

National Fastpitch Coaches Association



Sponsorship Portfolio

Welcome to your home-field advantage.



Our mission is to provide companies direct access to the decision-makers in our sport, while working together to make softball a mutually-beneficial and profitable investment.

Table of Contents

What is the NFCA?	3
Membership By the Numbers	4
By the Numbers Online	5
Events & Offerings By the Numbers	6
NFCA in the Community	7
NFCA Official Sponsorship/Partnership Opportunities	10
Why NFCA Official Sponsorship?	11
Student-Athlete Awards	12
Coach & Program Awards	13
Publications	14
Events	15
Additional NFCA Opportunities	16
NFCA Convention Sponsorship Opportunities	17
What is the NFCA National Convention?	18
Convention Sessions	19
Additional Opportunities	20
NFCA Coaches Clinic Sponsorship Opportunities	21
What is an NFCA Coaches Clinic?	22
Coaches Clinic Opportunities	23
NFCA Advertising Opportunities	24-26

If you are interested in a sponsorship opportunity, please contact us directly.

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What is the NFCA?

The *National Fastpitch Coaches Association* (NFCA) is a non-profit professional organization for fastpitch softball coaches from all levels of competitive play. The NFCA currently has over 6,500+ members including collegiate, high school, travel ball, and youth coaches, companies, instructors, administrators, umpires and fans of fastpitch softball. Our educational platforms, networking opportunities, awards and legislative action help solidify our standing in not just softball, but all of women's athletics.



The Association's main pillars include education, events, awards and effecting change, highlighted by our National Convention, regional Coaches Clinics, All-America awards and Hall of Fame honors.

New to the softball community? We encourage you to utilize NFCA platforms to help bring awareness to your company. Been around for a while? Invest in the NFCA's initiatives to get to the decision-makers and drive more sales.

