



# Goalie School Partnership Program

Reward Students ▪ Create Year-Round Engagement ▪ Build Your Brand on InGoal with Ads and Promotion ▪ Deliver School-Specific Emails ▪ Get Discounts



*"Providing our students and their parents with an InGoal subscription is like giving them unlimited access to the goalie world's best and always evolving goalie encyclopedia. The conversations we have because of the questions or thoughts that arise from watching, reading and listening to InGoal's content is invaluable as a coach. ... Not only does it show our athletes desire to be students of the game and utilize the resources available to them, but it also allows us the opportunity to reference and relate the material directly to them on a personal and individual level."*

- Brad Fogal, Director of Development for The Goalie Training Institute.

Last summer, we ran a pilot project with The Goalie Training Institute in Ontario that allowed them to purchase Premium Memberships to InGoal Magazine for all their students. It was an overwhelming success.

Now, after making modifications based on conversations with GTI, we want to open this expanded Partnership Program to other schools.

It includes discounts and marketing opportunities across InGoal Magazine platforms, including social media, the InGoal Radio Podcast, and email newsletter to over 40,000 goalies worldwide, as well as options for school-branded emails customized to engage students all year long.

**Spots will remain limited.** This is your chance to lock in your school at current rates before they go up. So, look at the options attached, and let us know before **the program closes on March 31** if you are interested in making your students a part of InGoal Magazine's Goalie School Partnership Program.

Sincerely,

David Hutchison and Kevin Woodley  
Co-Founders, InGoal Magazine



# Goalie School Partnership Program

An Annual Subscription to InGoal Magazine as a benefit for all your students this summer will:

- *Make your camp stand out from the rest with a gift that students — and parents — will remember and use*
- *Ensure your camps are not a one-week experience: with InGoal you can help and engage students all year long*
- *Improve retention: be top of mind with goalies and families all year as they browse InGoal and read our co-branded emails*
- *Give you the greatest reach possible with advertising that goes direct to an all-goalie and goalie-parent audience.*

In addition to year-round content to stimulate and engage your students, participating schools get access to discount pricing, credit towards ads on InGoal platforms and the ability to create custom, co-branded emails so you can engage your students all year long. *All pricing in CDN dollars (it's roughly 25% less in USD)*

## Goalie Schools with 25 to 100 students

Rate: 10% discount (44.99 per subscription)

– OR –

AD Credit: Double discount (20%) in ad credit (ie. \$1,000 on 100 goalies)

*Advertising options: InGoal Social Media, InGoal Weekly Email Newsletter*

## Goalie Schools with 100+ students:

Rate 15% discount (\$42.49 per student)

– OR –

AD Credit: Double discount (30%) in ad credit (ie. \$2,250 on 150 goalies)

*Advertising options: Social Media, Weekly Email Newsletter, InGoal Radio Podcast*

## Goalie Schools with 200+ students:

Rate 20% discount (39.99 per student)

– OR –

AD Credit: Double discount (40%) in ad credit (ie. \$5,000 on 250 goalies)

*Advertising options: Social Media, InGoal Weekly Email Newsletter, InGoal Radio Podcast*

*\*Bonus: Monthly co-branded email with your banner, links to teaching content and your goalie(s) of the month or other promotional campaigns throughout a season.*

\* monthly emails can be added for smaller schools, ask us about pricing

# Frequently Asked Questions

## **You said current rates will be going up and we can lock in?**

InGoal has been the same price – only \$49.99 CDN per year – since we launched in 2019. Since then we have added more than 800 unique pieces of content just as our expenses have grown considerably. We anticipate an increase to our subscription rates in the first half of 2024. Schools locking in before March 31 will be guaranteed the current rate.

## **What do you mean by spaces are limited? Doesn't everyone say that?**

We're not everyone. Spaces are limited.

This is the first time we have done this. It will take a lot of time to manage the work we do with each school and each new goaltender. So we have opened the program until March 31 and we are shutting it down no matter how many schools join by then.

