



COACH AND
COORDINATOR
MEDIA

★ ★ ★ ★ ★

UNLOCKING FOOTBALL'S FULL POTENTIAL THROUGH AUTHORITATIVE COACHING DEVELOPMENT

PARTNER PROSPECTUS
2023-2024

WELCOME TO COACH AND COORDINATOR MEDIA

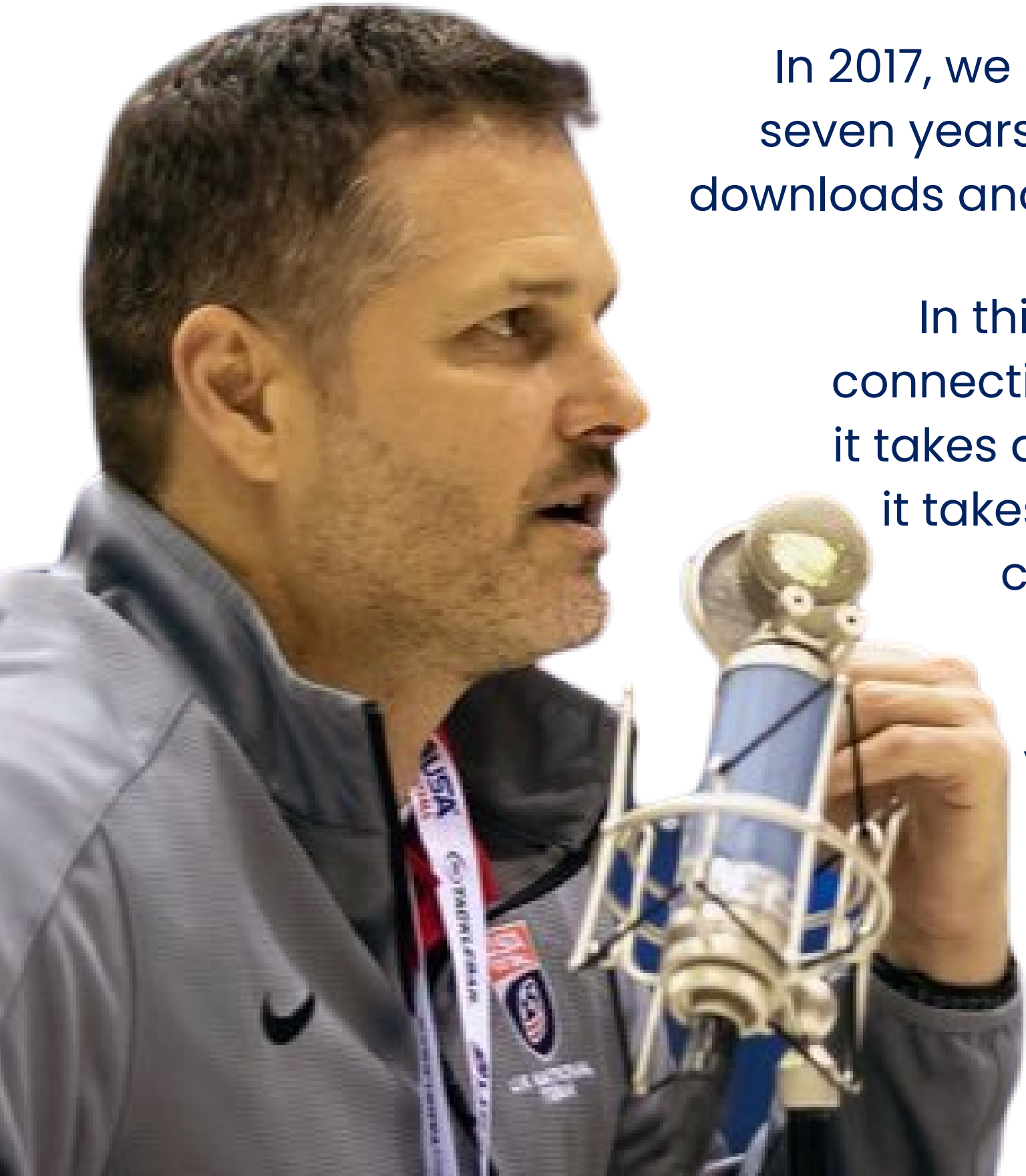
In 2017, we plugged in our microphone for the first time. And in less than seven years, Coach and Coordinator Podcast has earned over 10 million downloads and ranks in the top 3% of all podcasts, according to Chartable.

