

HELPING YOU

GROW THE GAME

IN YOUR COMMUNITY.



Ludlow Youth Soccer Association



PROPOSAL OBJECTIVES

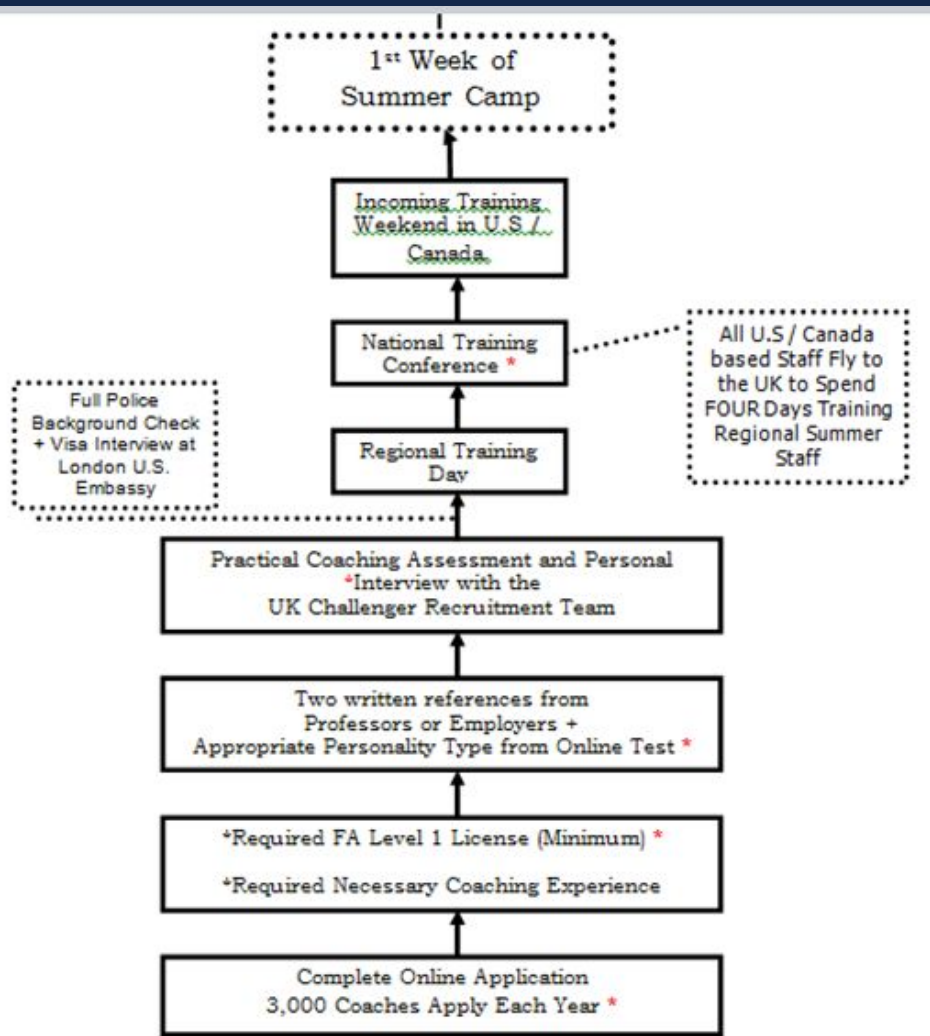


- **To demonstrate how Challenger Sports can improve Ludlow YSA by:**
 - Improving the clubs existing coaches support, approach, level and consistency with its instructional program - U6 & U8 - Bringing excitement and structure back.
 - Increasing the coverage of your club's age range, opening up the club to take in 2,3 & 4 year old players into Tiny Tykes, increasing club pipeline & raising funds for development
 - Offering u10, u12, u14 and above coaches to book in direct team sessions, or mentor sessions on a weekly basis, to give ideas and offer new approaches
 - As a full service organization go beyond by helping with fundraising, coach education quality uniform & equipment options, existing training approaches.
 - Helping Identify areas where our trainer can reduce the club/board member workload.
 - Follow the club goals of keeping players in town soccer by enhancing the overall soccer experience, while keeping registration and costs reasonable for members of the Program

YOUR COMPLETE SOCCER SOLUTION

- Largest soccer coaching company in the USA and Canada.
- Over 29 years experience in soccer camps, 16 Years in Trainer recruitment.
- F/T UK / Brazil Recruiting & Training team. Over 1,000+ seasonal Coaches.
- Full Time immigration department.
- Offer a wide range of soccer services