We may also choose to close it sooner if we find the response is more than we can manage. We can't put a number on that unfortunately right now as it will be determined by the number of goalies, the number of schools, the ad formats chosen, who wants the co-branded email option and more. We'd love to accommodate as many schools as possible, of course, but we won't do it at the expense of delivering a great experience for you and your students.

So please get in touch as soon as possible to reserve your place in the program.

## **How do the ads work?**

There are limited ad spaces in each format. For example, we would only run two ads for goalie schools in each email newsletter and no more than two per podcast. The first goalie school to sign up for the partner program would have first choice of these ad placements and dates. After that, all selections will be on a first come, first served basis.

You provide the content and we are happy to work with you to refine the text (if you need our help with artwork, that would come at an added cost).

Ads begin at \$250. Talk to us about crafting the perfect campaign to promote your school.

## **Many of my students sign up in the summer and I'm not sure what tier my pricing would be but I want to reserve my spot in the program now - how can that work?**

No problem, come into the program now at a lower tier. If you grow to another level we will credit the difference as you add students and ensure you have access to the lowest pricing.

## **Can I use your content in our schools, like showing ProReads video in classroom sessions?**

Technically our content is for members only and should not be shown to groups unless you have checked with us in advance. That said, all partner schools may use our content as a part of their classroom teaching, and as a way to keep your students active and engaged.

## **Can parents read the articles even though their kids are the members?**

Of course! Although we will still only provide one login per student, their parents are welcome to use it to access the site and learn more about goaltending. There are several parent specific articles exclusive to our Premium members too. (Please note: students and parents are not permitted to share their login information outside their immediate household.)

## **What's this co-branded email all about?**

It's a way to stay engaged with your students all year long. The content is not the same as our regular weekly emails

we send with current site content. Instead we look at some of our archived content centered around a theme. For example one issue might be about warming up and would feature a few off ice warm ups for goalies, some drills NHL goalies and coaches use and a few other articles in areas like mindset or being a goalie parent.

You can include some brief content of your own in these emails, like recognizing a student of the month or two, as an example. Longer content can be published on your own web site but linked to from our email.

### **What if one of my students or coaches already subscribes to InGoal?**

For students who are already InGoal Premium members, your subscription will extend their membership by an additional year before it renews. For example, a student may have joined InGoal on November 1, 2023 and you purchase a School Partnership membership for them on March 1, 2024. This would add an additional year to their membership so that it will now renew on November 1, 2025.

Please note: we are unable to go through our membership list to determine in advance which of your students are members and then only register and invoice for students who are not currently InGoal subscribers.

### **I'm a small school and our margins are tight - how can I afford to add this to my budget?**

We are sharing this as early as we can so that, if you choose to join, you can add this into your budget and pricing for the current year. You might choose, for example, to add an additional \$50 to the cost of your camps and when receiving InGoal at a lower rate, actually increase your profit, or you could pass the savings on to your students. More importantly, we believe strongly that a school offering an InGoal Membership to every student will provide more value all year long to their goalies and attract more students!

You could also choose to use the InGoal ad credit instead of the discount to increase the number of students you recruit. Adding just one or two students could pay for the partnership and more.

### **Why do you start at 25 students? I run a small program and have been a loyal InGoal Member for years!**

Thank you! We really appreciate your support over the years. If you feel that you have a compelling reason that we should include you in the new Partnership Program, by all means please reach out to us.

That said, there is considerable work to support each partner and especially in this our first year in the program we are limiting the number of schools and goalies we are able to take on.

### **What if I have changes to my student list like we add someone late or someone has to drop out of a camp?**

We will give you an easy way to sign up the bulk of your students in one go. Of course we understand that students may choose to register with you right up to the day that camp starts. In that case we will provide an easy form where you can register them as they join. Should one of the last minute registrations change the tier you are in (for example they become your 100th or 200th student) we can either adjust your cost through credit for future students or additional ad placements.

We can accommodate a small number of changes (say a student email address was entered incorrectly) but if it grows beyond 5% of your list there are additional costs.

We are unable to process and refund students who drop out of your camp. We suggest that you include this as part of your refund policy as we will continue to provide great goaltending content to them throughout the year!