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,

KEITH GRABOWSKI
CHIEF EXECUTIVE OFFICER





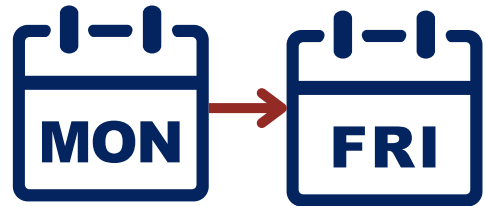
PODCAST OVERVIEW



FORMAT: SHORT-FORM INTERVIEW



DURATION: 30 MINUTES



PUBLISHING CADENCE: DAILY



NUMBER OF EPISODES: 200 PER YEAR



LIFETIME DOWNLOADS: 10 MILLION+



PROJECTED 2024 DOWNLOADS: 1.5 MILLION



PROJECTED 2024 UNIQUE LISTENERS: 120,000



REACH: 50 STATES AND 43 COUNTRIES



SOCIAL MEDIA: 35,800 FOLLOWERS



EMAIL DATABASE: 20,000 COACHES



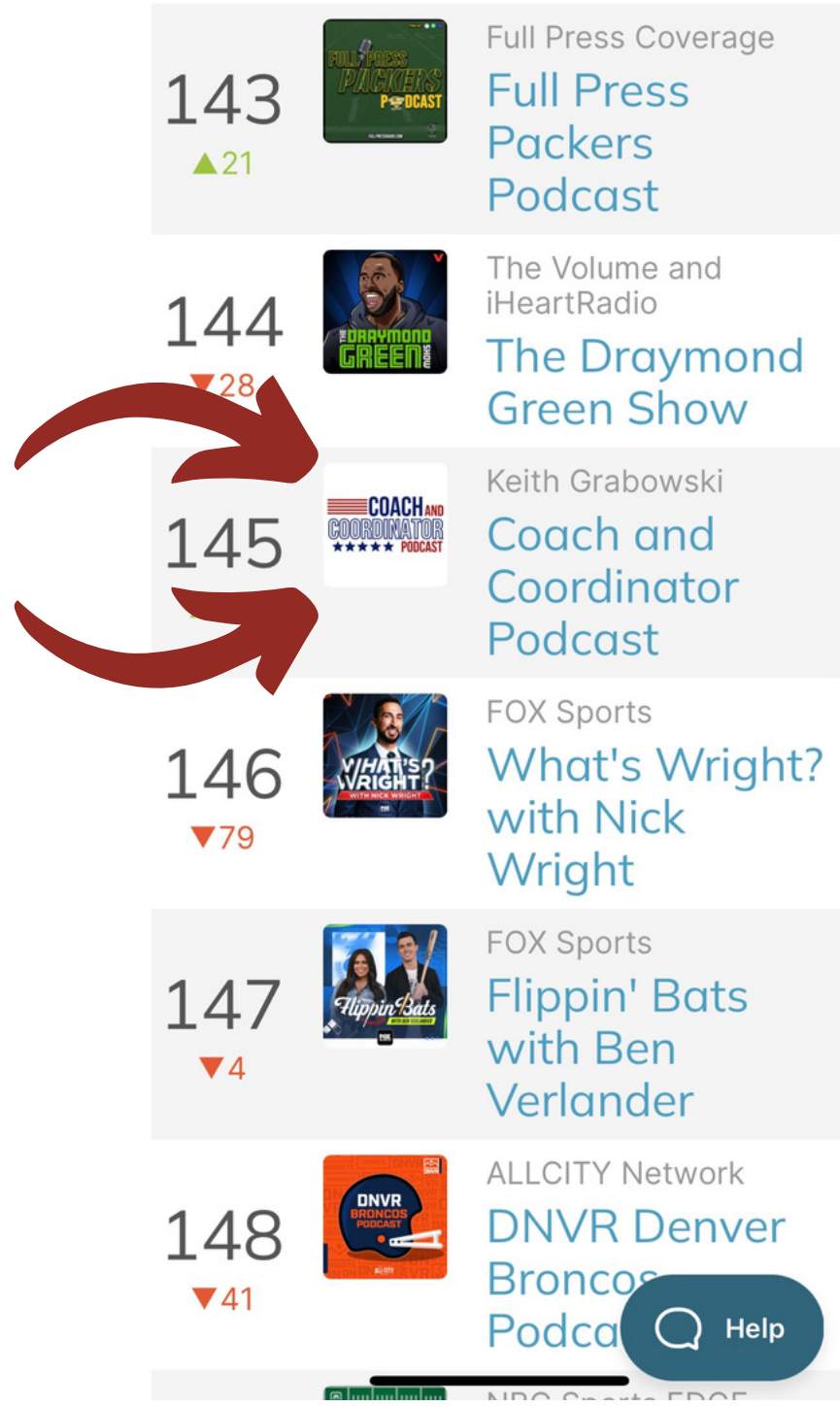
TARGET AUDIENCE: COLLEGE, HIGH SCHOOL,
AND YOUTH FOOTBALL COACHES



TARGET DEMOGRAPHIC: MALE, AGES 18-45



PODCAST SUCCESS



You are probably familiar with the *Billboard* charts, which tabulate the weekly popularity of songs and albums in the United States and across the globe.

