



**A Proposal for a  
Sports Specific Academy  
with the Westlake Recreation Department**

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IYCA Certified Youth Speed & Agility Specialist  
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*Dear Jim,*

*It is with gratitude that I submit my proposal for a youth sports-specific short-term program at the Westlake Recreation Center. Although the example in our outline shows girls ages 10-13, we are open to communicating the best demographics that are served by your facility for a given month or six weeks.*

*We can also use this as a starting point for discussions regarding any longer-term programs you might need or as a means of focusing on sports that you currently do not target.*

*Our mission at Athletic Revolution is to provide a unique developmental and progressive system of fitness training that equips kids and young athletes with all the physical, mental and character-building tools necessary to achieve a life of wellness, health and sporting excellence.*

*Thank you for this opportunity to present more valuable programming to your already impressive roster, and I am excited by the thought to be working with you and the families you serve in the near future!*

*Liz Donnelly*

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## *Purpose*

To partner with the Westlake Recreation Department to deliver a six-week sports conditioning program, called an Academy, children ages 6-9, 10-13 and/or 14-18. The sports specificity can change based on a given sports season as can the concepts taught (recovery and conditioning, strength and conditioning, etc.). Each session will last 45 minutes.

## *Roles/Responsibilities*

Athletic Revolution will:

- Develop the program: 1-2x/week per age group after school hours between 4-6pm
- Supply Athletic Revolution marketing materials for distribution at the Rec
- Develop educational handouts for youth
- Promote the academy outside the Rec
- Design and promote with press releases, fliers and any direct mail
- Conduct other forms to market the event (see calendar in “Outline” section)
- Orchestrate and run the academy
- Provide staff to run the academy

The Westlake Recreation Department will:

- Promote to its membership and coaches in its network (email, fliers, ?)
- Provide location for the academy

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## *Outline*

*Sample Calendar of 6-Week Academy April - May 2011\**

<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wed.</b>	<b>Thurs.</b>	<b>Friday</b>	<b>Saturday</b>
<b>Apr 3, 2011</b>			Track G 10-13 Academy 4 - 4:45pm		Track G 10-13 Academy 4 - 4:45pm	
<b>Apr 10, 2011</b>			Track G 10-13 Academy 4 - 4:45pm		Track G 10-13 Academy 4 - 4:45pm	
<b>Apr 17, 2011</b>			Track G 10-13 Academy 4 - 4:45pm		Track G 10-13 Academy 4 - 4:45pm	
<b>Apr 24, 2011</b>			Track G 10-13 Academy 4 - 4:45pm		Track G 10-13 Academy 4 - 4:45pm	
<b>May 1, 2011</b>			Track G 10-13 Academy 4 - 4:45pm		Track G 10-13 Academy 4 - 4:45pm	

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Sunday	Monday	Tuesday	Wed.	Thurs.	Friday	Saturday
May 8, 2011			Track G 10-13 Academy 4 - 4:45pm		Track G 10-13 Academy 4 - 4:45pm	

*Calendar Key:*

*RC = Rec Center*

*AR = Athletic Revolution*

*B&G 6-9 = Boys & Girls Ages 6-9*

*G 10-13 = Girls Ages 10-13*

*B 10-13 = Boys Ages 10-13*

\*A marketing initiative will precede the academy four weeks prior to the start of the programs until the registration deadline. Athletic Revolution will also submit press releases during the six- or four-week academy.

An academy offering sports-specific programs to condition the children bodies with movements that will help reduce the risk of injury and enhance overall athleticism.

The dates are tentative and are subject to mutual agreement.

*An optional presentation is available to orient coaches and families to the Athletic Revolution training style by discussing fueling the body for peak performance. The date can be set based on our combined schedules prior to the registration deadline for the academy.*

## ***Proposed Outcome***

The Westlake Recreation Department will see many benefits from hosting the clinics:

- Continued community awareness
- Enhanced goodwill with and value to the community
- Building awareness throughout Greater Cleveland vis-a-vis Athletic Revolution press releases
- Attracting new families (the program should be available to non-member and non-residents as AR has many contacts outside the membership)
- Having another quality program in its menu of choices

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- The chance to earn 25-30% of sales based on registration numbers. Athletic Revolution prices are a baseline of \$79 per child for a 4-week program and \$99 per child for a 6-week program.

## *Points Of Further Discussion*

- Mutually agreeable timeline
- How the Rec Center markets outside of the Gazette
- Discussion of links from Athletic Revolution to the Rec for the public to register
- Clinic location
- Available equipment