Thousands of coaches are just a step away. Start connecting today!

If you’re interested in promoting your service or product to volleyball coaches, we can help!

Contact the AVCA to discuss a promotional strategy that fits your budget and start connecting with this growing population.

Founded in 1981, the mission of the American Volleyball Coaches Association (AVCA) is to advance the sport of volleyball and its coaches. The AVCA currently has approximately 8,300 members*.

Keep reading to learn more about promotional opportunities!

*Numbers as of December 2021. Numbers are subject to change on a daily basis.
Email Blasts

Email blasts are a great way to get your product or service right into AVCA members’ inboxes! Send your message to AVCA’s total membership of over 8,300 or a more targeted group (collegiate, club, high school, etc.).

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>RATE</th>
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<tbody>
<tr>
<td>One E-Blast</td>
<td>$600</td>
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Average open rate for e-blasts sent to AVCA membership in 2021 was 25 percent.
At the Net – e-Newsletter Advertising

AVCA At the Net is sent every week directly to an audience of over 8,300 readers via email. The e-newsletter is a member benefit and is read by high school coaches, club directors, collegiate coaches, sports information contacts and international coaches. The e-newsletter provides vital AVCA information and current happenings in the world of volleyball, including coaching transactions, upcoming coaches’ clinics and NCAA volleyball news.

With a click-through capability, AVCA At the Net will increase name visibility, while drawing customers to your products and information. Each advertisement is 540 x 125 pixels.

Affiliations – e-Newsletter Advertising

AVCA Affiliations is the Official e-newsletter of the AVCA High School Affiliate Partner Program. This monthly e-newsletter provides AVCA High School Affiliates with a forum for exchange and gives all AVCA and high school club coaches an opportunity to learn what’s happening in other states. Each advertisement is 540 x 125 pixels. Affiliations is delivered on the last business day of each month.
Join us in helping promote your brand via our social media accounts!

The AVCA Facebook & Twitter accounts have enjoyed unprecedented success and growth over recent years. Total Facebook followers are near 141,000 and there are over 58,600 twitter followers. With those numbers being generated from a targeted audience of volleyball enthusiasts, we have the specific volleyball market you are looking to reach. We will work with you to ensure the message is clear, concise, fun and in a way that will resonate with our audience. By partnering with us on social media, upon completion you will receive a detailed post-by-post fulfillment report so we can identify, using hard data, the success of each post. Space is limited, so let us know TODAY!

<table>
<thead>
<tr>
<th>PRICING</th>
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<tbody>
<tr>
<td>One Facebook Post</td>
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<tr>
<td>One Twitter Post</td>
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<tr>
<td>Facebook Campaign (One Month, 4 Posts)</td>
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<tr>
<td>Twitter Campaign (One Month, 8 Tweets)</td>
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<tr>
<td>Facebook Campaign (Two Months, 8 Posts)</td>
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<tr>
<td>Twitter Campaign (Two Months, 16 Tweets)</td>
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Contingent upon current AVCA Social Media Numbers.
2022 JVA Rock ‘N Rumble
The JVA Rock ‘N Rumble will be held January 15-16 in Cleveland, OH. Approximately 340 club teams are expected, this provides you with the opportunity to reach over 3400 girls age 12-18 from the Midwest, Mideast and Mid-South. In addition to reaching 3400 players, 680 club coaches will also be in attendance. Click here to view exhibitor kit.

2022 JVA MKE Jamboree
The JVA MKE Jamboree will be held in Milwaukee, WI January 29-30 and is expected to bring in over 200 teams from the Midwest and Great Lakes area. This tournament provides you with the opportunity to reach over 2000 players and 400 club coaches. Click here to view exhibitor kit.

2022 JVA Charm City Challenge
New this year! The JVA Charm City Challenge will be held in Baltimore, MD February 5-6 and is expected to bring in over 320 teams from the Northeast area. This tournament provides you with the opportunity to reach over 3200 players and 640 club coaches. Click here to view exhibitor kit.

2022 JVA World Challenge
The JVA World Challenge is the largest JVA event of the year! It will be held April 8-10 in Louisville, KY. Approximately 840 teams from across the nation will eb in attendance. Over 8400 players and 1,700 club coaches will be among over 25,000 at the event. Click here to view exhibitor kit.
2022 JVA West Coast Cup
The JVA is heading west! The JVA West Coast Cup will be held in Long Beach, CA May 28-30. This event will bring an estimated 300 teams. This tournament provides you with the opportunity to reach over 3000 players and 600 club coaches. Click here to view exhibitor kit.

