

UNLOCKING FULL POTENTIAL THROUGH AUTHORITATIVE FOOTBALL COACHING DEVELOPMENT

PARTNER PROSPECTUS 2023



WELCOME TO COACH AND COORDINATOR MEDIA

In 2017, we plugged in our microphone for the first time. And in less than six years, Coach and Coordinator Podcast has earned over 10 million listens and ranks in the top 3% of all podcasts, according to Chartable.

In this golden age of audio content, any hobbyist with an Internet connection can buy a \$10 mic and title themselves a "podcaster." But it takes a business to support the daily habit of content creation, and it takes commitment to the schematic and emotional needs of the coaching profession to attain an audience of 10 million-plus.

We are a proven platform and growing brand. And we invite you to connect with our engaged audience and partner with us to amplify your success stories.

In service to The 10% Coach,





PODCAST OVERVIEW





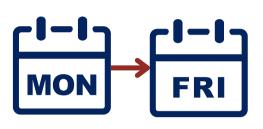




FORMAT: SHORT-FORM INTERVIEW



DURATION: 30 MINUTES



PUBLISHING CADENCE: DAILY



NUMBER OF EPISODES: 260 PER YEAR



LIFETIME IMPRESSIONS: 10 MILLION+



PROJECTED 2023 IMPRESSIONS: 4 MILLION



AVERAGE EPISODE DOWNLOADS: 15,000



REACH: 50 STATES AND 49 COUNTRIES



SOCIAL MEDIA: 35,200 FOLLOWERS



EMAIL DATABASE: 50,000 COACHES



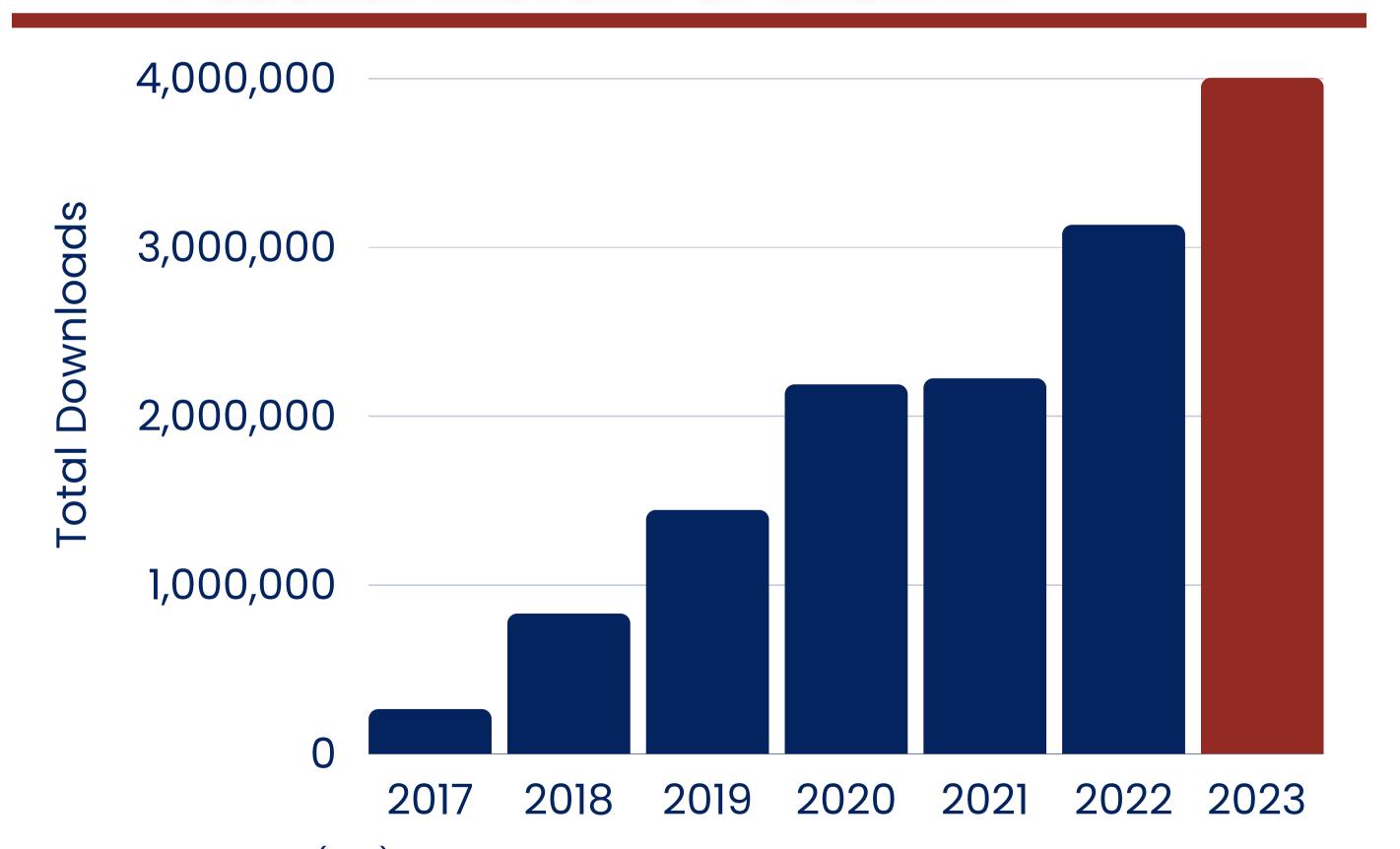
TARGET AUDIENCE: COLLEGE, HIGH SCHOOL,

AND YOUTH FOOTBALL COACHES



TARGET DEMOGRAPHIC: MALE, AGES 18-45

PODCAST HISTORY OF GROWTH







PRIMARY MARKETS:

- 200,000 Youth Coaches
- 145,000 High School Coaches
- 8,000 College Coaches
- 900 NFL Coaches
- 350,000+ Coaches
