



THSCA SPONSOR PACKAGES

GEORGE R. BROWN CONVENTION CENTER
HOUSTON, TEXAS

COACHING SCHOOL 2023

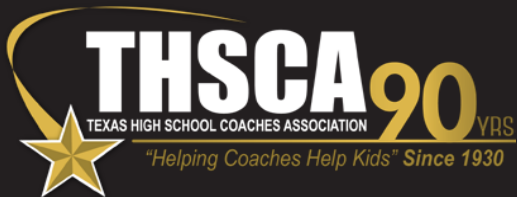
July 16-18, 2023

We are THE THSCA!

A top priority and one of our goals is the enhancement of the representation of our name THE Texas High School Coaches Association through inclusion, diversity, communication and collaboration.

By the numbers:

- **Over 25,000 member coaches of all sports**
 - **98% of the UIL Public Schools in Texas have members in our association**
 - **16,000+ attendees at THSCA Coaching School & Convention**
 - **2,000 attendees at Texas Coaches Leadership Summit annually**
 - **1.5 million student/athletes and 3 million parents are represented annually by THSCA and its members.**
 - **1,216,000 approx. attendance weekly at high school varsity football games across the state.**
 - **236,000+ varsity athletic contests are played in all sports annually in Texas high schools**
- Add Freshman and junior varsity and that number is approximately 400,000**



What is the Texas High School Coaches Association?

Mission Statement

The Texas High School Coaches Association is the principal advocate and leadership organization for Texas high school coaches. THSCA provides the highest quality representation, education and services to Texas high school coaches and affiliate members. THSCA strives to enhance the professionalism of coaches and the schools they represent. Our mission simply stated, "Helping Coaches to Help Kids".

Texas High School Coaches Association History

The THSCA was formally organized in 1930, in Houston, TX with 28 members. It was originally called the Texas High School Football Coaches Association. The organization held its first Coaching School in 1933 with 65 coaches in attendance. In 1941, the association dropped "Football" from the title and opened its doors to all secondary school coaches. The THSCA has grown to be the largest organization of its kind in the world, with over 25,000 members. Our coaches serve over 5,500 high schools and middle schools, over 1.7 million athletes in both men's and women's sports, and average over 12 million regular season and championship spectators per year.

SportsYou

THSCA has formed a partnership with SportsYou and has used this platform as a major means of communication with its members. SportsYou has grown to over 400,000 active users in the state of Texas with access to 1.5 million student-athletes and close to 3 million parents. Coaches can use this platform to meet and communicate with their team, their parents, their communities and fans.





THSCA Coaching School & Convention

16,000 + Attendees

Over 700 Exhibit booths

What is the Texas High School Coaches Education Foundation?

THSCEF Mission Statement^[1]_[SEP] The mission of the Texas High School Coaches Education Foundation is to develop funds from a broad range of donors including friends, businesses, corporations, foundations and trusts to provide professional education programs that will strengthen, reinforce and enhance professionalism in high school coaches throughout the state of Texas. These funds will also be used to enhance the Permanent Injury Program, Memorial Benefit Program and Benevolence Fund.

- The Texas High School Coaches Education Foundation is committed to helping coaches be the best they can be for the benefit of our student athletes. Our comprehensive continuing education program strengthens, reinforces and enhances the professionalism of coaches in Texas at both the high school and middle school levels. This program will directly affect the lives of over 1.5 million student athletes each year.
- The payback will be measured in the hundreds of thousands of young student athletes who, because of their participation in high school athletics, will experience daily victories discovering within themselves the ability to overcome adversity, to develop leadership skills, to develop winning attitudes, to be hard workers, to be a part of a team which requires sacrifice and service to others while developing into responsible and productive citizens, leaders in business, academics, government and the military.
 - **THSCEF Programs**
 - Lectures, meetings and publications that provide instruction, training and counseling
 - Professional Development Certification
 - Technology Initiatives and Online Educational Materials
 - Permanent Injury Benefits Program
 - Memorial Benefit Program
 - Benevolence Fund
 - Texas Coaches Leadership Summit
 - ROCK Mentoring Program

THSCEF Leadership Summit

***Monday, February 27, 2023
at Esports Stadium Arlington & Expo Center***

The annual Texas Coaches Leadership Summit is the signature event of the Texas High School Coaches Education Foundation. We want to unite coaches from across the state of Texas with one primary purpose: to coach beyond the game! This event features a slate of excellent speakers who will be addressing core values in the hopes that our coaches statewide can carry the torch to help our student athletes become successful and responsible citizens.