The podcast equivalent of those music charts are published weekly by [Chartable](#), which uses measurements certified by the Interactive Advertising Bureau (IAB) – the industry’s leading authority on podcast analytics.

Coach and Coordinator Podcast was consistently ranked as a top podcast in 2023, reaching as high as #145 in the saturated sports category, putting it in the top 3% of all podcasts in terms of audience size.

SOURCE: CHARTABLE

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WHY ALLOCATE BUDGET TO PODCASTS

CONSIDER THAT*:

- Podcasting continues to be one of the fastest growing digital channels, **growing twice as fast** as the total internet ad market.
- Podcasting (+11%) posts **a higher growth rate** than social media (4%) and paid search (8%).
- Sports is **the top podcast content genre**, earning 15% of all podcast ad revenue.
- Podcast ad revenues are projected to be **\$3.25B in 2024**, representing only ~1% of total digital ad spending.

So while the medium has exploded in recent years, podcast advertising is still in its early days and a place to stand out.



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.
-  **Right Coach, Right Place, Right Time:** We provide partners with marketing campaigns that reach coaches in targeted geographies at the time best fitting to their marketing objectives.
-  **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.

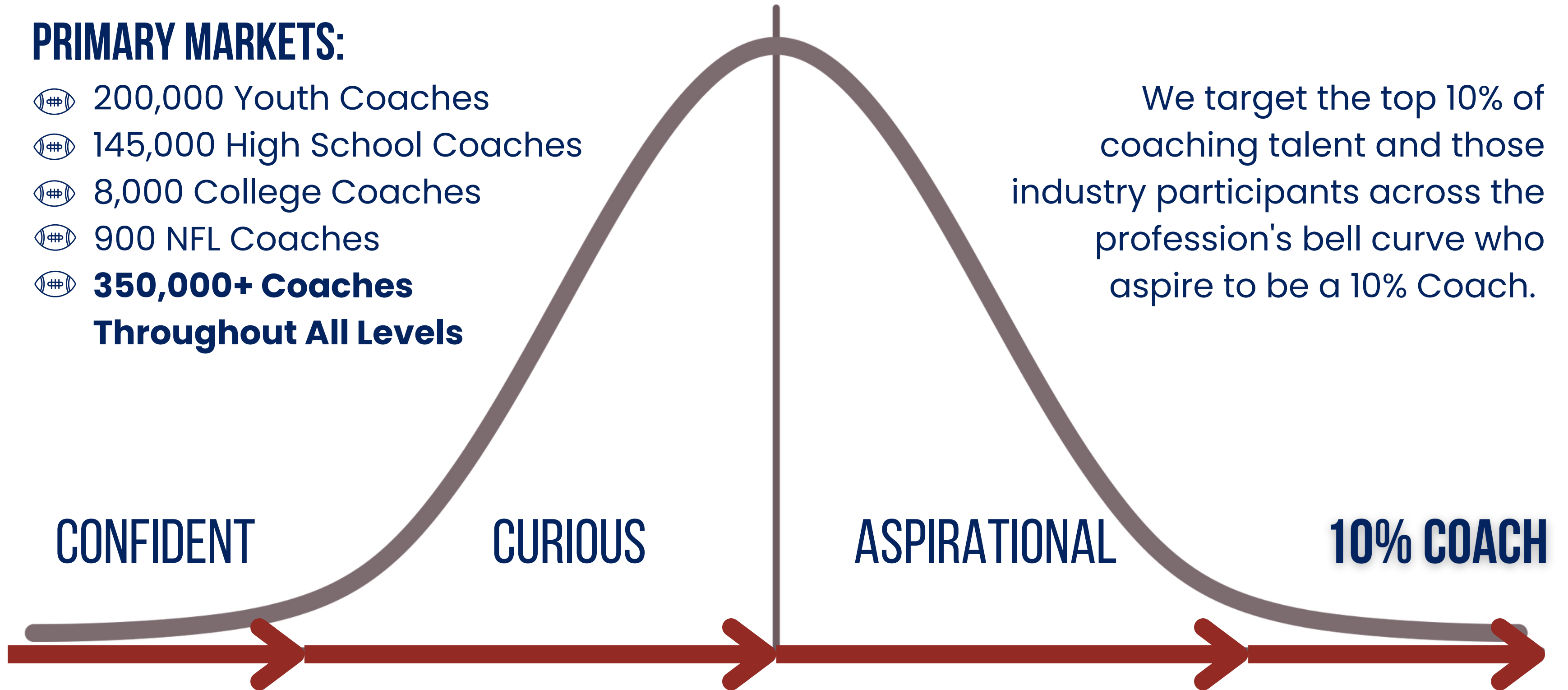


TARGET MARKETS

PRIMARY MARKETS:

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

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.