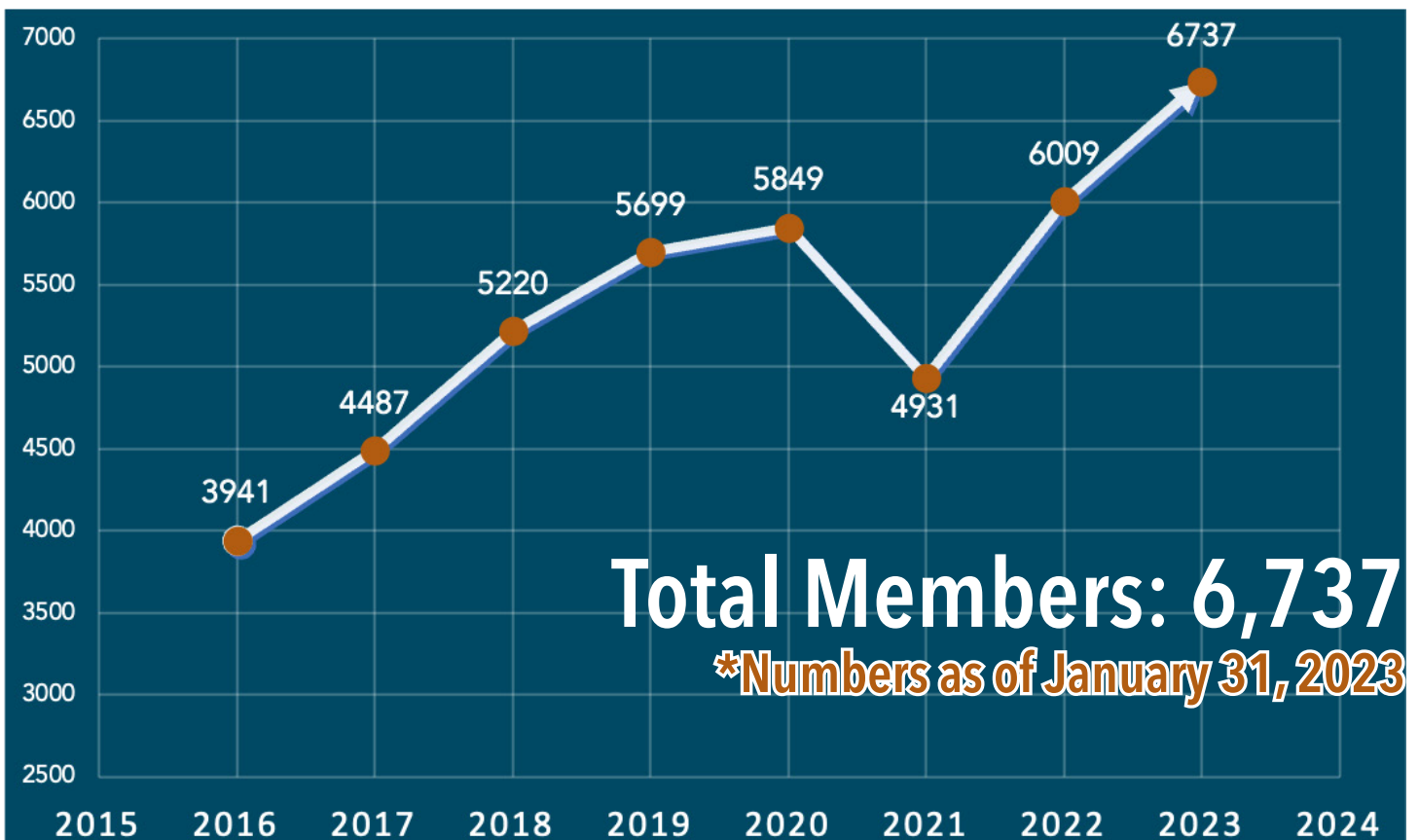
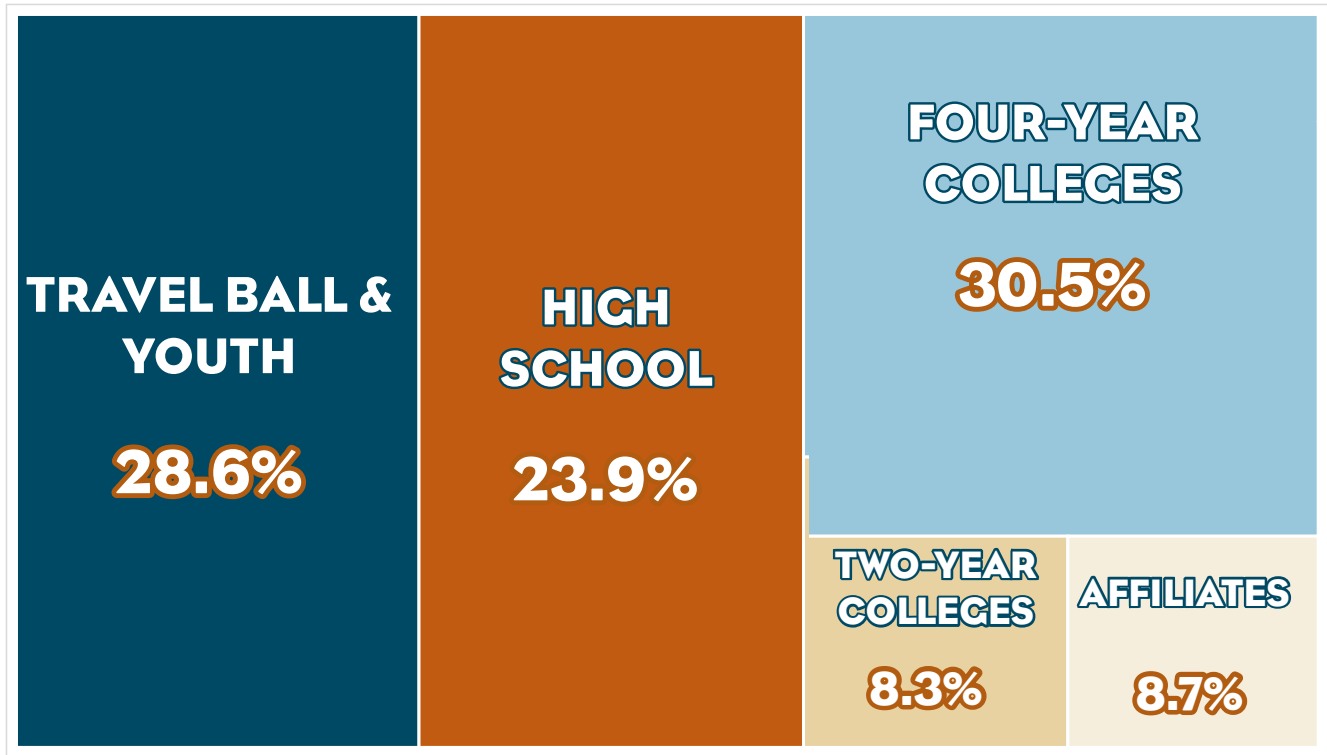


NFCA PURPOSE: To support fastpitch softball coaches in their quest for excellence, while uniting together to advance the sport we love.



"We have the people that want your product."
-Kris Ganeff, University of Notre Dame Associate Head Coach

Membership by the Numbers



Membership is the foundation of our Association. Created by coaches, for coaches, we exist to serve the entire softball community.

