources to promote professional growth, teamwork, sportsmanship, and healthy lifestyles for athletes, coaches, and athletic directors.

Primary Goals and Purposes of the NHSACA

- **Educate:** Providing more than just X's and O's through comprehensive educational resources.
- **Recognize:** Honoring coaches for their lifetime achievements, not just seasonal success.
- **Support:** Leveraging our national scope to offer extensive support to our members.

Our Legacy

Founded in 1965, the NHSACA has a rich history of supporting high school athletic coaches and directors. For nearly six decades, we have been committed to enhancing the professional development and recognition of coaches across the nation. Our members include some of the most dedicated and influential figures in high school athletics, contributing to the growth and success of countless student-athletes.



1965 NHSACA Organizing Committee

Why Partner with NHSACA?

By partnering with the NHSACA, sponsors will have the unique opportunity to support and engage with over 122,000 high school athletic coaches and directors across the nation. Your sponsorship will not only help promote high school athletics but also contribute to the professional development and recognition of our members.





ANNUAL CONVENTION

Become a sponsor of the annual NHSACA Convention, the largest annual gathering of association members and sponsors. The 2025 conference will be in Rapid City, South Dakota at the Ramkota.

TITLE SPONSOR

\$50,000

- Title sponsorship of the National Convention
- Premium exhibit space
- Speaking opportunity at the opening session
- Logo on all promotional materials and signage

EXHIBIT SPONSOR

\$10,000

- Exhibit space at the convention
- Logo on promotional materials
- Recognition in the convention program



COACHING AWARDS

Become the title sponsor of an NHSACA coaching award, each celebrating leadership and training excellence nationwide.

COACH OF THE YEAR

\$25,000

- Title sponsorship of the Coach of the Year ceremony
- Premium recognition at the event
- Logo on all promotional materials and signage

HALL OF FAME

\$15,000

- Title sponsorship of the Hall of Fame ceremony
- Premium recognition at the event
- Logo on all promotional materials and signage

COACH OF THE MONTH

\$3,000

- Title sponsorship of the Coach of the Month program
- Logo on all related materials and announcements
- Feature on the NHSACA website



MEDIA SPONSORSHIPS

Become the official sponsor of our media content, regularly published events that connect coaches and staff to resources and news across the country.

PODCAST SPONSOR

\$10,000

- Title sponsorship of the 'NHSACA Elevate & Educate' Podcast
- Logo and mention at the beginning and end of each episode
- Opportunity to provide a short commercial (30 seconds)

MAGAZINE SPONSOR

\$5,000

- Full-page advertisement in each issue of the NHSACA Magazine
- Feature article opportunity in one issue
- Recognition on the NHSACA website

WEBINAR PRESENTER

\$6,000

- Title sponsorship of a webinar series
- Logo on all promotional materials
- Recognition during each webinar



ATHLETE SPONSORSHIPS

Become the title sponsor of one of our athletic awards, given to top high school athletes in programs across the country.

ACADEMIC ALL-AMERICAN

\$7,500

- Title sponsorship of the annual 'Academic All-American Athlete Award'
- Recognition at the award ceremony
- Logo on all promotional materials and certificates

ATHLETE OF THE MONTH

\$3,000

- Title sponsorship of the Athlete of the Month program
- Logo on all related materials and announcements
- Feature on the NHSACA website



EDUCATIONAL CONTENT

Become a content partner with the NHSACA, contributing your brand, products, services, and more to our ever-growing library of webinars and guides for association members.

WEBINAR PRESENTATION

\$6,000

- Title sponsorship of a webinar series
- Logo on all promotional materials
- Recognition during each webinar

EDUCATION PARTNER

\$8,000

- Recognition as an education partner
- Logo on educational materials
- Opportunity to contribute to educational content



Thank You

WE LOOK FORWARD TO A
FUTURE PARTNERSHIP

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AND ATHLETIC DIRECTORS**

**Scott Garvis C.M.A.A.
Executive Director of Finance & Partnerships
National High School Athletic Coaches Association
(641) 840-9929 | scott.garvisconsulting@gmail.com**

