GLAZIER 50 Helping Coaches Win More Games CLINICS YEARS Since 1976

# 2026 PARTNERSHIP & EXHIBITOR GUIDE



Align Your Brand with Glazier's 50 Year Stronghold in the High School Football Community.

We will never forget that it is our job to help you meet your sales and marketing goals.

TECHNOLOGY — Page 3



# THE LARGEST FOOTBALL COACH NETWORK IN THE NATION

**For 50 years,** Glazier has been the nation's premier provider of football coaching resources and education. Our clinics offer a unique experience that places vendors at the center of the action. You'll spend maximum time with influential coaches who run powerful programs, manage substantial budgets, and are ready to invest in winning.

### **OUR CHANNELS**



**CLINIC EXHIBITS** 



**EMAIL MARKETING** 



**SOCIAL SHARING** 



**LEAD GENERATION** 



**BANNER ADS** 



**CONTENT MARKETING** 

### **OUR REACH**

- » **27,503** coaches attended clinics in 2025. We expect these numbers to grow in 2026.
- » 10,437 football programs purchase a Glazier Clinic pass in any 3-year period.
- » 34,123 coaches used the Glazier Drive online education platform in the past year.
- » **71,496** coaches were added to a Glazier Season Pass in the past year.
- » 240,000 coaches can be reached via our email marketing services.

- 90% of the most affluent schools in the U.S. are Glazier Season Pass holders.
- 97% of Glazier Coaches make or influence purchasing decisions.
- of Glazier coaches say Glazier exhibitors influence their buying decisions.
- of schools that attend have made a purchase with a Glazier exhibitor.

## JOIN US FOR THE HIGHLY SUCCESFUL



**DENVER** FEBRUARY 13-15 **ATLANTA**FEBRUARY 20-22

CHICAGO MARCH 6-8

**Do you have a product/service in sports technology?** While the game may continually evolve, our mission stays the same: Invest in coaches so they can invest in their athletes and impact their lives. By becoming a sponsor, you engage with more than 71,000 football coaches from over 8,000 programs who train with Glazier each year.

What does it mean to be a Technology Expo sponsor? As a tech expo sponsor, you'll join a select group of techfocused companies who will show our massive coaching network how their products help win games. Not only will you be included in our Expo marketing and events, but we'll craft a custom marketing plan tailored to your business needs, brand, and products. Your value proposition will be known across the greatest high school football coaching network in the nation.

#### **SPONSORSHIPS INCLUDE**

- » Dedicated Exhibit Space
- » Social Media Campaigns
- » Participation Announcement

- » Featured in Virtual Tech Expo
- » And Much More



# REACH COACHES IN PERSON WITH AN UNRIVALED EXHIBITOR EXPERIENCE

OUR #1 PRIORITY IS TO ATTRACT COACHES TO YOUR BOOTH.

#### Become an Exhibitor

- » Meet face-to-face with your prospects We pride ourselves in customizing exhibit halls to maximize coach traffic to your booth.
- » Get the most time with coaches: With a full 25 minute break between sessions, we provide ample opportunity to engage and build long lasting relationships with coaches.

### **FREE** Digital Marketing

- » Exhibit and receive two highly visible digital marketing opportunities at no charge.
  - Your company name linking to your website will be published on our city-specific clinic webpage where you attend.
  - 2. Provide a "pass perk," i.e., an offer, to be included on our widely shared, and frequently visited, Pass Perks page.

"When we started doing the session sales pitches, that's when the magic happened at the booth."

- Matt E. at Snap! Raise



### Upgrade your exhibitor experience & ensure your

#### **Booth Success**

- » Session Sales Pitches: Talk to a captive audience with these 30-second pitches at the beginning of one or more speaker sessions.
- » Gameday Publications: Secure your print ad in our nationwide Gameday publication distributed to over 27,000 coaches.
- » And more... Lead Generation, sponsored sessions, room branding, attendee handouts, and logo placement can all be customized for partners.

### WE DO CLINICS DIFFERENTLY

Connect in person with decision makers at our clinics to showcase your products and services to those actively seeking top-tier solutions to drive their teams to victory. Don't miss aligning your brand with Glazier's stronghold in the high school football community.

#### **BOOTH PRICING STARTS AT**

\$995

Plus up to \$250 Rebates at select locations.