By the Numbers Online

2 Million+ website page views in 2022

515,000+ new website users in 2022

870,624 YouTube views

51,820 Twitter followers

17,939 Facebook page likes

11,212 Instagram followers



87,000+

**combined
followers
across
@NFCAorg
accounts**

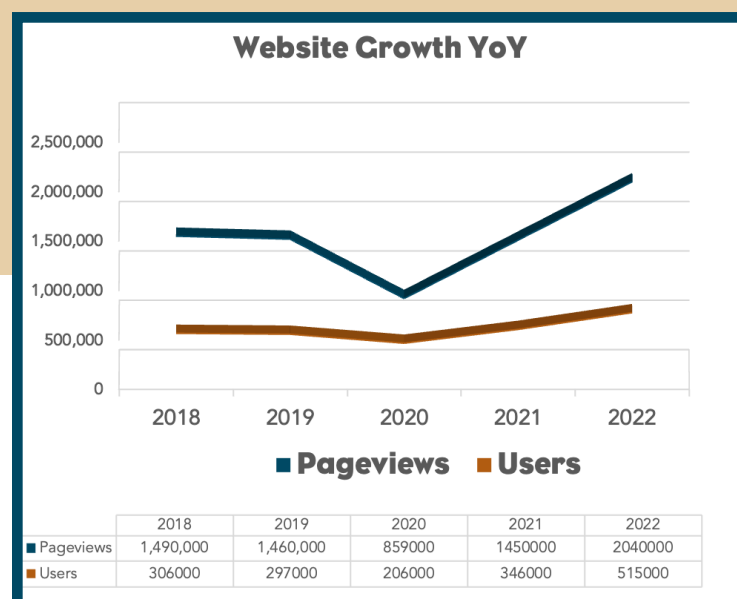
Highest visited NFCA webpages in 2022 available for Sponsorship:

Job Postings: 75,000+ pageviews

Coach's Box: 47,000+ pageviews

Division III poll: 33,000+ pageviews

Division II poll: 28,000+ pageviews



*Numbers provided by NFCA social media accounts & Google Analytics.
Numbers as of 1/31/23

Events & Offerings By the Numbers



NFCA in the Community



Cal JC Awards Presentation



Missouri Coaches on #NFCAday



Division I Freshman of the Year Presentation



Division II Player of the Year Presentation



Division I Player of the Year Presentation

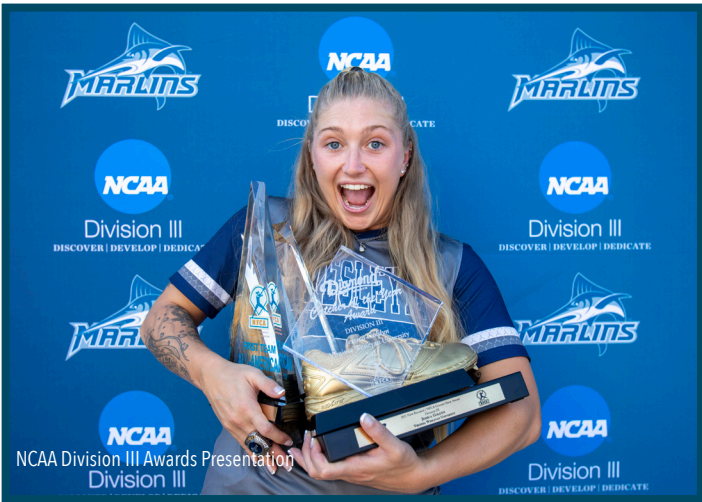


Division III Pitcher of the Year Presentation



Texas Billboard

NFCA in the Community



Testimonials



"The NFCA is the most coach-friendly organization on the planet. From first year coaches to hall of famers we're all welcome and all the same!"

- Cindy Bristow, DI Assistant Coach, UC Riverside & NFCA Hall of Fame

"This year has been unlike any other and we can't begin to imagine just how much work went in to planning, pivoting, and ultimately making the show happen. We appreciate you and your team making it happen for the coaches, athletes, and the rest of the fastpitch community. We're very grateful to be partnered with such a great organization."

- Diamond Sports (Official Sponsor)



"I really don't know any other association that did as much for their membership as the NFCA did for softball. Thank you all for your hard work and dedication to the game!"

- Edith Ghallagher, DIII Head Coach, Mansfield University

"The NFCA is by far the most organized of any sports clinic we go to and we go to about 60+ a year."

- X-Grain Sportswear (NFCA Exhibitor)



"The tools and resources that the NFCA provides its member coaches are second to none. I've been a member since 1999 and have found the NFCA to be tremendous for growth both on and off the field."

- Tim Walton, DI Head Coach, University of Florida

National Fastpitch Coaches Association



Official Sponsorship/Partnership Opportunities

Our mission is to provide companies direct access to the decision-makers in our sport, while working together to make softball a mutually-beneficial and profitable investment.

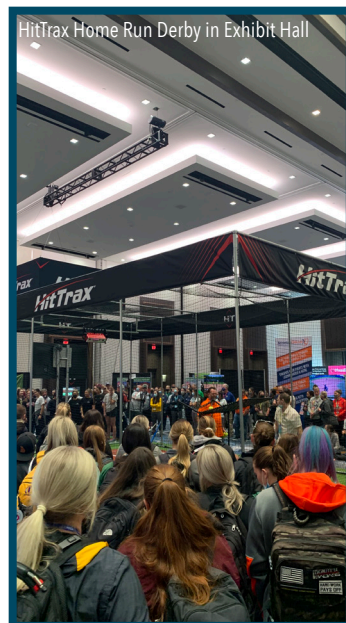
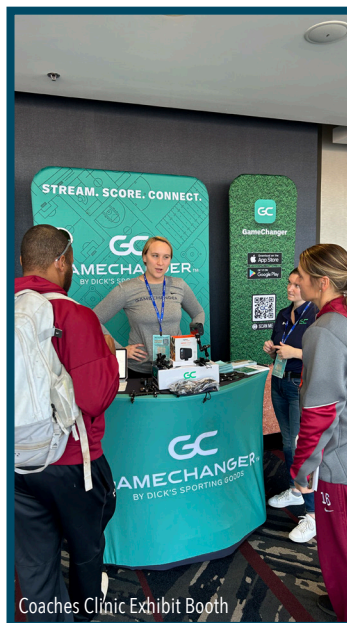
Why NFCA Official Sponsorship?

