



Sponsorship Process for Sports Brands





93%



Of parents who register their child in community sports state that ensuring their child receives quality coaching is very important to them.

68%

Of children stop participating in youth sport due to reasons that could be resolved through improved grassroots coach training and development.

92%

Of grassroots volunteer coaches prefer to receive training through a mobile app in comparison to online courses and clinics.





Through embracing mobile learning as a key component in the delivery of grassroots sports programs, leagues and associations across North America and Europe are committing to growing participation in youth sport by ensuring more grassroots coaches receive sport-specific training, improving current best-practice compliance and streamlining tracking of professional development to ensure more coaches stay certified.

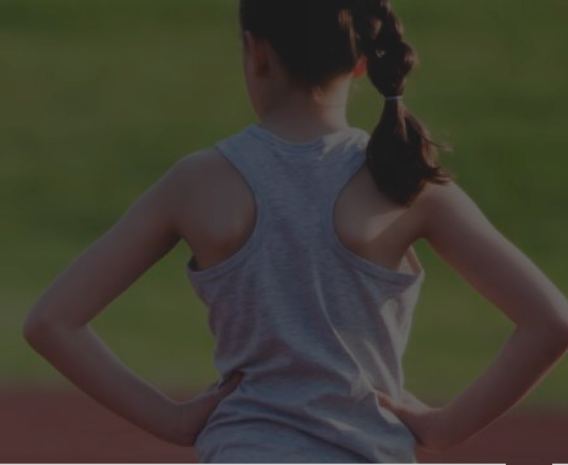
Here are the steps
you can take to
support them





PHASE 1

Discovery Call



OBJECTIVES

- Explore how an AQ sponsorship can create value for your brand or professional sports organization based on your current initiatives.

WHAT WE WILL DO FOR YOU!

One of our business development specialists will reach out and schedule a time for your discovery call.

Once we have established how an AQ sponsorship can provide value for your organization, we will provide you with a sponsorship proposal to review with other potential stakeholders and decision makers.

We will provide you with any additional collateral you believe may be helpful in gaining the commitment of others in your organization.

WHAT WE NEED FROM YOU!

Let us know you are interested in exploring AQ sponsorship opportunities by requesting a discovery call. This can be done by clicking “Learn More” at aq-coach.com/brands or emailing aq@athlete-era.com.

Once we have completed the call and submitted a proposal, please have other stakeholders review it.

NEXT STEPS

Contact your business development specialist once the proposal has been approved so you can begin formalizing a promotional plan for the sponsorship.



PHASE 2

Promotional Strategy

OBJECTIVES

- Determine the target audience you are looking to reach with your sponsored version of AQ. This may be leagues/ associations you already work with, current customers, or a completely new target audience.
- Finalize a plan to promote AQ to your target audience.

WHAT WE WILL DO FOR YOU!

Our business development specialist will help you communicate the AQ sponsorship with your target audience.

Provide AQ-specific promotional collateral.

If your target audience is a league or association, we will make sure the key contacts in those organization are connected with one of our on-boarding specialists.

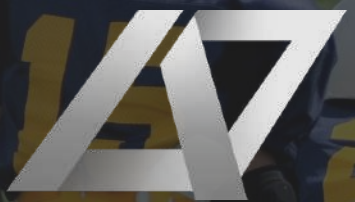
WHAT WE NEED FROM YOU!

Communicate with us the metrics through which you will determine if the sponsorship is successful.

If you are looking to reach a target audience that you have a pre-established working relationship with, we will ask that you connect us with individuals in these organizations.

NEXT STEPS

Set a desired date to launch the sponsorship so we can begin setting up your custom AQ branding.



PHASE 3

Account Setup + Branding

OBJECTIVES

- Configure your in-app custom branding and educational content.
- Provide you with your account access code.

WHAT WE WILL DO FOR YOU!

This is where we will connect you with an on-boarding specialist who will communicate with you during your AQ account setup process.

We will design a custom 3D character skin that fits your brand guidelines.

Send your account access code once the setup process has been completed.

WHAT WE NEED FROM YOU!

Send us your brand style guide if you have one.

Send us your logo files.

Send 1-2 reference images for what you would like the character skin to look like and review the designs we provide you to decide on your final character look.

Determine what educational content you want in AQ. This will depend on who your target audience is.

Enter your access code on the AQ Coach app and review your content.

TIMELINES

Once you have connected with our on-boarding specialist, it typically takes **3-4 weeks** to setup your custom branded account.



PHASE 4

Sponsorship Launch

OBJECTIVES

- Execute on your promotional strategy through the completion of launch events and/or campaigns.
- Complete any on-boarding requirements to help maximize the success of your sponsorship.

WHAT WE WILL DO FOR YOU!

Provide personal on-boarding support if your target audience consists of sports leagues or associations.

Provide various support resources to make sure your audience understands how to use AQ.

Provide you with ongoing audience engagement metrics with AQ.

WHAT WE NEED FROM YOU!

Leverage your various promotional channels to spread awareness about your AQ sponsorship.

Help coordinate any events or campaigns associated with your launch strategy.

TIMELINES

This will vary depending on your specific launch strategy. You may plan a single launch event, a campaign, or a rolling launch that slowly increases in scale through a series of events.



Ready to get started?

Visit aq-coach.com/brands