AD READS AND MUCH MORE

We don't just sell ads. We sell access to our audience through our stories.

A relationship with Coach and Coordinator is not a transaction. It is a true partnership, in which you are treated as a member of our community.

Opportunities to integrate your company into our content and community of coaches include, but are not limited to:



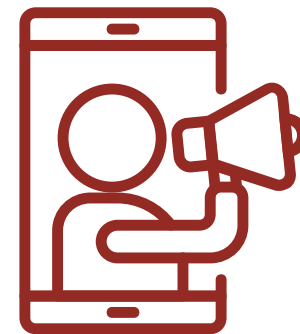
Title Sponsorship



Segment Sponsorship



Expert Guest Episodes



Community Engagement



PARTNERSHIP TIERS

As a Coach and Coordinator partner, your company is entitled to the following benefits:

STARTER — CALL FOR PRICING

- **Host Ad Reads: 100,000 Impressions Guaranteed***
- OR
- **One, 30-Minute Episode Collaboration**

Includes:

- **Membership for One Employee**

PREMIUM — CALL FOR PRICING

- **Host Ad Reads: 100,000 Impressions Guaranteed***
- **Agency Services: Copywriting and Call-To-Action Consulting**
- **One, 30-Minute Episode Collaboration with 2,500 Downloads Guaranteed***
- **One Episode Companion Article**
- **Episode and Article Distribution on Social Media and Email**
- **Backlinks and Company Description Published in Episode Show Notes**
- **Data Share**
- **Membership for Five Employees and Five Customers**

ELITE — CALL FOR PRICING

All the benefits of Premium, plus:

- **Host Ad Reads: 250,000 Impressions Guaranteed***
- **Vendor Certification: 10% Toolkit**
- **One, Six-Episode Series Collaboration**
- **One Series Companion Ebook**
- **Membership for Ten Employees and Ten Customers**
- **One Focus Group with Coach and Coordinator Board of Advisors**
- ***Option to acquire category exclusively, title sponsorship, and more benefits for additional charges. Contact us for more information.***

***ALL IMPRESSIONS AND DOWNLOADS ARE IAB-CERTIFIED.**



PREMIUM CASE STUDY: MODERN FOOTBALL



COACH AND COORDINATOR ★ ★ ★ ★ ★ PODCAST

AJ ANTONESCU
OL COACH, LAKE TRAVIS HS (TX)

"TECHNOLOGY FOR A MORE
EFFICIENT SELF-SCOUT"

COACHANDCOORDINATOR.COM

[Listen to This Episode](#)

[Read the Companion Article](#)

Objective: Modern Football partnered with Coach and Coordinator to increase user awareness for its analytics software.

Results: After six weeks, Coach and Coordinator delivered success by:

1. Producing **2,819 episode downloads** from 2,501 unique listeners.
2. Delivering **100,031 ad impressions** from 15,587 unique listeners.
3. Sharing data, including top-ten designated market areas.



ELITE CASE STUDY: R4



GUEST HOST DUB MADDOX - OFFENSIVE COORDINATOR, UNION HS, CREATOR OF R4

[Listen to All Episodes in the Accelerate Everything Series](#)

Objective: R4 partnered with Coach and Coordinator to increase user awareness for its training system and products, while positioning its creator as a subject matter expert in the coaching profession.

Results: Coach and Coordinator delivered success by:

1. Producing a multi-episode series around mutually agreeable topics and themes.
2. Earning **25,011 aggregate downloads**.
3. Generating **409,734 Twitter impressions**.

SENIOR LEADERSHIP



BOARD OF ADVISORS

Dan Carrel, Co-Defensive Coordinator and LB Coach, Coastal Carolina University

Andrew Coverdale, Offensive Coordinator and QB Coach, St. Xavier High School (OH)

Brent Dearmon, Head Coach, North Alabama University

Matt Drinkall, Co-Offensive Coordinator and OL Coach, Army

Deonte Gibson, Run Game Coordinator and DL Coach, Youngstown State University

Jeremy Hawkins, Run Game Coordinator and DL Coach, Eastern Kentucky University

Josh Herring, QB Coach, Lassiter High School (GA)

Jordan Hogan, WR Coach, Colgate University

Cody Kennedy, OL Coach, University of Arkansas

Robert Pomazak, Head Coach, St. Charles North High School (IL)

Chris Wolfe, Head Coach, Louisville Male High School (KY)

Plus:

Vince DiGaetano, Assist. Coach, Fordham University – Tackling Expert

Scott Peters, Assist. OL Coach, Cleveland Browns – Blocking Expert



CONTACT

FOR MORE INFORMATION:

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CHIEF OPERATING OFFICER

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