 Throughout All Levels

CONFIDENT

CURIOUS

We target the top 10% of coaching talent and those industry participants across the profession's bell curve who aspire to be a 10% Coach.

ASPIRATIONAL

10% COACH



WHY ALLOCATE BUDGET TO PODCASTS

The podcast medium has exploded in the past 20 years, but podcast advertising is still in its early days and a place to stand out.

CONSIDER THAT*:

- 1 in 3 Americans listen to podcasts for over 45 minutes per day.
- Daily audio listening (0:55) now outpaces social (0:50), video (0:39), and gaming (0:24) on mobile.
- Podcast ad spending is projected to be \$2.2B in 2023, representing only 0.9% of total digital ad spending.



WHY PARTNER WITH COACH AND COORDINATOR

We are the most trusted clearinghouse of information for high school and college football coaches. When partnering with us, you enjoy the benefits of:

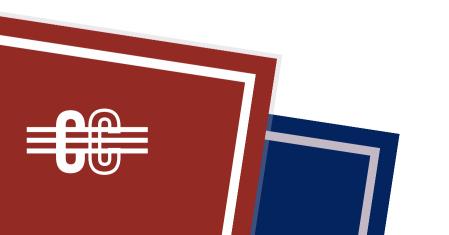
- Reputation and Repetition: We create unique opportunities to consistently activate our audience with expert coaches and innovative leaders to bolster influence in the marketplace.
- Substance and Relevancy: We provide partners opportunities to connect with the football coaching community throughout the year with timely discussions and thought leadership.
- Integrated Marketing: We place partner content in all channels, including audio, video, social media, and email to optimize engagement with high school and college football coaches.

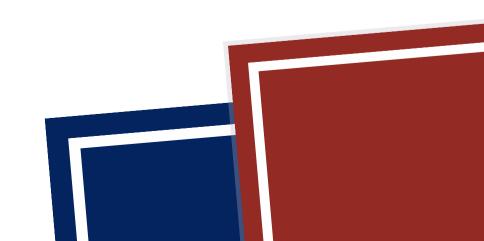
SENIOR LEADERSHIP











CONTACT FOR RATE CARD

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