



# COACHING SUMMIT

2026 | NASHVILLE, TN

SPONSORSHIP PACKAGES  
AND OPPORTUNITIES





# JULY 23-26, 2026

## VANDERBILT UNIVERSITY

**JULY 23**

**OPENING CEREMONY**

Vanderbilt University  
TBD



**JULY 24-26**

**COACHING SUMMIT**

Nashville Marriott at  
Vanderbilt University



**JULY 24**

**MILITARY THRIVING®  
VIP RECEPTION**

TBD



# Empowering Military Heroes to Lead Through Coaching

*Soldiers To Sidelines is committed to educating, developing, and certifying members of the military community to become expert coaches and exemplary role models while creating pathways to serve their local sports communities.*



# Coaching Summit Overview

Convening 450 current and aspiring Soldier Coaches to learn from national leaders in the sporting industry who support and honor the Military and Veteran community.



01

## FIRST OF ITS KIND PREMIERE COACHING SUMMIT FOR THE MILITARY COMMUNITY

A transformative conference designed to equip military men and women with the knowledge and skills to coach at the youth, high school, college, and professional levels.

02

## A DYNAMIC LEARNING EXPERIENCE

Keynotes and breakout session speakers led by top minds and talent in coaching, guaranteed to make a lasting impact on Soldier Coaches both on and off the field.

03

## FROM SERVICE TO SIDELINES

An opportunity to channel military leadership into coaching excellence and build a community of Soldier Coaches dedicated to inspiring the next generation of athletes.



# PAST NOTABLE SPEAKERS

## Who's Speaking?

You'll engage with our STS Sports Directors, notable speakers (some listed below) and many others – each bringing expertise, inspiration, and real-world coaching and training insights.



**Greg Sankey**  
*Commissioner, SEC*



**Ryan Wellner**  
*Defensive Coordinator,  
Notre Dame Men's  
Lacrosse Team*



**Bob Starkey**  
*Associate Head Coach,  
LSU Women's Basketball*



**David Lee**  
*Former NFL QB Coach,  
Buffalo Bills, Cleveland Browns,  
Miami Dolphins, NY Jets,  
Dallas Cowboys*



**Jamaal Jackson**  
*Head Basketball Coach,  
Kentucky State*



**Matt Zosel**  
*Head Basketball Coach,  
Southern Oregon,  
U.S. Army Veteran*



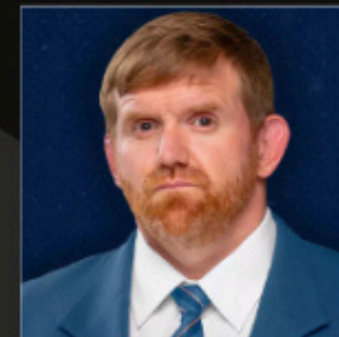
**Gregg Williams**  
*Defensive Coordinator,  
Tennessee State, former  
NFL Head Coach,  
Buffalo Bills, NFL Super  
Bowl Champion XLIV,  
New Orleans Saints*



**Blake Williams**  
*Defensive Coordinator,  
UFL DC Defenders*



**Steve Watterson**  
*Former NFL Associate  
Head Coach and Strength  
and Conditioning Coach,  
Tennessee Titans*



**Rob Stiner**  
*Head Football Strength  
and Conditioning Coach,  
Vanderbilt University*



**Ray Harper**  
*Head Basketball Coach,  
Jacksonville State*



**Vic Schaefer**  
*Head Coach, Women's Basketball,  
University of Texas,  
SEC Coach of the  
Year 2025*



# PRESENTING SPONSOR



**\$100,000**  
*one available*

*Introduce Welcoming Keynote Speaker*

Premier recognition of organization with pre, day-of, and post-event marketing communications, which may include but are not limited to:

- Press release(s)
- Earned media (if applicable)
- Organic social posts
- Event campaign landing page

Placement of organization branding as Presenting Sponsor on event space asset(s) and collateral, which may include but are not limited to:

- Digital assets in main room and breakout rooms
- Signage throughout event venue
- Summit App platform

Expo Table in premier location and opportunity to include promotional items in Soldier Coach bag

