



2023 Media Packet

Women's West Coast Tournament of Champions

December 15-16, 2023

@the Grounds Roseville, California

www.wwctoc.com



Sponsors & Partners



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PLACER VALLEY

ROSEVILLE • ROCKLIN • LINCOLN

California's Sports Destination

Sacramento Area Wrestling Association



1,029
Wrestlers



18
Colleges

104
High Schools

34
Middle Schools

11
States



11
Media Hits



Nationally Ranked Wrestlers



Nationally ranked wrestlers who placed at the 2023 WWCTOC*

Weight 110: Jazmine Turner (17th)

Weight 115: Marjorie McDaniel (23rd)

Weight 145: Gianna DeBenedetto (16th)

Weight 170: Mikayla Lancaster (19th)

Weight 190: Kathryn Hingano (12th)

Weight 235: Gemma Templeman (2nd)



*According to the National Girls High School Rankings for the 2023-2024 Season published by USA Wrestling, FloWrestling, and the National Wrestling Hall of Fame and Museum

Print Advertisements



Women's West Coast Tournament of Champions

December 15-16 · Roseville, California

COLLEGE · HIGH SCHOOL · MIDDLE SCHOOL



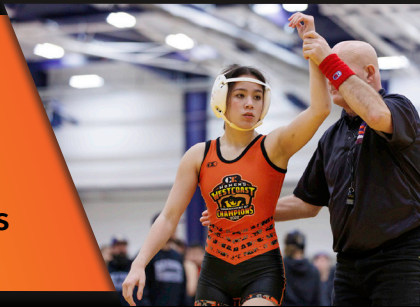
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Scan here to
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11 States
488 Wrestlers
12 Colleges
93 High Schools
8 Middle Schools

*2022 WWCTOC Stats



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Full-page Print Advertisements:

- WIN Magazine, September 2023
- Wrestling USA Magazine, October 2023

Digital Advertisements



December 15-16, 2023 · Roseville, CA

**Women's West Coast
Tournament of Champions**

College · High School · Middle School



**Women's West Coast
Tournament of Champions**

December 15-16 · Roseville, CA

Digital Advertisements:

- 450 x 450 Roadblock Ad
- 550 x 150 Banner Ad

Campaigns:

- Instagram & Facebook Paid Ads
 - September-December, 2023
- WIN Magazine Eblast
 - September 19, 2023
 - 54,410 sent, 31% open, 1.6% click
- WIN Magazine Website Banner
 - November 1-December 1, 2023
- Internal Distribution List Eblasts
 - May 4: 864 sent, 50% open, 5% click
 - September 12: 961 sent, 59% open, 4% click
 - October 4: 978 sent, 70% open, 10% click
 - December 13: 1,034 sent, 68% open, 9% click



2023 WWCTOC Media Coverage

Dec. 13, 2023 - Roseville Today: *Roseville welcomes return of Women's West Coast Tournament of Champions to Roebbelen Center*

<https://www.roseilletoday.com/news/roseville/roseville-womens-west-coast-tournament-champions/>

Dec. 13, 2023 - Gold Country Media: *West Coast TOC coming to Roseville*

<https://goldcountrymedia.com/news/297169/west-coast-toc-coming-to-roseville/>

Dec 15, 2023 - KCRA: *Women's West Coast Tournament of Champions underway in Roseville starting Friday night*

<https://www.kcra.com/article/womens-west-coast-tournament-of-champions-roseville/46150805>

Dec. 15, 2023 - KCRA: *How Roseville's economy will benefit from upcoming wrestling tournament for women and girls*

<https://www.kcra.com/article/roseville-economy-wrestling-tournament-women-girls-sports/46149580>

Dec. 15, 2023 - KCRA: *KCRA Weekend Roundup: Sacramento area things to do for Dec. 15-17*

<https://www.kcra.com/article/sacramento-things-to-do-weekend-dec-15-17/46150040>

Dec. 16, 2023 - Adrian College: *LoRusso Leads Women's Wrestling with Second Place Finish at West Coast Tournament of Champions*

<https://adrianbulldogs.com/news/2023/12/16/lorusso-leads-womens-wrestling-with-second-place-finish-at-west-coast-tournament-of-champions.aspx>

Dec. 17, 2023 - Daily Telegram: *College Weekly: Adrian's Angela LoRosso takes second at national tournament*

<https://www.lenconnect.com/story/sports/college/2023/12/17/adrian-colleges-angela-lorosso-second-at-womens-west-coast-tournament/71838351007/>

2023 WWCTOC Media Coverage (Continued)

Dec. 18, 2023 - USA Wrestling: *Women's College Opens over the weekend: Wasps Open, Women's West Coast TOC, Senior Nationals*

<https://www.themat.com/news/2023/december/18/women-s-college-opens-over-the-weekend-wasps-open-women-s-west-coast-toc-senior-nationals>

Dec. 18, 2023 - Snow College Athletics Media Relations: *Women's Wrestling Defeats Umpqua, Places 3 at WWCTOC*

<https://snowbadgers.com/news/2023/12/18/womens-wrestling-defeats-umpqua-places-3-at-wwctoc.aspx>

Dec. 20, 2023 - The Union: *Miners finish 30th out of 178 teams at Women's West Coast Tournament of Champions*

https://www.theunion.com/sports/miners-finish-30th-out-of-178-teams-at-womens-west-coast-tournament-of-champions/article_692d757a-9deb-11ee-a9fe-c382f58ffdc6.html

Feb. 15, 2024 - Sports Destination Management: *Women's Wrestling Set for Inaugural NCAA Championship*

<https://www.sportsdestinations.com/sports/wrestling/womens-wrestling-set-inaugural-ncaa-championship-33617>



Save the Date!



**College, High School, & Middle School
with Showcase**



Dec. 20-21, 2024