

Coaching Life

Sponsorship Prospectus

Partnership opportunities for brands reaching Australia's coaching community



A commercially attractive partnership proposal for brands seeking trusted access to Australia's coaching community.

Executive Overview

Coaching Life is an Australian coaching media platform positioned around a clear mission: raising the standard of coaching by sharing knowledge, experience and professional insight across sport, business, executive, life and specialty coaching. Its open-access model, editorial independence and national coaching focus make it a strong sponsorship vehicle for organisations wanting to reach coaches, coaching businesses, leadership professionals, sporting organisations, training providers and personal-development audiences.

This prospectus presents Coaching Life as a high-trust, content-led sponsorship opportunity.

The recommended sponsorship structure combines brand visibility, thought leadership, sponsored content, audience engagement and category exclusivity across scalable tiers designed to suit emerging brands through to strategic industry partners.

Market Analysis

The coaching sector continues to expand as individuals, organisations and sporting communities invest more heavily in performance, leadership, wellbeing, mindset, capability development and business growth. Industry commentary points to sustained demand across executive coaching, business coaching, online coaching, wellness coaching, and niche specialisations. In Australia,

there's increasing emphasis on credibility, professional standards, hybrid delivery, and clearly defined coaching niches.

For sponsors, this creates a compelling opportunity: coaches are both service providers and business owners. They regularly purchase tools, training, technology, professional development, insurance, marketing support, events, education, wellbeing resources and operational services. Coaching Life can therefore offer sponsors access to a commercially active audience that values trusted recommendations, expert content and long-term professional credibility.

Key Market Drivers

- **Professionalisation of coaching:** Coaches and clients increasingly look for credibility, ethics, training quality and evidence-informed practice.
 - **Growth in business and executive coaching:** Organisations are investing in leadership capability, culture, performance and change readiness.
 - **Rise of niche coaching:** Specialist positioning across wellbeing, mindset, neurodiversity, career transition, sport performance and leadership creates targeted sponsor opportunities.
 - **Digital and hybrid delivery:** Online content, webinars, virtual communities and downloadable resources are now expected, improving sponsor reach beyond geography.
 - **Small business demand:** Independent coaches need practical tools for marketing, finance, operations, legal compliance, branding and client acquisition.
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Audience and Sponsorship Positioning

Coaching Life's audience is valuable because it sits at the intersection of professional development, sport, leadership, personal growth and small business. Sponsors can align with an audience that is motivated to improve, open to learning, and likely to influence teams, clients, athletes, communities and workplaces.

- **Primary audience:** sport coaches, business coaches, life coaches, executive coaches, career coaches, wellness coaches and emerging specialty coaches.
 - **Secondary audience:** coach educators, sporting clubs, professional associations, training organisations, consultants, HR and leadership professionals.
 - **Commercial sponsor fit:** education providers, software platforms, insurance providers, event organisers, publishers, wellbeing brands, financial services, legal services, marketing agencies, coaching tools, assessment providers and professional associations.
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Sponsorship Tiers and Pricing

Tier	Investment	Best For	Core Inclusions
Community Supporter	\$1,500 + GST per quarter \$5,000 + GST annually	Emerging brands seeking affordable visibility and credibility.	Logo on sponsor page, listing in partner directory, quarterly social mention, one newsletter feature per quarter, sponsor badge for own promotion.
Growth Partner	\$3,000 + GST per quarter \$10,000 + GST annually	Brands wanting regular visibility and lead generation.	All Community Supporter benefits plus rotating website banner, two newsletter features per quarter, one sponsored article per quarter, social media package, inclusion in downloadable sponsor guide.
Premium Partner	\$6,000 + GST per quarter \$20,000 + GST annually	Established suppliers seeking authority and category presence.	All Growth Partner benefits plus category exclusivity, homepage feature, quarterly thought-leadership interview, webinar or live session collaboration, lead magnet promotion and priority placement in relevant editorial themes.
Principal Partner	\$35,000 + GST annually	Strategic partners seeking market leadership and deep audience association.	Top-tier brand positioning as Principal Partner, annual campaign plan, first right of refusal on major initiatives, co-branded report or industry guide, six sponsored features annually, premium newsletter placement, webinar series, category exclusivity and bespoke activation planning.

Benefits for Sponsors

Sponsor value proposition

Coaching Life connects brands with a motivated, commercially active audience through trusted, education-led content.

- **Trusted audience access:** Reach coaches and coaching-adjacent professionals through content they choose to read.
- **Thought leadership:** Position the sponsor as an expert, educator or preferred supplier to the coaching sector.
- **Lead generation:** Use sponsored articles, downloadable resources and webinar registrations to drive qualified enquiries.
- **Brand credibility:** Align with a platform focused on professional standards, education and coaching excellence.
- **Category relevance:** Tailor messaging to sport, business, executive, life or specialty coaching segments.
- **Content longevity:** Editorial and sponsored resources remain discoverable beyond a single campaign window.
- **Integrated visibility:** Combine editorial, newsletter, social and live experiences within a single partnership.

Recommended Sponsor Categories

- Coach training and certification providers
- Business software, CRM, scheduling and payment platforms
- Professional indemnity and public liability insurance providers
- Marketing, branding, website and content agencies
- Sport technology, athlete performance and club-management providers
- Health, wellbeing, mental performance and resilience brands
- Book publishers, event organisers and professional development providers
- Financial, legal and compliance services for sole traders and small businesses

Competitive Positioning

Compared with standard display advertising, Coaching Life can offer sponsors a more credible and useful pathway: education-led brand integration. The most competitive sponsorship packages should therefore emphasise practical value for readers rather than simple logo placement. Sponsored content should be clearly identified, useful and aligned to the needs of coaches, preserving editorial trust while giving partners meaningful visibility.

Pricing has been set to remain accessible for small and medium-sized suppliers while still creating premium options for organisations seeking exclusivity, thought leadership and deeper market penetration. Annual pricing rewards commitment and allows Coaching Life to plan consistent sponsor activation, content calendars and co-branded campaigns.

Activation Ideas

- **Sponsored expert article:** A practical, non-sales article solving a common coaching business or practice challenge.
 - **Partner webinar:** A live or recorded professional-development session for coaches with sponsor branding and lead capture.
 - **Co-branded downloadable guide:** A checklist, template or industry report distributed through Coaching Life channels.
 - **Coach toolkit feature:** Practical sponsor resources promoted as useful tools for coaching businesses.
 - **Category spotlight:** A themed editorial month aligned to sponsor expertise, such as coach insurance, leadership development, sport performance or business growth.
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Measurement and Reporting

Measurement and reporting

Each sponsor should receive a concise quarterly performance summary covering agreed campaign activity, content delivered, newsletter placements, social promotion, referral traffic where available, webinar registrations, resource downloads and recommended optimisations for the next quarter. This helps convert sponsorship from a branding exercise into a measurable partnership.

Next Steps

Ready to explore a partnership?

To secure sponsorship, please select a preferred tier, confirm category availability, agree on campaign objectives, and nominate key promotional windows. Coaching Life can then prepare a tailored activation plan that aligns sponsor goals with reader value, editorial themes and measurable outcomes. Email editor@coachinglife.com.au to discuss options.