- Sponsor Benefits include:
 - Six (6) foot tabling area
 - TBD # of free tickets to distribute to coaches
 - Opportunity to provide and/or feature a speaker at event (speaker topic must be tied to event's theme)





The Texas High School Coaches Education Foundation is on a mission and has developed a game plan to strengthen the coaching profession in our great state. Each year we lose over 6,000 men and women for a variety of reasons. We have identified and developed the ROCK Mentoring Program to equip, support and encourage these young coaches with an intentional focus on urban school districts and less affluent areas across Texas. The ROCK Mentoring Program will provide the tools and support necessary to succeed in their chosen profession.

THSCEF has enlisted both flagship universities in our state to help with this initiative. Texas A&M's Coaching Academy has created the curriculum for the program and has been part of the planning since its inception. The THSCA has hand-picked mentors from former coaches who have excelled in their careers and leadership roles. The University of Texas will conduct the research necessary to monitor the mentees' career paths following graduation from the program. With these two universities' involvement and the THSCA, the program is destined for success.

Our mission is to decrease attrition rates, especially in communities that need it most. We realize we can't do it alone and are looking for business leaders and companies who share our desire to equip young coaches with tools and support necessary to stay in the game. With proper funding and support, this program will grow and help young coaches not only survive but thrive and become leaders of tomorrow.

We can create a customized plan that may include:

THSCA Branding Opportunities: *Annual Convention, Mentoring Symposium and Materials, THSCEF Coaches Leadership Summit, Texas Coach Magazine, THSCA News Brief, access to THSCA members email addresses, as well as opportunities for customized PR announcements at the local and state level.*

Media Partners: *Bally Sports Southwest (PSA announcements on Bally Sports broadcast, features on BS high school coverage focusing on company's involvement with ROCK Mentoring Program, interviews with company executives at State Championship, etc. Dave Campbell's Texas Football Media assets (Print, Digital, Audio, etc.)*

Analytic Sharing: *Mentoring Programs' progress may be used to feature program's success for PR*

Local School & Community Marketing: *Promotion of Rock Mentoring Program in local markets (program ads, in-stadium announcements, local media coverage of Mentees and Mentors, etc.*

3rd Annual Mentoring Symposium

March 26-27, 2023 at AT&T Stadium

Sponsorships



Sponsorships in Bronze, Silver, Gold, and Platinum are limited to **ten sponsors** per category. Sponsors are given a right of first refusal. Returning sponsors are required to submit a contract for the following year each December. In January, open Sponsorships will be offered to the general public.

(Priority booth selection allows you to select your booth for the following year's convention before any other vendors. Retaining that booth will be contingent on renewal of the sponsorship. Non-renewal will result in forfeiting those selected booths.)

CORNERSTONE

Starts at \$50,000



Overview:

Cornerstone sponsorships are customized packages to provide an exclusive level of promotional assistance.

Cornerstone partners will receive below amenities with the following additions:

- *Direct access to all key influences throughout the course of the entire year*
- *Customized Activations*
 - *Specialized speaking opportunities and possible integration into THSCA events*
 - *Opportunity to host quarterly breakfasts, lunches, happy hours, etc. or sponsor an event at Coaching School*

Complimentary Booth Space to be negotiated

1st Choice Priority Booth Selection

Full page 4/color ads in 9 issues of Texas Coach magazine

Recognition as sponsor in Texas Coach and at THSCA Coaching School

Floor graphics in Exhibit Hall recognizing your company as a Cornerstone sponsor and logo recognition on the entrance unit to the Exhibit Hall at Coaching School.