2022 SummerFest
The JVA is heading back to Columbus! The JVA SummerFest will be held in Columbus, OH, June 4-5. This event will bring an estimated 500 teams from all over the country. This tournament provides you with the opportunity to reach over 5000 players and 1000 club coaches. Click here to view exhibitor kit.

2022 AVCA Convention
The 2020 AVCA Convention will be heading to Omaha, NEH December 14-17. If you have a product or service that volleyball coaches can use, this is the place to be! Exhibitor Kits will be available in August 2022.

2022 AVCA Small College Beach Championship
The third annual AVCA Small College Beach Championship will be held April 14-16 at Hickory Point Beach in Tavares, FL. DII, DIII, NAIA & Two-Year College teams will participate. Click here to view sponsorship and exhibitor opportunities.
Sponsorships with the AVCA gets your product or service in front of over 8,300 members. Over 2,000 coaches and volleyball club directors from around the country are in attendance at the AVCA Convention. Various opportunities exist for all budgets and there’s a vast selection of options to choose from based on each individual sponsor’s needs. There are four different sponsorship categories. Corporate Partners have a unique relationship with the AVCA as they are promoted heavily at all events, clinics, etc., gain priority placement in publications and booth selection and can use the term “Official” in their selected category. Preferred Providers are companies that agree to support the AVCA by providing member only pricing on products or services. Program Sponsorships are focused on either gaining exposure year around or during a particular volleyball season. Convention Sponsorships are directed toward making a splash at the AVCA Convention. There are also four different sponsorship levels (Platinum, Gold, Silver and Bronze) that provide a wide range of sponsor benefits. These benefits include, but are not limited to, digital and print advertising, personal interaction opportunities, complimentary tickets, registrations, etc.

Click here to learn more about Sponsorship Opportunities!

Click here to learn how to become a Preferred Provider!
Online & Silent Auctions

Online Auctions

The AVCA Online Auctions are a way to get your product or service in front of coaches. An online auction will be held quarterly and each auction is run for 48 hours. Some ideas include gift certificates, gift baskets, game tickets, trips, autographed items, sports memorabilia, sports equipment, apparel, etc. All proceeds generated from the Silent Auction will go to support the AVCA Diversity Awards. The award provides promising minority volleyball coaches funding for professional development at the AVCA Convention.

Convention Silent Auction

The AVCA Silent Auctions are a way to get your product or service in front of coaches at the AVCA Convention. The auction begins Thursday morning and ends Friday evening. All donations will be displayed in the Silent Auction area near AVCA Registration. The auction is held online for convention attendees to bid wherever. Some ideas include gift certificates, gift baskets, game tickets, trips, autographed items, sports memorabilia, sports equipment, apparel, etc. All proceeds generated from the Silent Auction will go to support the AVCA Diversity Awards. The award provides promising minority volleyball coaches funding for professional development at the AVCA Convention.

Please contact Joia Pollard at joia.pollard@avca.org to donate!
AVCA reserves the right to refuse advertisements based on possible impacts on the AVCA brand, conflict of interest; sensitivity of the message; and relevance to the volleyball profession.

Ad campaign may be delayed if any required information is missing or if artwork is not properly formatted. Any element(s) not meeting specifications will be returned for revision. Creative work must adhere to any and all trademark and copyright laws.

<table>
<thead>
<tr>
<th>e-Newsletter Submission Specifications:</th>
<th>AVCA does not permit the following types of actions for advertisers:</th>
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<tbody>
<tr>
<td>• Acceptable file types include PDF or JPEG.</td>
<td>• Blind downloads (cloaking software in other downloads);</td>
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<tr>
<td>• All materials not requested to be returned will be discarded after one year</td>
<td>• Browser manipulation (altering customary settings so user cannot gain control);</td>
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<tr>
<td>• If new copy of instructions or specifications are not received by copy deadline, the publisher reserves the right to repeat a previous ad.</td>
<td>• Keystroke tracking (monitoring a consumer's keystrokes to obtain passwords, identification); or</td>
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<tr>
<td></td>
<td>• Unclear origin of ads (hiding or obscuring the source of an ad, web page or e-mail).</td>
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For more advertising information or to secure a contract, please contact Toby Bishop at 866.544.2822, or 859.219.3560 or Toby.Bishop@avca.org