



FOR IMMEDIATE RELEASE

Coach Maker+ Joins Northampton Town Associate Partnership Program

Leicester, UK – August 18, 2021 – Coach Maker+ is proud to announce its participation in the Northampton Town Associate Partnership program for the 2021-2022 Sky Bet League Two soccer season. This program, powered by Eleven Sports Media, enables local and regional businesses to launch wide-reaching sports marketing campaigns.

Brands advertising at venues across the UK or online with Eleven Sports Media can reach a variety of target audiences and drive fan engagement. In working with the Associate Partnership program for the duration of the Northampton Town FC season, Coach Maker+ will be able to feature brand messaging on screens at Sixfields Stadium, as well as on web properties and social media.

“When empowered with the right resources, coaches and players can truly flourish,” Mark Lyons, founder, Coach Maker+, said, “I want Coach Maker+ to make skill and tactical development more accessible than ever, and this program gives us a great opportunity to connect with lovers of the game.”

Lyons spent 11 years at Northampton Town, where he worked alongside professional coaches with age groups from U7 to U18. This experience inspired his development of Coach Maker+, a digital soccer training resource for use at the youth, club and professional levels. This platform gives coaches access to session plans, season plans, training guidance, strategic education and simple tips.

Those interested can learn more about Coach Maker+ and its online resources at coachmakerplus.com.

About Coach Maker+

Coach Maker+ is a trusted digital soccer resource created to educate, empower and elevate beginner, intermediate and professional coaches everywhere. This online service provides basics of play and fundamental direction to beginner and volunteer coaches, a library of training sessions for intermediate coaches, session and season planners for club coaches and practice management tools for professional coaches. More information at coachmakerplus.com.

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