Partnering with the NFCA, in any capacity, brings immediate validity to your company. Not only will you have direct access to the decision-makers - at all levels - of our sport, but you will gain visibility through various NFCA initiatives, publications, communications and events. The NFCA is your "foot in the door" to the entire softball community ... and beyond.

Official Sponsorship comes with the following:

- Announcement press release through NFCA platforms
- Logo presence on NFCA website (nfca.org)
- Awareness in all NFCA communications, publications, event marketing, email communication and promotions.
- Members-only discount page on NFCA.org to offer promo codes, products, and more.
- Email blasts to NFCA membership*
- Advertising in various publications*
- Comped Convention booth(s)*
- Comped Coaches Clinic booth(s)*
- Preferred placement at all events*
- Convention attendee email addresses*
- Social Media posts on NFCA accounts*
- Complimentary NFCA Membership and more!

*Item/Frequency subject to dollar amount



Looking to get more involved on a smaller budget?

Become an NFCA Official Partner!

Depending on the goal of your company, the NFCA can provide you with many budget-friendly ways to get involved. Tell us what you're looking to accomplish and we'll help you gain access to our members!

NFCA sponsorship opportunities start on the next page -->

NOTE:

NFCA Official Sponsorship starts at \$12,500/year and increases in \$5K increments.

Student-Athlete Awards

*Currently available for sponsorship

All-Region/All-America*

Awarded in all NCAA Divisions, NAIA, NJCAA, Cal JC, NWAC and High School, these prestigious awards recognize the nation's top talent. *These awards also receive high exposure on TV.*



Catcher of the Year

The top catchers in each division are recognized with the Catcher of the Year Award.

Freshman of the Year

Each year, the top freshmen in NCAA Divisions I, II and III, and NAIA are recognized with the Freshman of the Year Award.

Golden Shoe Award

Awarded annually to the selected top base stealers in each division, this award is the most coveted to speedsters all across the country.

Gold Glove

The Top Defensive players in all collegiate divisions are awarded annually with this honor.

HS Player of the Week

Each week during the high school season student-athletes are selected by MaxPreps for their outstanding performance on the field.

Pitcher of the Year

Each year, the top pitchers in NCAA Divisions I, II and III, NAIA, NJCAA I, II, & III, Cal JC & NWAC are recognized with the Pitcher of the Year Award.

Player/Pitcher of the Week

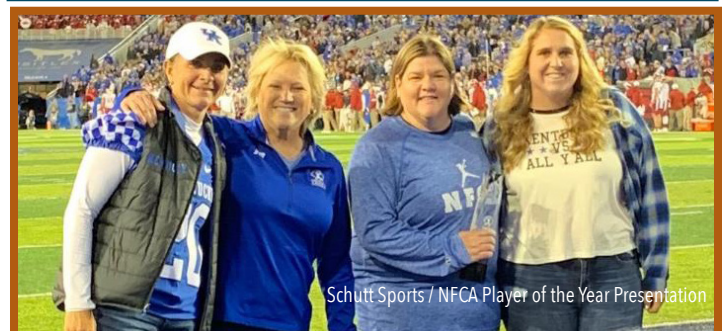
The NFCA awards National Player and Pitcher of the week to NCAA Division I, II and III student-athletes during the collegiate season.

Player of the Year

Each year, the top players in NCAA Divisions I, II and III, NAIA, NJCAA I, II, & III, Cal JC & NWAC are recognized with the Player of the Year Award.

Scholar-Athlete

Student-athletes who achieve a 3.5 GPA or higher are recognized with this award. The NFCA also recognizes the Top 10 academic teams in each division every fall.



The NFCA Awards program is one of the most visible aspects of the Association. The NFCA sees the highest website and member login traffic during awards season (May/June).

Coach & Program Awards

*Currently available for sponsorship

Diversity Scholarship*

This scholarship is awarded to a minority member coach who shows a commitment to working with minorities and growing the game of softball.

Hall of Fame*

Our most prestigious award, members inducted are honored at an elegant ceremony each Convention.

Humanitarian Award*

Dedicated to an NFCA member who has selflessly engaged in charitable activities in the service of others.

Membership Milestones*

Sponsor milestone gifts (five-year increments) sent to members annually. Help support loyalty within the NFCA and softball community.