Invitation to Military Thriving VIP Reception

2026 Game Changer partnership recognition and benefits

Table at Legacy of Leadership Dinner 2027





# CERTIFICATION SPONSOR



**\$50,000**  
*one available*



## *Introduce Closing Keynote Speaker*

Premier recognition of organization with pre, day-of, and post-event marketing communications, which may include but are not limited to:

- Press release(s)
- Earned media (if applicable)
- Organic social posts
- Event campaign landing page

Placement of organization branding as Certification Sponsor on event space asset(s) and collateral, which may include but are not limited to:

- Certification Seminar breakout room
- Digital assets in main room and breakout rooms
- Signage throughout event venue
- Summit App platform

Expo Table in premier location and opportunity to include promotional items in Soldier Coach bag

Invitation to Military Thriving VIP Reception

2026 Play Maker partnership recognition and benefits

Table at Legacy of Leadership Dinner 2027



# PILLAR SPONSOR



**\$25,000**  
*four available*



## Four Pillars:

**Football | Basketball | Soccer | Fitness & Performance**

*Premier acknowledgement and branding of organization in one-of-four breakout rooms with brief speaking opportunity at beginning of 9 sessions*

Recognition of organization with pre, day-of, and post-event marketing communications, which may include but are not limited to:

- Press release(s)
- Earned media (if applicable)
- Organic social posts
- Event campaign landing page

Placement of organization branding as Pillar Sponsor on event space asset(s) and collateral, which may include but are not limited to:

- Digital assets in main room and breakout rooms
- Signage throughout event venue
- Summit App platform

Expo Table and opportunity to include promotional items in Soldier Coach bag

Invitation to Military Thriving VIP Reception

2026 Captain partnership recognition and benefits

Table at Legacy of Leadership Dinner 2027



# SOLDIER COACH SPONSOR



**\$10,000**

10 available



*Each sponsorship underwrites the attendance of Soldier Coaches, ensuring they continue to receive exceptional training and resources at STS Seminars, Workshops, and the Summit at no cost to them.*

Recognition of organization with pre, day-of, and post-event marketing communications, which may include but are not limited to:

- Press release(s)
- Earned media (if applicable)
- Organic social posts
- Event campaign landing page

Placement of organization branding as [NAME] Sponsor on event space asset(s) and collateral, which may include but are not limited to:

- Signage throughout event venue

Expo Table and opportunity to include promotional items in Soldier Coach bag

Invitation to Military Thriving VIP Reception

2026 Captain partnership recognition and benefits

4 Tickets and Logo Recognition at Legacy of Leadership Dinner 2027



# COMMUNITY SPONSOR



**\$5,000**  
Unlimited



\$5,000 or In-Kind Equivalent supports the Coaching Summit through a direct financial contribution or by providing essential goods and services of equal market value. Partnership enhances the experience and resources available to Soldier Coaches.

Recognition of organization with pre, day-of, and post-event marketing communications, which may include but are not limited to:

- Press release(s)
- Earned media (if applicable)
- Organic social posts
- Event campaign landing page

Opportunity to include additional promotional items in Soldier Coach bag

Invitation to Military Thriving VIP Reception

2026 Partner Player partnership recognition and benefits



# MILITARY THRIVING® VIP RECEPTION SPONSOR

 **\$50,000**  
one available



*Premier organization acknowledgement and speaking opportunity at the Military Thriving® VIP Reception and brand alignment with Military Thriving®*

Recognition of organization with pre, day-of, and post-event marketing communications, which may include but are not limited to:

- Press release(s)
- Earned media (if applicable)
- Organic social posts
- Event campaign landing page

Placement of organization branding as VIP Reception Sponsor on event space asset(s) and collateral, which may include but are not limited to:

- Digital assets in main room and breakout rooms
- Signage throughout event venue
- Summit App platform

Expo Table in premier location and opportunity to include promotional items in Soldier Coach bag

Invitation to Military Thriving VIP Reception

2026 Play Maker partnership recognition and benefits

Table at Legacy of Leadership Dinner 2027



# THANK YOU

We are excited to provide a renewed sense of purpose for the military and veteran community to become exemplary coaches who will positively influence thousands of kids in their communities.

Harrison Bernstein | Founder & Executive Director  
Harrison@soldierstosidelines.org