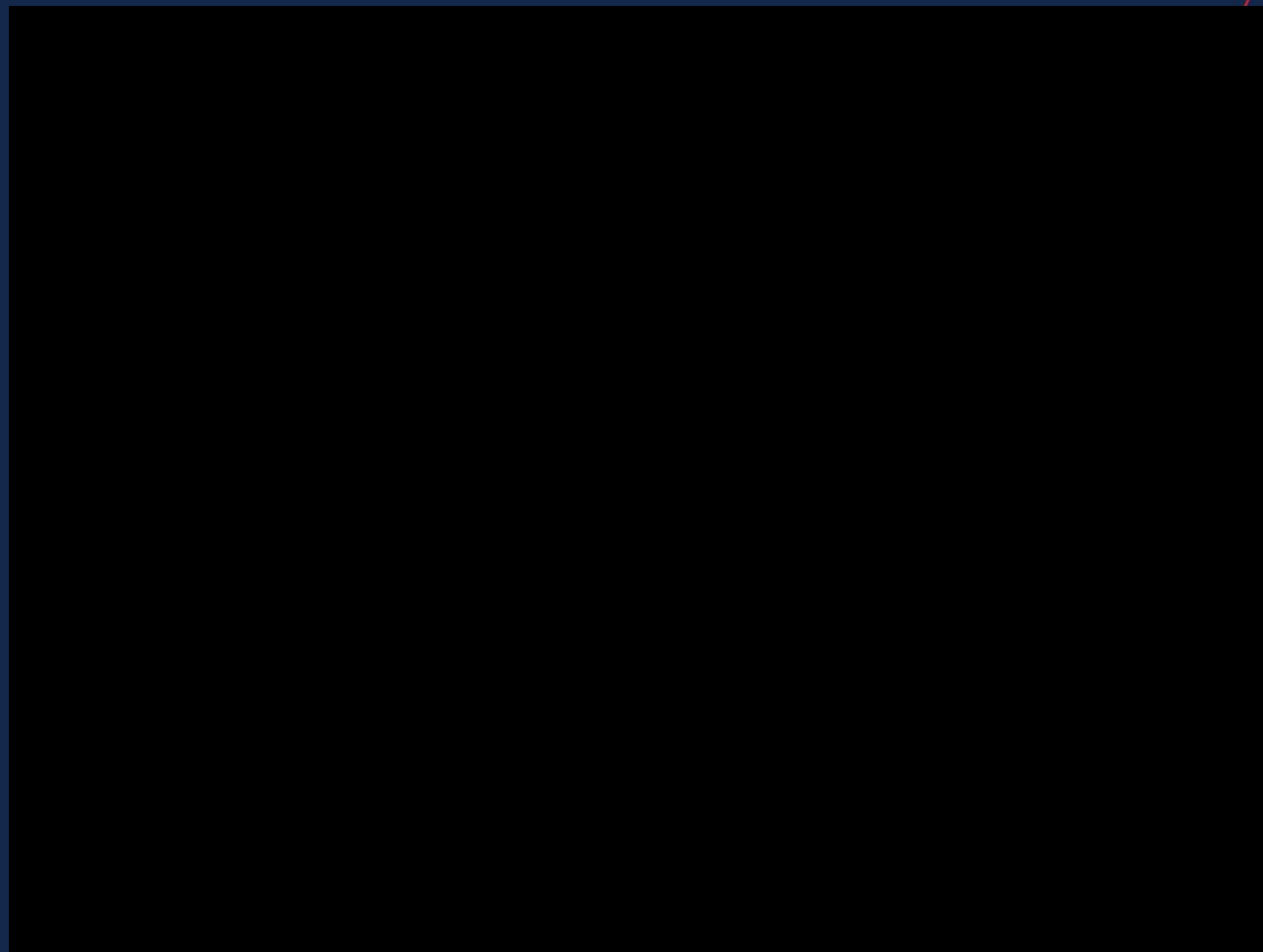
Challenger Sports Staff



Over 25 years experience in
recruiting staff and over
\$500,000 invested each year

- Over 3,000 apps each year Internationally.
- UEFA & FA National Licenses.
- Enthusiasm, Energy, Professionalism.
- Additional First Aid & Child Safety.
- Up to date Background checks
- Up to date VISA processing.
- On going training & education
- Flexible & Available most days.
- Great role models to your players.
- Install key personal characteristics.
- A passion & love for the game.

Staff Training..



Why Hire an Academy Trainer?

- Our trainer will be available for the exact dates of your Spring and Fall season.
- Cost Effective – Weekly rates include up to 35 hours work for multiple tasks.
- We cover the cost of recruitment, employment, background check, visas, wages, staff selection, training, insurance, transport, kit, online resources & evaluation.
- We have no hidden agenda - we want to make the club better, not start our own!
- Our trainers have access to an extensive curriculum that focuses on the key phases of progression through: Rec, and Travel soccer development (they will also follow the direct lead of the DOC and a club development plan/philosophy)
- Each Challenger Trainer: holds coaching licenses, is assessed by our Full-Time Recruitment Team, attends two weekend training and assessment days.
- Consistency year on year - Challenger will be available to fill your staffing needs on a consistent basis, never worry about keeping the same level of support in the club.





