



AFCA

CORPORATE PARTNERSHIPS



ABOUT THE AFCA

The mission of the American Football Coaches Association is to maintain the highest possible standards in football and the profession of coaching football; to provide a forum for the discussion and study of all matters pertaining to football and coaching; to make the game as safe and entertaining as possible through the rules of play; to have a strong voice in intercollegiate legislation affecting football programs; and to freely exchange information on coaching.

THE AFCA STANDS ON FOUR PILLARS THAT INFLUENCE OUR ACTIONS:



MEMBERSHIP

Committed to growing the membership. Improving coaches through ongoing education, networking and access to professional and personal development resources.



EDUCATION

Dedicated to creating, curating and providing an innovative forum for training and educating coaches. Facilitate the exchange of ideas and information in order to promote and advance the profession.



COMMUNITY

Holding in the highest regard commitment to serving the communities in which members coach, teach and live. Giving back to the people and communities that support the game and its student-athletes and coaches.



ADVOCACY

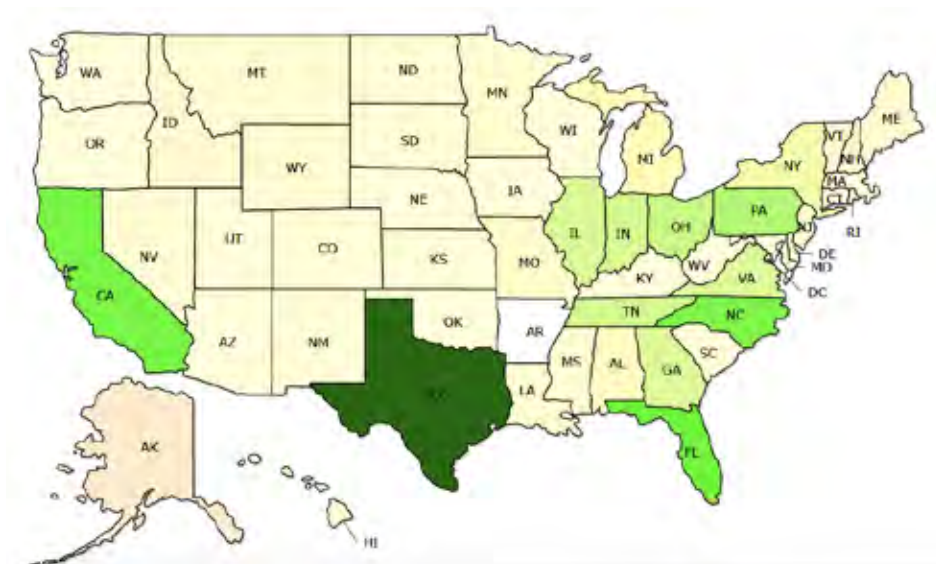
Serving as a strong voice sharing the benefits and values of the game. Providing collective insight and perspective in intercollegiate legislation affecting football programs.

EXCELLENCE

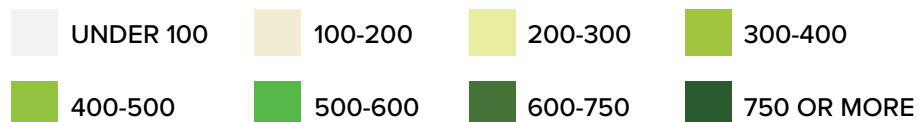
AFCA MEMBERSHIP

The American Football Coaches Association stands as the single entity solely representing the football coaching profession at all levels. The organization works closely with all organizations involved in the game of football. Among its more than 12,000 members, are 90 percent of head coaches at the 700-plus schools that have four-year college football.

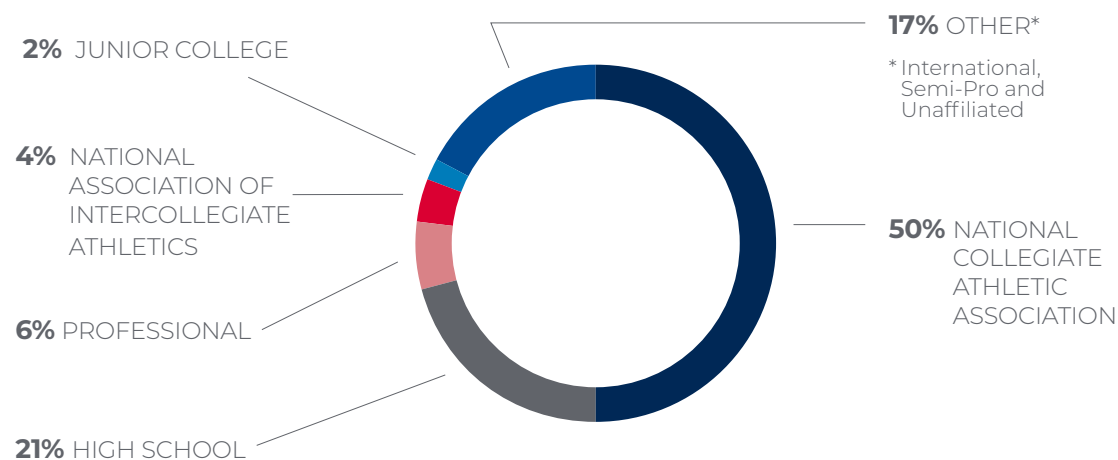
AFCA MEMBERSHIP DENSITY IN THE U.S.



