

GLAZIER 50
CLINICS YEARS
Helping Coaches
Win More Games
Since 1976

2027 PARTNERSHIP & EXHIBITOR GUIDE



MEET FACE TO FACE WITH POTENTIAL CUSTOMERS

Align Your Brand with Glazier's Trusted Influence
in the Coaching Community.

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



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 FOOTBALL CHANNELS



NATIONWIDE CLINICS



LEAD GENERATION



EMAIL MARKETING



BANNER ADS



SOCIAL SHARING



CONTENT MARKETING

97% of Glazier coaches make or influence purchasing decisions

93% of Glazier coaches say Glazier exhibitors influence their buying decisions

OUR FOOTBALL COACH REACH

» **27,182**

» coaches attended in person clinics in 2026

» **72,489** Glazier Season Pass holders during the last year

» **43,048** coaches used the Glazier Drive in the past year

» **10,954** football programs purchased a Glazier Clinic pass in the last three years

» **110,000** Social Media followers

» **25 Million** Social Media Video Views

» **120,000** coaches can be reached via our email marketing services

REACH FOOTBALL COACHES IN PERSON WITH AN UNRIVALED EXHIBITOR EXPERIENCE

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

Showcase your **Products**

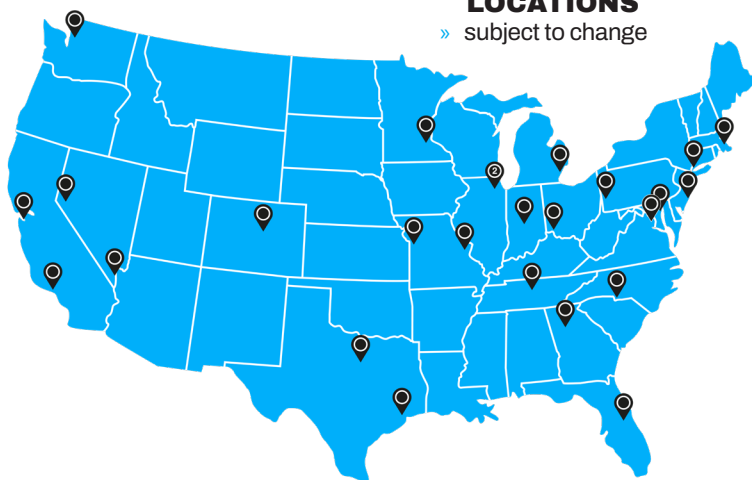
- » **Meet face-to-face with your prospects.** We pride ourselves in customizing exhibit halls to maximize coach traffic to your booth.
- » **Get the most time with coaches.** Build strong relationships with coaches during the 25-minute breaks between each session.

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

– Matt E. at Snap! Raise

2027 CLINIC LOCATIONS

» subject to change



Boost 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.
- » **Room Branding** Position your brand in front of the highest attended speaking rooms.
- » **Glazier Lead App** Download our app and easily capture coach contact information by scanning their badges. Follow up, build the relationship, and close the sale.
- » **And more...** Customized marketing: event sponsorships, lead gen, dedicated emails, digital marketing, and more.



EXHIBITOR ENGAGEMENT PACKAGES

» Choose the package that best fits your clinic presence and visibility goals.

Prices shown are averages. Actual prices vary per clinic location.

	STANDARD BOOTH	FIRST DOWN	REDZONE	TOUCHDOWN	MVP (Hosted By)
Exhibit Booth (\$995 - \$1,290)	✓	✓	✓	✓	✓✓
Glazier Leads App, Clinic schedule page listing, and pass perk - \$200	✓	✓	✓	✓	✓
Speaker Intros (3) - \$750	-	✓	-	-	-
Speaker Intros (5) - \$1,250	-	-	✓	✓	✓
Pre and Post exhibitor email with link - \$400	-	-	✓	✓	-
Clinic Specific Dedicated Pre or Post Email to clinic registrants - \$3,500	-	-	-	-	✓
Room Branding - \$850	-	-	✓	✓	✓
Hosted By Branding + Web Logo - \$5,000	-	-	-	-	✓
Banner Ads - \$1,000	-	-	-	✓	✓
Speaking Session (B2B) - \$1,000	-	-	-	✓	✓
Clinic Lanyards (You provide)	-	-	-	-	✓
RETAIL VALUE	\$1,195-\$1,490	\$1,945	\$3,195	\$5,690	\$14,790
DOLLARS SAVED PER CLINIC	\$0	\$194	\$695	\$1,440	\$7,290
PERCENT OFF	0%	10%	21.8%	25.3%	49.3%
PACKAGE PRICE PER CLINIC	\$1,195-\$1,490	\$1,750	\$2,500	\$4,250	\$7,500

