

GLAZIER CLINICS

2024 Exhibitor and Marketing Guide



**1,000 COACHES
GUARANTEED**

at each clinic or you'll get a prorated refund

SERIOUS COACHES. SERIOUS BUYERS.

**THE ONLY PLACE TO REACH THE ENTIRE
HIGH SCHOOL FOOTBALL MARKET.**

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NEW

GRAND PRIZE DRAWING

This year coaches will be incentivized to visit you for a chance to win an exciting grand prize!



ACCESS THE BIGGEST COACH NETWORK IN THE NATION

For more than 45 years, Glazier has been the nation's largest provider of football coaching resources and education.

- » Our in-person football clinics are growing. 2023 attendance was higher than 2022, and we expect even higher numbers in 2024.
- » Glazier Drive, our online education for football coaches and those of other sports, is constantly gaining new users. We now have more than 33,000 active users.
- » The more connected to Glazier you become, the larger budget high school coaches will get to know your brand and your products.

OUR NETWORKS

GLAZIER
CLINICS



GLAZIER
DRIVE



= more than 175,000 coaches


When you partner with Glazier, you have access to the most extensive coach network in the nation.

WE NEVER FORGET IT IS OUR JOB TO HELP YOU MEET OR EXCEED YOUR SALES AND MARKETING GOALS.

"Glazier makes the phones ring and the web inquiries go up. They have a tremendous amount of credibility in the market and they share it with us."

– Mike Whitley
VP of Sales, CoachComm

OUR CHANNELS

	GLAZIER CLINICS	GLAZIER DRIVE	COACHING TOOLBOX
 <p>CLINIC EXHIBITS Exhibit in-person at 26 clinics in 25 cities across the U.S.</p>	X		
 <p>EMAIL MARKETING Engage with coaches through emails with impressive open rates.</p>	X	X	X
 <p>SOCIAL SHARING Connect with coaches on X (Twitter) and Facebook.</p>	X	X	X
 <p>LEAD GENERATION Get warm leads via your customized question at Glazier Clinics and Drive registration. On average, our partners receive about 2,000 leads per year!</p>	X	X	
 <p>ADS Our network of coaching websites extends our reach even further, giving you millions of impressions.</p>	X	X	X
 <p>CONTENT MARKETING Be the go-to expert in your field by providing valuable content to coaches.</p>		X	X

GLAZIER CLINICS

AVAILABLE CHANNELS



26,241 Coaches attended a clinic in 2023 | 45K Social followers | +1.2 Million website visits last year



26 CLINICS IN 25 CITIES

AN UNRIVALED EXHIBITOR EXPERIENCE

Our renowned clinics unite the largest and most authoritative network of football coaches in the nation and give you the most access to them.

BECOME AN EXHIBITOR

- » **Reserve your prime exhibit space** right in the middle of the foot traffic. Get a single, double, or even triple exhibit space to showcase your products.
- » **Get the most time with coaches:** We offer the longest breaks in the industry so that attendees can engage with you — up to 25 minutes!

UPGRADE FOR EVEN MORE EXPOSURE

- » **Pre- and post-clinic exhibitor emails:** Your provided sales language with a link to your website will be included in an email to all clinic registrants—both before and after the clinic. Glazier has an average open rate of more than 25% and a receipt rate of more than 99%.
- » **Get inside access to session rooms:** Give a 30-second sales pitch at the beginning of one or more large speaker sessions.
- » **Put your print ads in the hands of coaches:** Appear in the Gameday publication going to about 25,000 coaches.
- » **Lead Generation:** Get qualified, warm leads delivered to your inbox.
- » **And more...** Sponsored sessions, room branding, corporate branding, and logo placement can all be customized for partners. See p. 7 for more!

60%

of Glazier coaches coach more than one sport.

90%

of the most affluent schools in the US are Glazier Season Pass holders.

97%

of Glazier Coaches make or influence purchasing decisions.

93%

of Glazier coaches say Glazier exhibitors influence their buying decisions.

99%

of schools that attend have made a purchase with a Glazier exhibitor.

RESERVE YOUR EXHIBIT SPACE TODAY!