As of April 2020



AFCA MEMBERSHIP BREAKDOWN



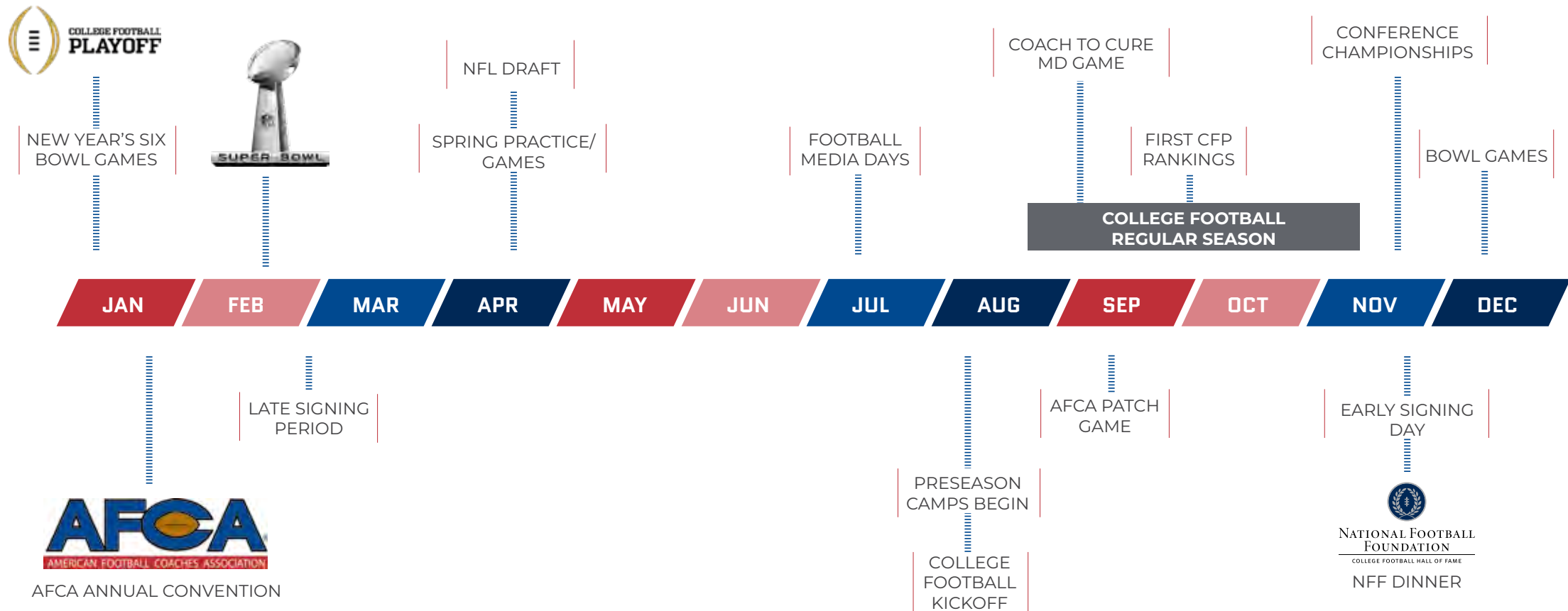
FUTURE AFCA CONVENTION LOCATIONS

January 8-10, 2023: **CHARLOTTE**
 January 7-9, 2024: **NASHVILLE**
 January 5-7, 2025: **NASHVILLE**
 January 4-6, 2026: **SAN ANTONIO**



INFLUENCE

AFCA INVOLVEMENT DURING A CALENDAR YEAR*



*Traditionally scheduled dates, but may be subject to change.

INTEGRITY

AFCA IN THE FOOTBALL LANDSCAPE

BRINGING TOGETHER COACHES AND IMPORTANT FOOTBALL INSTITUTIONS ACROSS THE NATION

HIGH SCHOOL

EXAMPLE: U.S.,
International High Schools

COLLEGES / UNIVERSITIES

EXAMPLE: All Divisions – FBS, FCS, Division II,
Division III, NAIA, NJCAA, International

PROFESSIONAL

EXAMPLE: NFL, CFL,
International

GOVERNING BODIES / ASSOCIATIONS

EXAMPLE: NCAA, College Football Playoff, USA Football,
National Football Foundation

MEDIA

EXAMPLE: ESPN, CBS Sports, Fox
Sports, Yahoo Sports, USA Today,
The Bleacher Report, The Athletic

RIGHTS HOLDERS

EXAMPLE: Learfield IMG
College, Van Wagner, JMI Sports

CONFERENCES

EXAMPLE: Big Ten, SEC, Sun Belt, Big Sky,
CAA, California Pacific Conference, Gulf
Coach Athletic Conference

SPONSOR

FANS

AFCA



COLLEGE FOOTBALL RANKS AS THE NATION'S SECOND MOST POPULAR SPORT WITH 47 MILLION FANS ATTENDING GAMES IN 2018 AND THE 366 REGULAR SEASON GAMES REACHING MORE THAN 163 MILLION UNIQUE FANS AND 38 POSTSEASON BOWL GAMES REACHING 90 MILLION ON TV.

