



2024 AVCA MEDIA KIT





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.

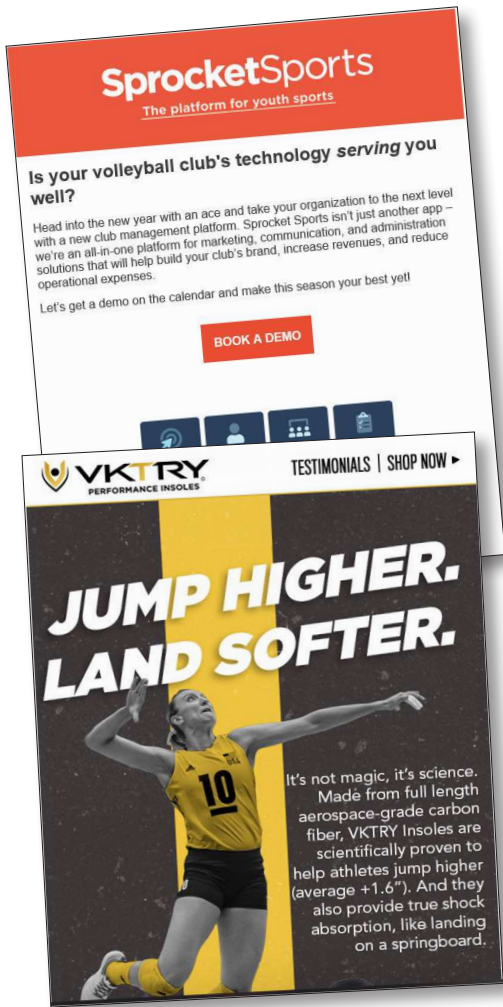
Founded in 1981, the mission of the American Volleyball
Coaches Association (AVCA) is to advance the sport
of volleyball and its coaches. The AVCA currently has
approximately 9,100 members*.

Keep reading to learn more about promotional opportunities!

*Numbers as of February 2024. Numbers are subject to change on a daily basis.



Digital Advertising

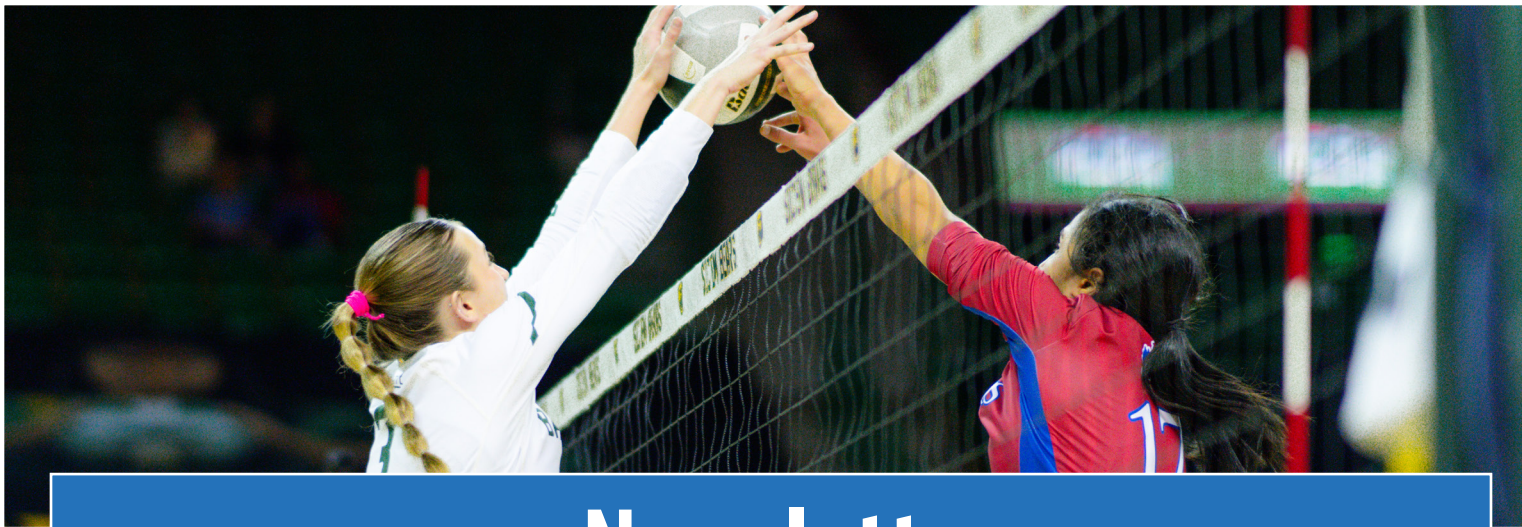


Email Blasts

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 9,100 or a more targeted group (collegiate, club, high school, etc.).