Recognition as sponsor on THSCA website with logo and link to sponsor's website

Rotating Banner Ad on THSCA website

Use of THSCA Logo in promotional materials as "Official Sponsor"

Opportunity to provide 2 articles a year for the THSCA Weekly News Brief

Opportunity to send quarterly email blast to members (THSCA to approve content)

You will also be listed as a sponsor of the Texas High School Coaches Education Foundation

Two individual social media post per month; two Cornerstone group social media posts per month



TITLE - \$20,000

- ✓ \$7,200 credit towards booth space
- ✓ Priority Booth Selection following Cornerstone
- ✓ Full page 4/color ads in 4 issues of Texas Coach magazine + 5 digital ads in weekly newsletter
- ✓ Recognition as a sponsor in Texas Coach and at THSCA Coaching School
- ✓ Recognition as a sponsor on THSCA website with logo and link to sponsor's website
- ✓ Floor graphics recognizing you as a Title sponsor in Exhibit Hall and logo recognition on entrance unit going into Exhibit Hall at Coaching School
- ✓ Rotating Banner Ad on THSCA website
- ✓ Use of THSCA Logo in promotional materials as "Official Sponsor"
- ✓ Opportunity to send Bi-annual email blast to members (THSCA to approve content)
- ✓ One individual social media post bi-monthly; two sponsor group social media posts per month
- ✓ Opportunity to sponsor an event at Coaching School (see Coaching School Events for pricing)

PLATINUM - \$15,000



- ✓ \$4,800 credit towards booth space
- ✓ Priority Booth Selection following Cornerstone and Title
- ✓ Full page 4/color ads in 4 issues of Texas Coach magazine + 5 digital ads in weekly newsletter
- ✓ Recognition as a sponsor in Texas Coach and at THSCA Coaching School
- ✓ Recognition on entrance unit going into Exhibit Hall at Coaching School
- ✓ Recognition as a sponsor on THSCA website with logo & link to sponsor page
- ✓ Rotating Banner Ad on THSCA website
- ✓ Use of THSCA Logo in promotional materials as “Official Sponsor”
- ✓ One group social media post per month and one group Platinum social media post per month

GOLD - \$10,000



- ✓ \$3,600 credit towards booth space
- ✓ Priority Booth Selection following Cornerstone, Title and Platinum
- ✓ Half page 4/color ad in 9 issues of Texas Coach magazine
- ✓ Recognition as a sponsor in Texas Coach and at THSCA Coaching School
- ✓ Recognition on entrance unit going into Exhibit Hall at Coaching School
- ✓ Recognition as a sponsor on THSCA website with logo & link to sponsor's website
- ✓ One group social media post per month
- ✓ Opportunity to sponsor an event at Coaching School (see Coaching School Events for pricing)

SILVER - \$5,000

- ✓ \$2,400 credit towards booth space
- ✓ Priority booth selection following Cornerstone, Title, Platinum and Gold
- ✓ One-page logo ad in five issues of Texas coach recognizing all Silver sponsors
- ✓ Recognition as a sponsor in Texas Coach and at THSCA Coaching School
- ✓ Recognition on entrance units going into Exhibit Hall at Coaching School
- ✓ Recognition on Sponsor Page of THSCA website
- ✓ One group social media post per month

BRONZE - \$2,500

- ✓ \$1,600 credit towards booth space
- ✓ Priority Booth Selection above non-sponsor exhibitors
- ✓ One-page logo ad in three Texas Coach issues recognizing all Bronze sponsors
- ✓ Recognition as a sponsor in Texas Coach and at THSCA Coaching School
- ✓ Recognition on entrance units going into Exhibit Hall at Coaching School
- ✓ Recognition as a sponsor on THSCA website on Sponsor Page
- ✓ One group social media post per month





Future Coaching School Sites & Dates

2023
HOUSTON
July 16-18

2024
SAN ANTONIO
July 21-23

2025
San Antonio
July 20-22