City	2024 Dates	1 Booth	2 Booths	2023 Attendance
Atlanta, GA	Feb 23–25	\$1190	\$2180	1,664
Atlantic City, NJ	Feb 22–24	\$1190	\$2180	1,369
Baltimore, MD	Mar 1–3	\$1190	\$2180	983
Boston, MA	Feb 9–11	\$995	\$1790	916
Charlotte, NC	Mar 8–10	\$995	\$1790	989
Chicago, IL	Feb 9–11	\$1190	\$2180	1,207
Chicago, IL	Mar 1–3	\$1190	\$2180	1,179
Cincinnati, OH	Feb 23–25	\$995	\$1790	695
Dallas, TX	Feb 9–11	\$995	\$1790	928
Denver, CO	Feb 16–18	\$1190	\$2180	1,210
Detroit, MI	Feb 23–25	\$995	\$1790	836
Greenwich, CT/NYC	Mar 8–10	\$995	\$1790	NEW in 2024
Houston, TX	Feb 23–25	\$995	\$1790	NEW in 2024
Indianapolis, IN	Jan 26–28	\$995	\$1790	890
Kansas City, MO	Feb 9–11	\$1190	\$2180	1,381
Las Vegas, NV	Feb 29–Mar 3	\$1190	\$2180	1,546
Los Angeles, CA (2 tiers avail.)	Feb 9–11	\$995 \$1190	\$1790 \$2180	1,280
Minneapolis, MN	Feb 9–11	\$1190	\$2180	1,180
Nashville, TN	Feb 9–11	\$1190	\$2180	1,266
Northern VA DC	Feb 9–11	\$995	\$1790	662
Orlando, FL	Mar 1–3	\$1190	\$2180	661
Pittsburgh, PA	Mar 1–3	\$995	\$1790	989
Reno, NV	Jan 26–28	\$995	\$1790	612
San Francisco, CA	Mar 8–10	\$995	\$1790	972
Seattle, WA	Mar 1–3	\$995	\$1790	1,049
St Louis, MO	Feb 23–25	\$1190	\$2180	1,188

**1,000 COACHES
GUARANTEED**

at each clinic or you'll get a prorated refund

“I don’t think we would be where we are today if we didn’t back the Glazier clinics.”

– Chris Gagnon
CEO, Sportdecals

NEW

GRAND PRIZE DRAWING

This year coaches will be incentivized to visit you for a chance to win an exciting grand prize!



AVAILABLE CHANNELS

- EMAIL MARKETING
- SOCIAL SHARING
- LEAD GENERATION
- ADS
- CONTENT MARKETING

More than **33,000** coaches actively use Glazier Drive.

BECOME A PRESENTING SPONSOR

Glazier Drive launched in 2020 and revolutionized Glazier's online coaching education offering.

- » 2,000-video searchable library
- » 5 coaching academy curriculums
- » 40 coaching systems
- » 4 sport video libraries: basketball, football, track & field, and volleyball
- » Live online events
- » Continues the clinic experience year-round



GLAZIER ACADEMIES

As a component of Glazier Drive, coaches, parents, and players can work on both hard and soft skills like leadership, character building, parent collaboration, and much more: Parent Academy, Fundraising Academy Presented by InstaRaise, Head Coach Academy, Assistant Coach Academy, and Youth Coach Academy.



AVAILABLE CHANNELS

- EMAIL MARKETING
- SOCIAL SHARING
- ADS
- CONTENT MARKETING

+1,000,000 website visitors last year | **+233,000** X (Twitter) followers | more than **175,000** email addresses

Our partner, Coaching Toolbox, helps athletic directors and coaches in multiple sports get better. Utilize ads on their website, emails, and social media as a standalone solution, or in conjunction with Glazier digital channels to raise serious awareness of your brand and services.

	GREATER THAN 30% OPEN RATE!	Email Subscribers	Annual Unique Website Visitors	X (Twitter) Followers
Football Toolbox		52,226	211,015	47,214
Basketball Toolbox		60,650	590,890	81,611
Baseball Toolbox		5,791	17,614	5,740
Volleyball Toolbox		8,117	54,843	11,974
Soccer Toolbox		8,311	43,963	13,626
Track & Field Toolbox		12,990	98,861	10,559
All Coaches Toolbox		21,456	70,229	52,522
Athletic Performance		642	8,746	9,795
Athletic Directors		5,614	864	N/A

**data as of Sept. 1, 2023*

CUSTOM PARTNERSHIP PACKAGES

GET THE HIGHEST ROI POSSIBLE

We work with you to find a solution to fit your budget—from a single email to a comprehensive marketing and branding package spanning all of our clinics and multiple sports.

Explore combinations of these powerful options:

CLINIC EXHIBITS

- » Clinic branding
- » Industry exclusivity
- » Corporate branding
- » Sponsor youth scholarships

ADS

- » Banner ads
- » Print ads

EMAIL MARKETING

SOCIAL SHARING

LEAD GENERATION

CONTENT MARKETING

CALL OR EMAIL TODAY

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**26 CLINICS IN 2024.
CUSTOM MARKETING &
BRANDING SOLUTIONS**

GLAZIER
CLINICS

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