DESCRIPTION	RATE
One E-Blast	\$750

 Average open rate for e-blasts sent to AVCA membership in 2023 was 35 percent.



e-Newsletters



RATE
\$300 per issue*



RATE
\$300 per issue *

Specs: 7 X 4.875 inches

At the Net – e-Newsletter Advertising

AVCA At the Net is sent every week directly to an audience of over 9,100 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 to 4,400 AVCA members.

Weekly Assist – e-Newsletter Advertising

AVCA AVCA Weekly Assist is a new mini-newsletter which launched in 2022. It is distributed in the fall from August - October. This forum will continue sharing important dates and events, while allowing coaches an opportunity to learn with weekly educational tips and content. As the presenting sponsor the e-newsletter will be “brought to you by” your company with your logo near the top of each issue.

** All e-newsletters are also distributed through AVCA Social Media Channels (Facebook, Twitter and Instagram).*



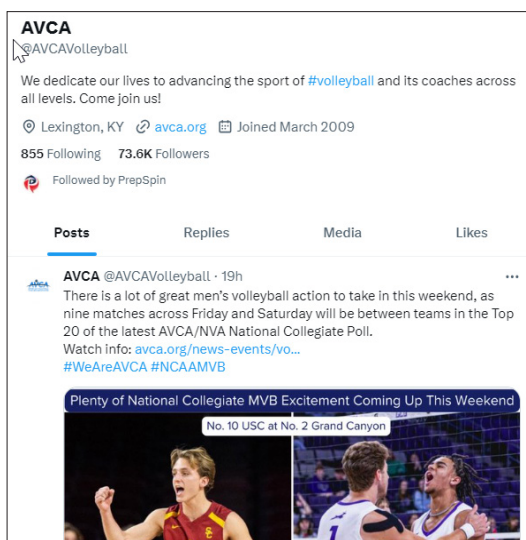
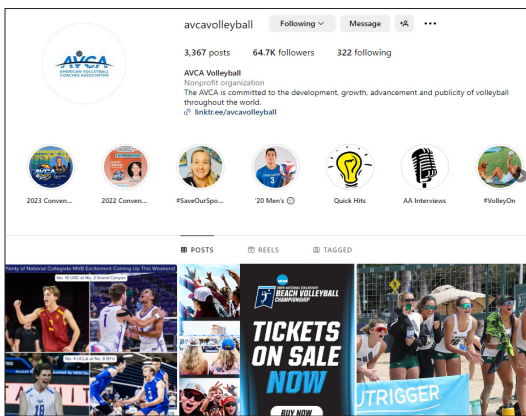
Social Media



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 over 143,000 and there are over

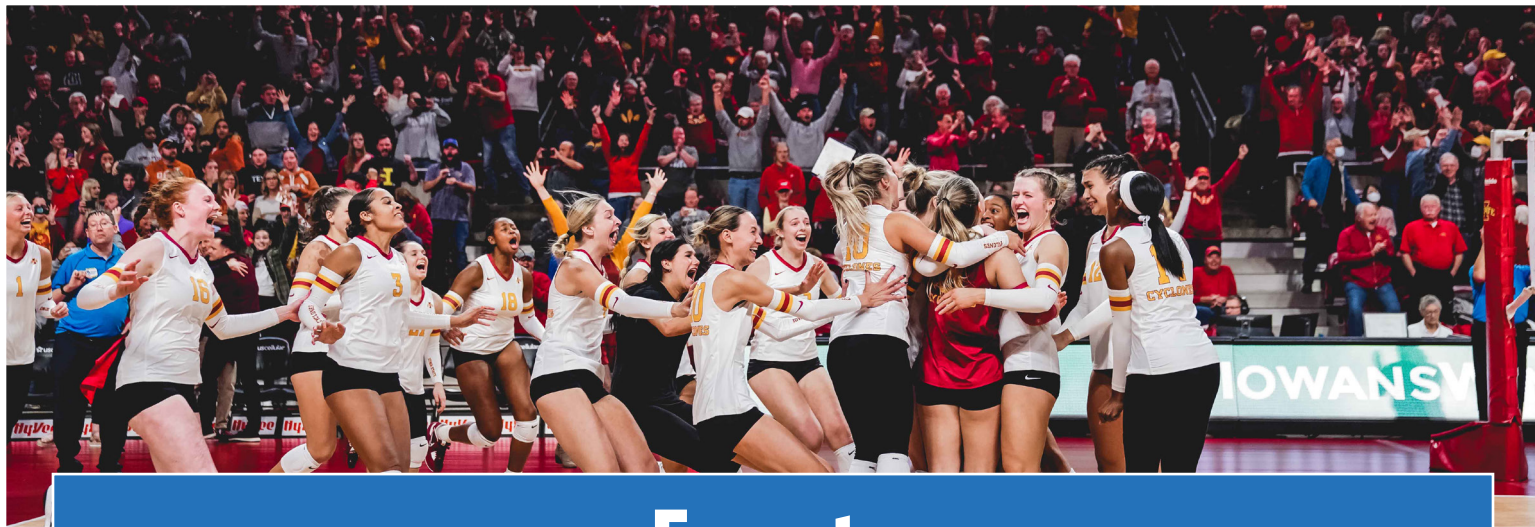
73,600 twitter followers, and 69,000 Instagram followers. With those numbers being generated from a targeted audience of volleyball enthusiasts, we have the specific volleyball market you are looking to reach. We will work with you to ensure the message is clear, concise, fun and in a way that will resonate 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!