SOME E.G. IMPROVING YOUR SOCCER PROGRAM 35 HRS



COACHING

- Lead coaching sessions.
- Adhere to the **ORGANIZATION's** philosophies, standards and best practices.
- Execute tasks directed by the organization.
- Coach in a variety of different scenarios, for example, individual training, small group training, Academy training, specialist clinics and teams.
- Provide written feedback to the organization, coach, players and parents.
- Conduct team and game assessments.
- Act as an ambassador representing **Your organization** to the soccer community.
- Attend the organization's board meetings
- Provide examples and feedback about the organization's future development.

ADDITIONAL DUTIES

- Support the Director of Coaching to deliver an in-house coaching education program.
- Mentor volunteers in coaching practices.
- Provide support to coaches in their preparation and be accessible for questions.
- Contribute to online coaching education resources.
- Where appropriate, produce coaching activities and manuals.
- Support the organization / DOC by conducting player and team assessments.
- Where directed, provide parents with feedback on player performance.
- Facilitate meetings with the board/ parents if appropriate.

Mentor/Support Coaching

- Each instructional team can be supported individually or in multiple team age groups in clinic format on a weekly or biweekly basis(schedule depending).
- Every volunteer will be given a structured session plan to follow along with a set coaching structure e.g. warm up, unopposed, opposed, game related or stations etc.
- All volunteers will get ongoing training (Demonstrator, Integrator and Evaluation).
- Consistency in player development & evaluation showing a clear progression.
- We would have to work with you on scheduling so our coaches could maximize their impact

		Coach 1			Coach 2
Night	Session 1	Teams	Session 2	Teams	
Tuesday	5-6pm	(U6) x2	6:15-7:15pm	(U8)	
Wednesday	5-6pm	(U6)) x2	6:15-7:15pm	(U8) x2	





THE 3-STAGE DEVELOPMENTAL FORMAT



1. **DEMONSTRATE** — The Challenger trainer works directly with the players in their teams or groups of teams. Session plans are provided to all volunteer coaches ahead of time as they assist in facilitating the group. New coaches love this, as they witness firsthand how the trainer conducts and progresses the session.
2. **INTEGRATE** — As the season progresses, and volunteer coaches build confidence, they begin to take an active lead in coaching their teams. Specific tasks on how the session can be progressed will be given by the Challenger Trainer.
3. **EVALUATE** — During the final weeks of the season the volunteer coach will take full control and direction of the session. Our trainers provide written and verbal feedback to the coaches to continue their development.

Centralized Coaching

- Instructional Clinics are something we have suggested and developed for many years.
- This comprehensive and systematic developmental approach allows all players and coaches to focus on a single development topic each week.
- It would also allow CS coaches to greater assist recreation parent coaches in the delivery of the session plan significantly to achieving long-term success & education.

TEAM 1	TEAM 2	TEAM 3
	CHALLENGER ACADEMY TRAINER 1	
TEAM 4	TEAM 5	TEAM 6

The above field set-up allows centralized coaching. A Challenger trainer then works with 6 teams per time slot (can vary depending on group availability).

The above setup also allows for end-of-practice small-sided scrimmages between teams – 1v4, 2v5, 3v6.





METHOD

Trainer sends session plans to coaches prior to practice via email. Volunteer coaches set up their coaching area like the Trainer's area, prior to practice.

All groups – players and coaches, observe the Trainer's demonstration of the practice to be delivered.

Using the provided plan, after demonstration, the coaches return to their area to deliver the drill/activity. The Trainer supervises and helps each coach.

BENEFIT

➡ All volunteer coaches receive the lesson plan in advance.

➡ Volunteer coaches receive ongoing support and advice as the Trainer moves from group to group.

➡ Sessions are saved and continually used to create an organization-specific curriculum as the season progresses to aid in consistent player development and education.

Direct Team Coaching

As discussed we could have the Challenger Sports Academy Trainer(s) open to take the lead in the development of a number of your u10, u12 and above players and teams on a booking system..

- By planning & developing the practice sessions during the week
- Helping to answer parent questions and schedule/reschedule sessions
- Attend &/or coach games during the weekends of designated teams
- Lead 1 - 3 high-quality sessions per night for various teams/coaches.
- Evaluate the teams and players on a seasonal basis.
- Help to review the clubs development/session plans



Specific Sessions/Clinics

- We could offer you suggestions of topics to rotate each week; GK, Defending, Goalscoring, SAQ, First touch with a comprehensive weekly plan.
- We would recommend that this is done on a Friday evening or a Sunday evening (if the club has additional field time) it could be remotely or at the RAC

This could be set up in one of two ways:

1. Open sessions to players (through the club) as a part of their registration.
2. Open sessions to individual players as an addition to registration (i.e. 8 weeks @ \$40.) Just one idea to help create some funds to go back into the development budget.

