



## 2024 ASCA SPONSORSHIP OPPORTUNITIES

### Subject to change

For more information on products and specs, please contact Dan Mascolo at [DMascolo@swimmingcoach.org](mailto:DMascolo@swimmingcoach.org).

### MAILING LIST ADVERTISEMENTS

#### MAILING LIST EBLAST: Open Rate 36%

An eBlast contains custom content exclusively from the sponsor. You provide the content. Sent out to all subscribers via ASCA's email.

- **1 eBlast: \$1,500**
- **2 eBlasts: \$2,800**
- **3 eBlasts: \$4,000**

#### CUSTOM AD FOR ASCA ENEWS

Advertisement block in weekly e-newsletter. Sponsor provides content.

- **1 issue: \$500**
- **4 issues: \$1,800**
- **8 issues: \$3,500**
- **12 issues: \$5,200**

### WEBSITE PRODUCTS

Logo and link on ASCA website as "Official Sponsor of ASCA"

- **One year - \$2,000**

Sidebar ad on ASCA website

- **6-months - \$3,000**
- **One year- \$5,000**

Footer ad on ASCA Website

- **6-months - \$1,500**
- **One year- \$2,500**

### DIGITAL ADVERTISING OPPORTUNITIES

Social Media: Your company is featured as the sponsor of an event or is the main feature of a social media post.

- **Social Media Post: \$400**
- **3 Social Media Posts: \$1,000**
- **6 Social Media Posts: \$1,800**

DOC Talk: A DOC Talk is a 15-30 minutes video interview with a renowned coach that is sent out on all ASCA media channels and available in the library on the website.

- **Featured sponsor in 1 DOC Talk: \$1000**

ASCA Live: ASCA Live is a live, interactive one-hour webinar featuring a prominent coach or swimming-related leader. It is promoted on all ASCA media channels and is available on the ASCA website.

- **Featured sponsor in 1 ASCA Live - \$1000**

### STATS

Open Rate (36%) | Email Distribution List (25k) | Followers on Social Media (50k)