Victory Club*

Member coaches receive custom awards each year they reach a milestone victory (100-win increments). Recipients are honored each Convention at an Awards Brunch.



Does your company have an award in mind that you don't see listed above?
We are open to adding awards (approved by the NFCA).

Assistant Coach of the Year

The top assistant coaches, throughout various divisions, are recognized with this award. These coaches are selected by the NFCA Awards Committee.

Coaching Staff of the Year

The NFCA recognizes regional and national coaching excellence in all divisions of play. Recipients are honored each Convention at an Awards Brunch.

Field of the Year

The top fields/stadiums in the nation from various divisions are recognized with this award for their flawless grounds maintenance and exceptional playing surfaces.



Publications

*Currently available for sponsorship

Fastpitch Delivery*

Keep your company top-of-mind with our longest-standing publication, the digital *Fastpitch Delivery* newspaper. Our members' monthly update on current events, coaching profiles, articles & more.

Job Postings*

As the premier community for fastpitch coaches of all levels, our job postings see the highest traffic during the spring and summer months. You won't be disappointed with this awareness approach. *In 2022 this webpage was viewed over 75,000 times.*

NCAA Division II/III Polls*

Receive constant visibility throughout the collegiate season by sponsoring the NCAA Division II or Division III polls. Published on our website, updated weekly in several publications and posted on social media (not to mention the schools' sites, too). *In 2022 the Division II & Division III polls were viewed over 61,000 times.*

Top Recruit Magazine*

Looking to get your product or service in front of college-bound student-athletes? The annual digital magazine is filled with articles from guest authors and coaches spanning various divisions of play. Top Recruit is published each spring.

"Beyond the Fence" NFCA Blog

The new NFCA blog is a online publication that helps bring a better understanding for the behind-the-scenes workings of the National Fastpitch Coaches Association & softball community.

High School Newsletter*

Established in 2019, this monthly digital newsletter focuses on grassroots education and heads out to our high school, youth and international members.

Calendar

Show your support for the coaching profession by sponsoring the annual calendar. Mailed out in late fall, calendars are hung proudly in member offices and homes across the country displaying coaches of all divisions.

DI/HS/TB Polls

Weekly polls for Division I, HS and TB reach tens of thousands of softball fans each season.

Fastpitch Connected

Another NFCA staple, this digital softball update finds its way into our members' inboxes bi-weekly. Title sponsorship includes rotating ads, custom links, and articles driving back to your website.

"The Dirt" NFCA Podcast

"The Dirt" NFCA podcast is a weekly staple in the Association's educational lineup. With over 50,000 listens to date and nonstop social media traction, this will go fast.

Travel Ball Newsletter

These digital newsletters focus on grassroots education and head out to our high school, youth & international membership or travel ball membership monthly.

The NFCA's publications are the most consistent platforms the Association has to offer. Members look to us to provide accurate and credible information from the softball world, and we deliver.

Events

***Currently available for sponsorship**

NFCC Courses*

The National Fastpitch Coaches College (NFCC) courses were created to serve the coach looking for in-depth information on a particular topic. Hosted over the course of two days, many instructors take the drills and teachings from the classroom straight to the field. Get your company, product or service in front of coaches of all levels of competitive play each year.
(Avg. 200 participants each year)

Leadoff Classic Tournaments*

Each year, top teams gather for three days of competitive play from various divisions, in what one Division III coach called, "a national championship tournament right out of the gate." Dates/locations found on nfca.org for each year.
(Average of 16-24 teams per tournament;
2-3 tournaments per year)

Student-Athlete Camps*

The NFCA hosts a variety of camps across the country each summer. Our long-standing classic camps in Pennsbury focus on skills, testing and exposure. Our EXCEL camps feature quality instruction from collegiate coaches with game-play in the afternoon.
(Avg. 350 campers attend each Pennsbury camp and our EXCEL camps can reach over 300 campers depending on location.)

StrikeOut Cancer*

Join the fight to help the NFCA and member coaches #StrikeOutCancer. Sponsor the initiative as 100+ teams participate each year to give back.



NFCA events are the best opportunity to get your company, product or service in front of hundreds - or thousands - of softball coaches, players and/or fans at one time.

Additional NFCA Opportunities

***Currently available for sponsorship**

Digital Education Library*

The Digital Education Library is a collection of videos from previous Convention speaker sessions. With over 1,500 hours of digital education, your company can sponsor one of the most-visited places in the members-only Coach's Box.

Drills Database*

Members are granted access to an educational video database composed of over 250 drills from our member coaches, sorted by skill. This webpage is accessed daily by member coaches.

Educate to Elevate Forums*

NFCA Forums are in-depth educational offerings that are open to all members of the softball community. Highlighted by our Educate To Elevate series, these forums take a look at current issues in the sport as well as society as a whole.

Fastpitch Community*

The most utilized page on NFCA.org, this online hub contains a full listing of softball teams from all divisions, conferences, regions, and levels. NFCA member coaches (and softball fans alike) use this webpage to navigate school and team listings.