Night	Session 1	# of Players	Session 2	# of Teams
Friday	5-6pm	SAQ (6-9Yrs)	6:15-7:15pm	SAQ (10-14 Yrs)
Sunday	5-6pm	GK (7-10)	6:15-7:15pm	GK (11-14)



Examples of Scheduling

Trainer Support Cont.



Schedule example*

	MON	TUE	WED	THU	FRI	SAT	SUN
9am - 2pm	Coaching prep, session plans, email response. Line fields, sort goals.	Coaching prep, session plans, email response. Develop club curriculum	Daycare/Park & Rec Outreach	Coaching prep, session plans, email response. Develop club curriculum	Coaching prep, session plans, email response	TINYTYKES program 3 Hours or 4 hours back to back	Games
3pm - 4.30pm	OFF	Middle school outreach	After school Outreach	Elementary school outreach	OFF	Games	Games
4.45pm - 6pm	GK Clinics young	U6 instructional Mentor	U8 instructional Mentor	U6 instructional Mentor	U10 travel mentor	OFF	Optional clinic
6pm- 7.15pm	Position Specific Clinic	U6 instructional Mentor	U8 instructional Mentor	U8 instructional Mentor	U12 travel Mentor	OFF	Optional clinic
7:15pm - 8.30pm	GK Clinics Older	U12 travel direct coach	U14 travel Direct	U12 travel Mentor	U10 travel Direct	OFF	OFF



HOW ELSE CAN WE HELP?



We can go above and beyond hiring trainers to mould seamlessly into your current full service organization. Along with the energy and enthusiasm of your own full time staff members, partnering with us will offer you additional support, such as:

FREE COACH EDUCATION As part of our partnership we are able to provide you with FREE VIP access to the *Challenger Way* (online coaching resource), our *I-Challenge App* also 6 month membership to United Soccer Coaches - Formally the NSCAA.

SOCCER CAMP Allowing us to add a soccer specific camp(s) with no additional club time needed, utilizing a full time management, customer service & marketing department.

UNIFORMS/EQUIPMENT — We can provide uniforms/ equipment and even a fully managed club store with fast turnaround, Competitive Prices & Direct wholesale partnerships on goals, paint, custom balls. Partnered with Under Armour, Adidas & Inaria for competitive uniforms & gear

24/7 SUPPORT/SERVICE We have 12 Regional directors in New England alone, between us we bring a wealth of service, ideas and support at any time, hopefully you already see this with uniforms/equip.



Partnership Training Support for free...



Inclusive of a PARTNERSHIP we are also able to offer your parents, players & coaches the opportunity to further enhance their soccer education by giving them access to:

THE CHALLENGER WAY – A complete soccer resource providing a comprehensive collection of video, pdf and on-screen information for just about every part of the game. Hundreds of practices are available for you to view, print out and use. The Challenger Way is an extremely valuable resource to coaches of all ages and levels. www.thechallengerway.com

UNITED SOCCER COACHES – In 2010, United Soccer Coaches (previously NSCAA) partnered with, and recognized Challenger Sports as the largest leading soccer educational provider in the USA. Through this partnership, Challenger Sports can offer partners a 6-month free membership to the United Soccer Coaches and a coaches clinic that will Certify volunteer coaches with a coach diploma

ICHALLENGE APP ACCESS – Challenger Sports has gone virtual with an exclusive app-based coaching framework aimed at maximizing the potential and creativity of soccer players of all ages and abilities - Receive 20 Free Skills Videos with virtual coaching - [How does it work?](#)



REFERENCES



Organization	Contact	Phone	Email Address	Challenger Programs
Massachusetts Youth Soccer, State association	Tamie Endow - Technical Department	(978) 466-8812	tendow@mayouthsoccer.org	Challenger Soccer Camps Challenger Academy Trainers
Galway Rovers Soccer Club, MA	Fouad Alzaibak - Owner	(781) 888-4448	fouadalz@msn.com	Challenger Sports World Tours Challenger Academy Trainers
Manchester Soccer Club, CT	Joe Dias – President	(860) 944-6725	diasj@me.com	Challenger Soccer Camps Challenger Academy Trainers
New Fairfield Soccer Club, CT	Harry Allison – President	(845) 222-6456	allisonharry5@yahoo.com	British Soccer Camps Challenger Academy Trainers
Saugerties AYSO, NY	Albert Garcia - Commissioner	(845) 247-4092	commissioner@saugertiesayso.org	British Soccer Camps Challenger Academy Trainers
Pawtucket Youth Soccer, RI	Leo Lebeuf - Prseident	(401)-359-0817	pysapres@gmail.com	British Soccer Camps Challenger Academy Trainers