CITY	DATES	2025 ATTENDANCE
» Atlanta, GA	» February 20-22	» 1718
» Atlantic City, MD	» February 19-21	» 1387
» Baltimore, MD	» February 6-8	» 919
» Boston, MA	» February 6-8	» 790
» Charlotte, NC	» March 13-15	» 888
» Chicago, IL (Feb)	» February 6-8	» 1263
» Chicago, IL (Mar)	» March 6-8	» 1284
» Cincinnati, OH	» TBD	» 829
» Dallas, TX	» February 20-22	» 678
» Denver, CO	» February 13-15	» 907
» Detroit, MI	» March 6-8	» 945
» Houston, TX	» February 20-22	» 436
» Indianapolis, IN	» January 30 - February 1	» 1132
» Kansas City, MO	» February 6-8	» 1528
» Las Vegas, NV	» February 19-22	» 1454
» Los Angeles, CA	» February 6-8	» 1232
» Minneapolis, MN	» February 20-22	» 1091
» Nashville, TN	» February 27 - March 1	» 1159
» NYC/Greenwich, CT	» TBD	» 289
» Orlando, FL	» TBD	» 586
» Pittsburgh, PA	» February 20-22	» 905
» Reno, NV	» January 30 - February 1	» 660
» San Francisco, CA	» March 6-8	» 983
» Seattle, WA	» February 20-22	» 1212
» St. Louis, MO	» February 27 - March 1	» 1134
» Washington D.C.	» March 6-8	» 743

<sup>» \*</sup>Dates subject to change.

### **DIGITAL MARKETING**

Glazier has the full attention of high school coaches, and not just football coaches. We also reach coaches of basketball, baseball, flag football, soccer, track and field, volleyball, and wrestling. We'll get your brand, products, and services in front of coaches across multiple channels, year-round. Pair digital marketing with PARTNERSHIP for greater impact.

eater impact.	EM	ail Twi	ktar Fac	ahook Bar	mer Ads	LAde* Conte	nt attating
Glazier Clinics	X	X	х	X			X
Glazier Drive				X		X	X
Coaching Toolbox	x	x		x	x	x	
Europlayers				X			
Coach Huey				X			
Jerry Campbell				X			

"Glazier emails are great for us. We can really see the uptick in inquiries when we send an email."

- Debbie Hamby, VP of Marketing, CoachComm

### GLAZIER DRIVE

Glazier Drive launched in August 2020, revolutionizing Glazier's online education offerings. Reach coaches beyond the clinic year-round with exclusive placement.

- » 2000+ Searchable Video Library
- » 48 Full Coaching Systems
- » Football Coaching Forums
- » Online Courses
- » Topic-Specific Deep-Dive Digital Events



34,123

active Glazier Drive users in the last year.

1,452,209

videos watched in Glazier Drive since launch (Updated July, 2025).



+700,000 website visitors last year | +220,000 X (Twitter) followers | over 165,000 email addresses

Our partner, Coaching Toolbox, helps athletic directors and coaches in multiple sports excel. 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.

	Email Subscribers	Annual Unique Website Visitors	Social Media Followers
Football Toolbox	58,521	234,096	46,866
<b>Basketball Toolbox</b>	61,181	296,536	265,283
Volleyball Toolbox	6,304	39,206	38,421
Soccer Toolbox	5,709	26,928	17,128
Track & Field Toolbox	6,058	60,046	13,587
<b>All Coaches Toolbox</b>	18,186	53,083	50,322
<b>Athletic Performance</b>	N/A	4,978	9,461
<b>Athletic Directors</b>	4,323	508	N/A

\*data as of June, 4, 2025

### **CUSTOM PARTNERSHIPS**

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

- » Social media
- » Clinic branding and print ads
- » Content marketing
- » Access to session audiences
- » Lead generation

» Email marketing

– Matt SellersCEO, RackCoach

"Glazier is a trusted voice.

We've tested other partners

for our messaging, and

the Glazier audience easily

has the highest uptake.

It blows me away."

#### **CALL OR EMAIL TODAY**

Adolph Hernandez ahernandez@glazierclinics.com | 512-775-8501





### **CALL OR EMAIL TODAY**

Adolph Hernandez ahernandez@glazierclinics.com 512-775-8501