Mentoring Program*

Our unique year-round program includes our most popular Convention session, a mentoring "triangle" and periodic newsletters. Sponsor one or all of these well-received member benefits.

Quick Out of the Box:

New Head Coach Project*

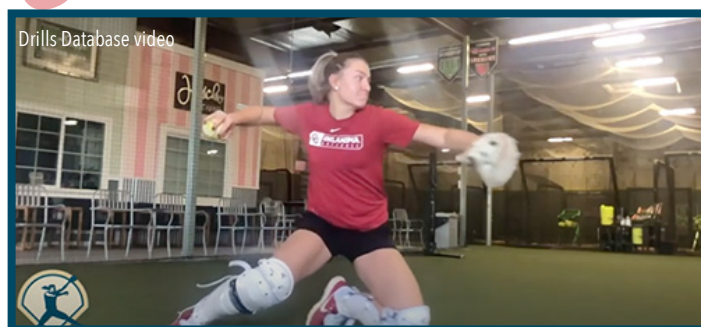
New collegiate coaches step into the role of "Head Coach" each year. This program features a monthly educational session as well as a personalized learning platform designed to help them navigate their new position.

Digital Calendar

Featured prominently on the NFCA.org home page, you can now sponsor the NFCA's digital calendar. Home to every member deadline, NFCA events and more, have your company logo in the eyes and hands of not just members, but fans of softball.

Leadoff Livestream

Technology sponsorship, be the title sponsor of the Leadoff Classic live stream services at each tournament.



Innovate. Inspire. Coach. That's our mantra. We are constantly looking for new ways to serve our members. Have an idea in mind? Let us know!

National Fastpitch Coaches Association



Convention Sponsorship Opportunities



**"The best collection of softball talent in the country and it gets bigger and better every year."
- Karen Weekly, University of Tennessee Head Coach, NFCA Past-President on Convention**

What is the NFCA National Convention?



HitTrax HR Derby

Focused entirely around education, networking and growing the sport of softball, the NFCA National Convention is the largest, softball-only Convention in the country.

We've averaged over 1,600 attendees with several SOLD OUT exhibit shows.

**Record number of companies in attendance in 2021!*



Softball Summit presented by USA Softball



Convention Speaker Session

Select session sponsorships include naming rights, digital Convention program and app advertising, the display of your logos throughout the event and other mutually agreed upon items. For those looking to continue their promotion with the NFCA year-round, Official Sponsors receive complimentary Convention booth space, along with preferred booth placement, year-round advertising, and much more.

The NFCA National Convention continues to be your best opportunity to get in front of softball decision-makers - of all levels of competitive play - for four days in one central location.

Convention Sessions

***Currently available for sponsorship**

Awards Brunch*

The highest-attended meal at Convention, the Awards Brunch honors head and associate head coaches who reached milestone victories; regional and national Coaching Staffs of the Year winners; along with other distinguished coaching accolades.

Hall of Fame Banquet*

Convention's most distinguished event! The Hall of Fame Banquet honors inductees into the prestigious NFCA Hall of Fame. Attended by legends and newcomers alike, this is a special night and an annual tradition.

Hall of Fame Reception*

Sponsor the half-hour happy hour immediately before the Hall of Fame banquet. Mingle with attendees dressed in their finest attire before we celebrate the legends of our game. Sponsor a night no one will soon forget!

Opening Reception*

The first party of Convention holds the most coveted slot for sponsorship. Be the first to make an impression with heavy hors d'oeuvres, beer, wine and the best entertainment.

Mentoring Session*

A highly-anticipated, "must-attend" event each year, the mentoring session features face-to-face interaction and learning opportunities for over 1,000 coaches of all ages and levels. The "Pay It Forward" event to close the session is something attendees will remember forever.

Pre-Convention Seminars*

Prior to the official start of Convention programming, these sessions provide in-depth information to more than 300 coaches on topics ranging from Statistics to Developing Leadership.

Thursday Happy Hour*

Exclusive to the Exhibit Hall, sponsor our Happy Hour prior to Thursday evening's events. 90 minutes with free beer and wine for our attendees and nonstop exposure at your booth.

Saturday Chalk Talks*

Sponsor one of our educational sessions. A Saturday favorite, allows attendees to pick and choose from a variety of topics. Naming rights, promotional materials, and a Quick Pitch are all included.



Thursday Breakfast

A two-hour morning event, have your logos present and your marketing materials at the ready as our attendees gear up for their long day of business, education, and networking.

Thursday Reception

Another day, another party. Get your brand in front of almost 1,700 attendees at this late-night extravaganza.

Friday Breakfast

A 90-minute event on Friday morning, this breakfast is a great way for your company to be seen by attendees before they head to their meetings or speaker sessions. Pass out marketing materials and drive them to your booth!

Clinic Series

Have your free-standing signage visible through ALL speaker sessions, Thursday through Saturday, on the main stage.

Grassroots Summit

The HS/TB/Youth curriculum features a college coach panel, education tailored specifically to grassroots coaches, and a unique opportunity to capture a very targeted audience.