1,802,000
VIEWERS

The **366 COLLEGE FOOTBALL TELECASTS** on ABC, beIN Sports, CBS, ESPN, ESPN2, ESPNU, FOX, FS1, FS2, NBC and NBCSN during the 2018 regular season averaged 1,802,000 viewers.

WHY COLLEGE FOOTBALL

56%

OF U.S. ADULTS CITE THEMSELVES AS **COLLEGE FOOTBALL FANS**

More fans than professional baseball, basketball, hockey and soccer. Additionally, excluding the combined numbers for Olympic Sports, college football ranks second in core fans behind only the NFL.

THE 669 NCAA FOOTBALL PROGRAMS (FBS, FCS, DII AND DIII) DREW

46,984,720 FANS

AT HOME GAMES, NEUTRAL-SITE GAMES AND POSTSEASON GAMES IN 2018.

COACH MACK BROWN (Appalachian State, Tulane, North Carolina, Texas) represented the 2018 College Football Hall of Fame class as a part of the CFP title game coverage on ESPN's SportsCenter, and he was joined by fellow 2018 electees **MATT STINCHCOMB** (Georgia and the 1998 NFF Campbell Trophy® recipient) and **COACH FRANK BEAMER** (Murray State, Virginia Tech) in the pregame festivities and the coin toss prior to the title game.



GAME STEWARDS



ANNUAL WEBSITE TRAFFIC

OVER 1.6 MM PAGE VIEWS/YEAR



SOCIAL MEDIA IMPRESSIONS

35MM ANNUALLY



EMAIL BLAST (AFCA INSIDER)

• 17K PER ISSUE

• 26 ISSUES PER YEAR

• OPEN RATES FOR UNIQUE USERS
RANGE FROM 16.9 TO 29.3%

• TOTAL OPEN RATES EXCEED 50%
when you factor in total users; this comes
into play when coach, who is the initial
recipient, forwards information onto
assistant coaches/staff

REACH



PODCAST (INSIDE THE HEADSET)

• UNIQUE DOWNLOADS HAVE GROWN TO
AN AVERAGE OF 20K PER MONTH

• GUESTS HAVE INCLUDED MATT
CAMPBELL, MACK BROWN, BOBBY
BOWDEN, AND BARRY ALVAREZ



AFCA MAGAZINE

• 17K PER ISSUE

• 4 ISSUES PER YEAR



MEMBERSHIP

• 12,000+ MEMBERS

• 8,500+ ANNUAL
CONVENTION
ATTENDEES



AFCA ASSET SUMMARY

OFFICIAL PARTNER DESIGNATION

- Category exclusivity and opportunity to promote official partner status

AFCA CONVENTION ACTIVATION OPPORTUNITIES

- The AFCA's annual convention takes place in January with more than 7,000 football coaches attending the three-day event. Partnership opportunities include, speaking opportunities in front of various coaching groups, mobile app features, social media, digital campaigns, and product showcases as well as numerous signage and branding opportunities.

NAMING RIGHTS OPPORTUNITIES

- Coaching Awards, AFCA All-America Teams, Coaches Polls, Event Sponsorships, etc.

AFCA.COM

- Brand exposure on the AFCA's official website

AFCA INSIDER

- Bi-monthly email blast distributed to over 17,000 constituents

AFCA PODCAST

- Weekly podcast of in-depth interviews, anecdotes, and a breakdown of X's and O's, featuring football coaches from around the country

AFCA CONVENTION APP

- Official App for the AFCA Annual Convention

SOCIAL MEDIA

- Promotional opportunities across all AFCA social platforms

AFCA MAGAZINE

- Distributed quarterly to all member coaches

AFCA COACHES CONNECTION



PROVIDING ACCESS TO TODAY'S HOTTEST COACHES AND LEGENDS OF THE GAME.

The American Football Coaches Association established the AFCA Coaches Connection to connect leaders with the most sought after group in the country — football coaches.

AFCA coaches deliver inspiring, motivational teachings that transcend the boundaries of the coaching profession. Their tales of gridiron glory entertain groups of all sizes and provide an exclusive behind-the-scenes glimpse at what it takes to be a champion.



TYPES OF EVENTS

- Motivational Seminars
- Meet and Greet
- Keynote Addresses
- Client Recognition Events Seminars and Workshops
- Commencements
- Executive Briefings/Retreats





PARTNERS



Partnership recognition reflects participation with either the American Football Coaches Association (AFCA) and/or the American Football Coaches Foundation (AFCF).

TEAMWORK

FOR MORE INFORMATION CONTACT:

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& DEVELOPMENT*

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