PRICING

One Facebook Post	\$400
One Twitter Post	\$100
One Instagram Post	\$100
Facebook Campaign (4 Posts)	\$1,200
Twitter Campaign (8 Posts)	\$700
Instagram Campaign	\$700
Social Media Campaign Bundle (8 Facebook Posts, Tweets and Instagram Posts)	\$3,400
Contingent upon current AVCA Social Media Numbers.	

* Numbers as of February, 2024



Events

2024 AVCA Small College and Fall Collegiate Beach Championships

The fourth annual AVCA Small College Beach Championship will be held in April at Hickory Point Beach in Tavares, FL. DII, DIII, NAIA & Two-Year College teams will participate. The second annual AVCA Fall Collegiate Beach Championships will be held in November in Huntsville, AL. DI Women and Men's pairs will participate.

[Click here to view sponsorship and exhibitor opportunities.](#)

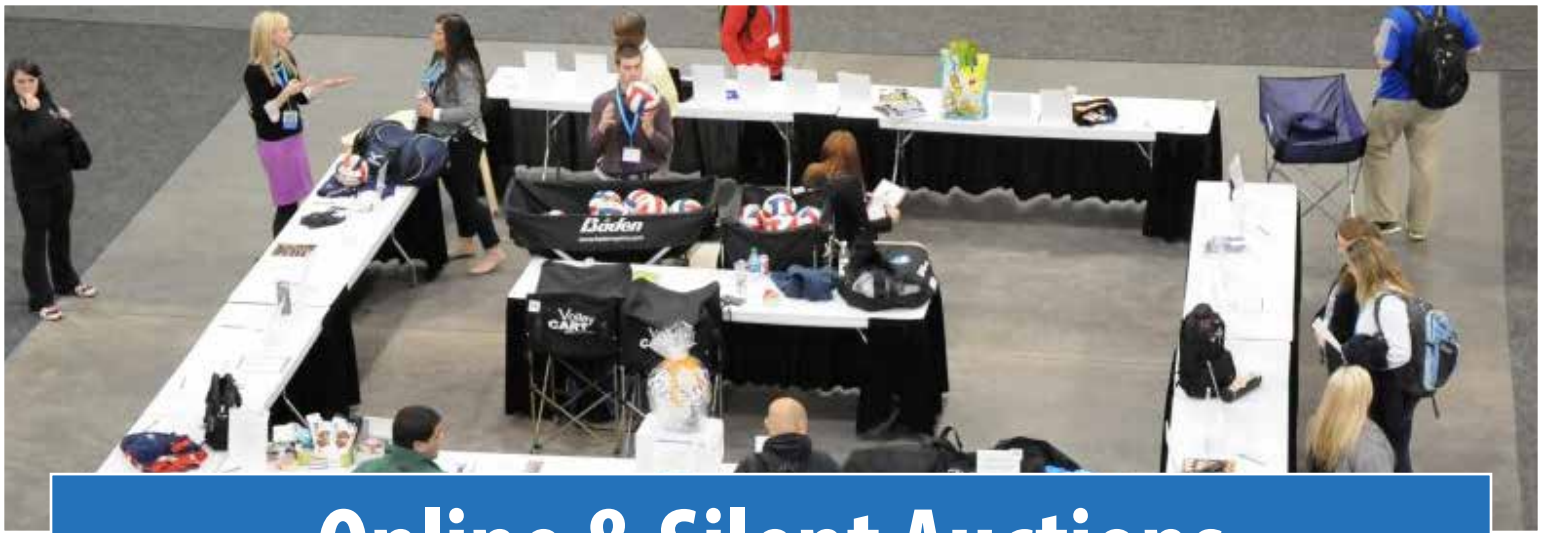


Sponsorships

Sponsorships with the AVCA gets your product or service in front of over 9,100 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 various sponsorship levels 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 Tara McGuire at tara.mcguire@avca.org to donate!



Advertising Policies and Guidelines

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.

e-Newsletter Submission Specifications:

- Acceptable file types include PDF or JPEG.
- All materials not requested to be returned will be discarded after one year
- If new copy of instructions or specifications are not received by copy deadline, the publisher reserves the right to repeat a previous ad.

AVCA does not permit the following types of actions for advertisers:

- Blind downloads (cloaking software in other downloads);
- Browser manipulation (altering customary settings so user cannot gain control);
- Keystroke tracking (monitoring a consumer's keystrokes to obtain passwords, identification); or
- Unclear origin of ads (hiding or obscuring the source of an ad, web page or e-mail).

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