HS/TB Caucus

Featuring business and education, get involved with - and in front of - Convention's grassroots coaches.

Rookie Orientation

Be the first to say hello to the Convention newcomers!

Additional Convention Opportunities

***Currently available for sponsorship**

Ad in Convention Program*

Be seen by over 1,600 attendees for four days straight. Digital publication, half page and full page full color ads are available.

Ad in On-Site Slide Show*

Get your message in front of our attendees! We'll place your ad inside our daily on-site slide show for visibility in between speaker sessions.

Charging Stations*

Be the sponsor of several charging stations located throughout the hotel for our attendees to fuel up their various devices. Have your logo and/or promotion seen by hundreds.

Coffee/Coffee Breaks*

The one thing that will make our attendees happier than having WiFi? Having more coffee at their disposal. A quick way to their hearts!

Convention App*

The title sponsorship of our highly-regarded Convention app is up for grabs. We all know people pay more attention to their phones than anything else.

Digital Auction*

One of our only Exhibit Hall-specific opportunities, the Digital Auction is back. Have your logo on all marketing communications surrounding the Auction, along with several microphone announcements in the Hall.

Exhibit Hall Announcement*

During Exhibit Hall-only hours, your company's pitch (approved by the NFCA) will be read over the speaker system for all attendees in the Hall to hear.

"Quick Pitch" Your Company*

Immediately before a speaker session, your company will have the opportunity to pitch your product/service for 90 seconds (microphone or video) in front of attendees (content must be approved by the NFCA). *Testimonial: "Having the opportunity to pitch our new service in front of 1,500+ softball coaches was amazing. Even more amazing was the new customers and general 'buzz' we received after this exposure."*

WiFi*

Interested in making all of our Convention attendees **very** happy? Consider sponsoring WiFi within the Convention meeting space, Exhibit Hall, or other gathering area.

Attendee Gift

Each year our goal is to make a splash with a gift idea that "keeps on giving." We look for items that will remain in use long after the Convention concludes. Have an idea for this year? Email us! (approx. number: 1,800)

Lanyards

Your logo could be on the neck of every attendee, as lanyards are required for entrance to all events.

Credentials

If you've been to Convention the past 3 years, you know it's required to have your credential and lanyard on you at all times. Sponsor the item that **MUST** stay with attendees.



National Fastpitch Coaches Association



Coaches Clinic Sponsorship Opportunities



**"The ideal platform to educate the marketplace about the products and services we provide."
- NFCA Official Sponsor and Coaches Clinic Vendor**

What is an NFCA Coaches Clinic?



A two-day seminar geared toward high school & travel ball coaches, an NFCA Coaches Clinic is filled with back-to-back speaker sessions, vendor breaks, networking opportunities and a social hour with the speakers. We've averaged *2,500+ attendees annually across eight clinics in seven different states.* Join us as a vendor or sponsor!



If you are a company looking to target the high school and/or travel ball market, look no further. There are several ways to get involved in the NFCA Coaches Clinics, including but not limited to the options available on the following page(s). High-level sponsorship items include free vendor booth(s), advertising, year-round promotions, and more.

Coaches Clinic Opportunities

***Currently available for sponsorship**

Ad in On-Site Slide Show*

Get your message in front of our attendees! We'll place your ad inside our daily on-site slide show across all of our clinics for visibility during (and after!) each clinic.

Coffee*

There's one thing our attendees love more than free WiFi - and that's free coffee. Sponsor one of our breaks for a chance to drive attendees to your booth to pass out marketing materials.

Friday Social Hour*

Network with our coaches by sponsoring our social hour on Friday night (select locations available). A guaranteed hour-long event with complimentary drinks/snacks for our attendees, we seal the deal with a prime booth location for you!

Q&A Panel*

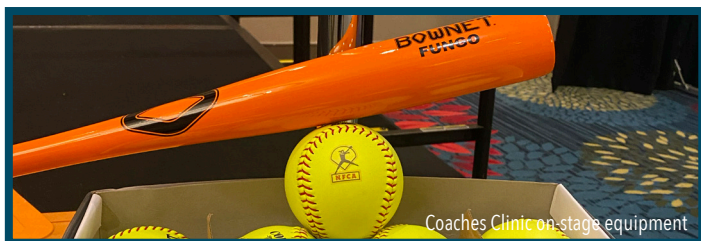
This live Q&A with our clinicians is a fan-favorite event that takes place on Friday evening. Your company will have the opportunity to deliver a "Quick Pitch" (see below) and have your logo displayed on the screens.

"Quick Pitch" Your Company*

Immediately following a speaker session, your company will have the opportunity to pitch your product/service for 90 seconds on the microphone in front of ALL attendees (content must be approved by the NFCA).

Saturday Morning Breakfast*

The NFCA will begin offering breakfast options for attendees on Saturday morning before speaker sessions begin. Sponsor the breakfast, pass out marketing materials and drive attendees to your booth with this opportunity.



