

# Advertising and Sponsorship

The San Diego Professional Coaches Alliance offers the San Diego coaching community opportunities for professional development, connection, and abundant resources: as well as provides the public with direct access to business and life coaches through Coach Finder, monthly coaching programs, networking, and information about coaching, tools, assessment, and business practices.

Our members are independent coaches in the greater San Diego region, who are involved in providing coaching directly to individuals and organizations. Many of our members have significant experience in a wide range of organizational functions and industries.

Several of our members also have consulting, advising, facilitating and other services based on their unique backgrounds, which often include assessment tools, business training and workplace expertise.

Our website, [www.sandiegocoaches.org](http://www.sandiegocoaches.org) attracts coaches who are in business to provide coaching services, those who are new to the coaching profession, and those who are exploring coaching as a new profession.

Our website also attracts organizations and individuals who are searching and interested in hiring coaches, using our Coach Finder System.

We hold monthly meetings in San Diego that focus on building coaching core competencies, business acumen, and personal skills in the art and practice of the coaching profession.

The benefit of sponsorship or advertising with SCPCA is to appear on the No. 1, Google ranked coaching website for the San Diego Region, connect and to engage our members with your company's mission, products and services.

We offer the following two advertising options:

## **1. Advertising**

Note: Advertisements must relate to coaching skills or provide business development products or services utilized in the field of coaching.

Your Advertisement and Sponsorship will appear in a banner format on our homepage

on the right column on a 10-second rotating basis with other advertisements.

**Our Advertising Options and rates are:**

<b>3 or 6 Months</b>	<b>12 Months</b>
\$30 per month for SDPCA members	\$25 per month for SDPCA members
\$50 per month for non-members	\$45 per month for non-members

**2. Sponsorship which also includes advertisement:**

\$500	Membership as an associate Member for 1 year (Includes attending our monthly meetings) Rotating banner advertisement for 12 months (\$25 per month).
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**FORM: (to be filled out)**

**If you are interested in purchasing one of these options above, please complete the form:**

**Your Information**

Your Name

Name of Your Organization

Your Products or Services

Address City, State, Zip/Post Code

Contact phone:

Website address:

Email address:

Your Logo:

Please select your preferred Advertising or Sponsorship Option:

<b>3 or 6 Months</b>	<b>12 Months</b>
\$30 per month for SDPCA members	\$25 per month for SDPCA members
\$50 per month for non-members	\$45 per month for non-members

OR

**2. Sponsorship which includes advertisement benefits**

- Width:** 240 pixels **Height:** 320 pixels
- Resolution:** 72 dpi

**File Format:** jpeg or png

**Link:** Please enter the URL address you want your advertisement to link to: URL Month and year you want your advertisement to start Please allow 14 days from the time we receive your advertisement for it to appear on our website.

### **Acceptance**

By sending or signing this Advertising or Sponsorship request to SDPCA; You have read and agreed to the information, specifications and costs for advertising and sponsorship stated herein. I represent that I am the legal owner and copyright holder of all the content, including images, contained in the advertisement. I grant San Diego Professional Coaches Alliance the right to post it on its website, [www.sandiegocoaches.org](http://www.sandiegocoaches.org).

Signed Date: \_\_\_\_\_

**Next Steps** To ensure that your Sponsorship/Advertisement begins when you want it, please do **both** of the following:

1. Send an electronic copy of this Advertising and Sponsorship Agreement along with your advertisement in the format described above to the VP Marketing at [marketing@sandiegocoaches.org](mailto:marketing@sandiegocoaches.org). Request a reply to confirm that it was received.
2. E-Mail a copy of this Advertising and Sponsorship Agreement to [Treasurer@sandiegocoaches.com](mailto:Treasurer@sandiegocoaches.com) as well to make the payment arrangements.

Thank you for your business!

SDPCA Board