2027 FOOTBALL CLINICS

Connect in person with decision makers at our football 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

 JAN 29-31	<i>Attendance</i>
 Houston (Tentative)	452
 Indianapolis	931
 Reno	946*

 FEB 26-28	<i>Attendance</i>
 NYC/North Jersey (Tentative)	New Clinic
 Nashville	1166
 Pittsburgh	970
 Seattle	1204

 FEB 5-7	<i>Attendance</i>
 Baltimore	870
 Boston	825
 Chicago Feb	1313
 Denver	1054
 Kansas City	1372
 Los Angeles	1179
 Orlando (Tentative)	771

 MAR 5-7	<i>Attendance</i>
 Chicago Mar	912
 Detroit	989
 San Francisco	1057
 Washington D.C.	805

 FEB 19-21	<i>Attendance</i>
 Atlanta	1708
 Atlantic City (Feb 18-20)	1414
 Cincinnati	869
 Dallas (Tentative)	670
 Las Vegas (Feb 18-21)	1560
 Minneapolis	1060
 St. Louis	1115

 MAR 12-14	<i>Attendance</i>
 Charlotte	912

"I don't think we would be where we are today if we didn't back the Glazier Clinics."

– Chris Gagnon
CEO, Sportdecals

» All attendance numbers are based on a 3 year average.
All dates and locations subject to change.
*Reflects 2026 merger with Clinic of Champions

**CALL OR
EMAIL TODAY**

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Book A Meeting

DIGITAL MARKETING

Glazier has the full attention of high school coaches, and not just football coaches. We also reach coaches from the top 14 most popular high school sports in the United States. We'll get your brand, products, and services in front of coaches across multiple channels, year-round. Pair digital marketing with a PARTNERSHIP for greater impact.

GLAZIER DRIVE

Glazier Drive revolutionized Glazier's online education offerings. Reach coaches beyond the clinic, with exclusive year-round placement.

- » **3,000+** Searchable Video Library
- » **62** Full Coaching Systems
- » **Football Coaching Forums**
- » **Online Courses**
- » **Sport-Specific Deep-Dive Live Virtual Events**



43,048

Active Glazier Drive users in the last year.

1,949,250

Videos watched in Glazier Drive since launch 2020. (Updated 6/26).



Coaching Toolbox is an extension of Glazier Clinics and helps get your brand in front of even more coaches. Web ads, dedicated emails, and social media opportunities available in tandem with Glazier digital channels.

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

– Debbie Hamby, VP of Marketing,

THE COACHING TOOLBOX MULTI-SPORT TRAFFIC SNAPSHOT

Sport-property traffic and audience sources from The Coaching Toolbox.



Website Users

596,529



Website Sessions

1,101,804



Page Views

1,562,063



X Audience

220,044



Facebook Group Members

219,677



Email Lists

145,321



REACH COACHES ACROSS 14 SPORTS



SPONSOR GLAZIER VIRTUAL CLINICS AND CONNECT
YOUR BRAND WITH ENGAGED COACHES NATIONWIDE.

WE HELP COACHES WIN



UPCOMING VIRTUAL CLINIC SPONSORSHIP OPPORTUNITIES

2026



Baseball, Lacrosse,
Softball, Wrestling



Swim, Tennis,
Track, Cross Country



Basketball



Tennis, Lacrosse,
Track, Cross Country,
Golf Soccer



Align your brand with trusted coaching education and build meaningful connections that drive results.

2027



Baseball, Softball,
Volleyball, Flag Football



Football



Wrestling, Swim/Dive,
Cheer/Dance, Basketball



Flag Football



Volleyball, Soccer, Golf,
Cheer/Dance

SPONSORSHIP OPPORTUNITIES

- » Lead Generation
- » Clinic Session Sales Pitches
- » Pre/Post Clinic Branding

- » Dedicated Emails
- » Social Media Posts
- » Email Inclusions



GLAZIER CLINICS

Dominate your sales goals by accessing the largest coach audience in the nation.

GLAZIER
CLINICS

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CALL OR EMAIL TODAY

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