Credentials

Your logo can be worn by over 2,500 coaches. Credentials are mandatory for attendees to wear each day of the clinic.

Lanyards

Required for entry each day, your company logo can be on the neck of every attendee.

On-Stage Equipment

Our instructors are always looking to grab a prop to demonstrate their drills, in addition to the videos in their PowerPoints. Have your company's product be the first thing they reach for in front of the audience.

Overall Clinic Sponsor

The most coveted sponsorship of the NFCA Coaches Clinics, your company could be the overarching "presented by" clinic sponsor. Have your logo on every marketing material, communication and promotion, among other items.

Padfolios

Every registered attendee will receive a high-quality padfolio for note-taking in the ballroom with your logo on it. This item will no doubt find its way out of the clinic and onto the field for guaranteed long-term exposure.

For specific clinic locations or information, visit NFCA.org or reach out to us directly.

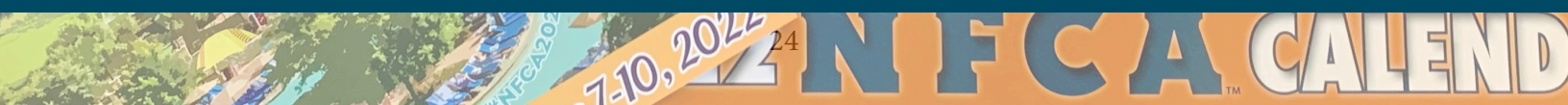
National Fastpitch Coaches Association



Advertising Opportunities



If you are looking to be seen within the softball community for a lower overall investment than Official Sponsorship, advertising is a great way to continuously get your company in front of decision-makers.



Advertising Opportunities

Website

NFCA.org had nearly 2 million page views (40% increase YoY) and over 515,000 users (48% increase YoY) in 2022. Months with the highest traffic on average each year are April-June.

Advertise with your company logo (home page log-in menu) linked to the website of your choice or by creating a banner ad on an individual web page linked to the website of your choice.

Pinned logo on log-in menu:

\$400/month for 3 months

Banner ad on individual web page:

\$350/month for 3 months

The image shows two examples of advertising on the NFCA website. The top example, labeled 'LOGO PLACEMENT', shows a login menu with the Easton Netting Professionals logo pinned to it. The bottom example, labeled 'BANNER AD', shows a banner for 'FIELDSPORTS TRAINING.COM' with the text 'DEFENSIVE DRILLS TO HELP YOU TRAIN LIKE A PRO. TAKE 10% OFF WITH CODE NFCA10' and an image of a softball player.

Digital Newspaper

An NFCA staple, the Fastpitch Delivery newspaper is sent to our membership monthly in digital format. The publication covers skill work, mental game, current events and member contributions.

Full page \$400 color

1/2 page \$300 color | 1/4 page \$200 color



Educational Content

Write a column for our newspaper educating members on your topic of choice and how your product/service fits their needs. While you can include a standard ad in your space, this option allows you to elaborate on why your company is worth looking into.

Full page \$400/month | 1/2 page \$300/month

Travel Ball/High School Newsletters

These digital, monthly newsletters - sent separately to both travel and high school coaches - target the grassroots market directly. Full of education, tips and advice from their peers, this is a great avenue to reach those engaged with the youth sector. Graphic or video, with additional text, and a button to your website included.

\$200/month/newsletter or \$300/month/both newsletters

If you have questions regarding advertising or are ready to get started, please get in touch with Executive Director Carol Bruggeman at carol@nfca.org or Marketing Manager Olivia Jansen at oliviaj@nfca.org or call 502-409-4600.

Digital Newsletter

Sent bi-weekly to our membership, ads are available for purchase in our Fastpitch Connected newsletter. In conjunction with current events, player of the week awards, NFCA initiatives and other happenings, be seen repeatedly over the course of a month. Graphic or video, with additional text, and a button to your website included.

\$500/month

PowerPoint Ad

Three opportunities to advertise in our slideshows: Coaches Clinics and Convention. Slideshow will rotate in between speaker sessions. Display your ad in front of a captured audience prior to each session.

Coaches Clinic Full-slide \$800 per season (8 clinics)

Convention Full-slide \$1000 per slide

Top Recruit

Looking to target 10 to 18-year old student-athletes specifically? Our annual magazine is your place to be! This publication covers mental training, nutrition, skill work, recruiting and much more. Distributed to campers, our member coaches' camps and promoted on social media throughout the year, we are now accepting ads for the spring issue.

Full-page \$400 | 1/2 page \$300



Events Program Ads

Be seen at ALL levels by advertising in our event programs. Whether you're interested in a Leadoff Classic tournament or the Convention, we have an event with your target audience.

Full-page \$350 | Half-page \$200



Looking to advertise in more than one NFCA publication? Or wanting to advertise for multiple months? We want to work with you to create a package that meets your goals.
Discounted bundle pricing available.

The NFCA is here for you all year long.

If you are interested in a sponsorship opportunity, please contact us directly.

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