

# Sports Kidz

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## “Sports Kidz” Partnership Proposal

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## Overview

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Several studies have proven that youth participants in sports and other leisure activities live happier, better adjusted lives as productive adults. Sports Kidz, a youth recreational organization located in the Los Angeles area, seeks to find partners willing to change the lives of children through sports and leisure activities. Sports Kidz services the community and wants to expand by:

- Building a state of the art facility for Sports Kidz base operations
- Improving and enhancing sports and coaching skills through informative media (videos, DVDs)
- Reaching and interacting with all audiences through an interactive program set in "reality TV" to introduce, inform and demonstrate various youth sports and leisure activities

Sports Kidz is looking for a corporate partner to play a significant role throughout this project. Besides basic advertising and promotional benefits, the Sports Kidz partner will also experience substantial financial growth in their company. Both parties will work together to assess programs and needs throughout the course of project operations.

"Childhood obesity now threatens one in three kids with long-term health problems, and the crisis is growing." - *Newsweek*

Sports Kidz has offered direct programs with an experienced staff that has successfully facilitated classes, special events and holiday/summer camps for hundreds of children throughout Los Angeles.

Sports Kidz plans to capitalize on its explosive growth with the development of these proposed ideas. Sports Kidz believes in teaching children the necessary skills to become physically fit and greatly enhance their lives.

The mission of Sports Kidz is to "instill and enhance life skills through structured fair play." There are very few nationally recognizable institutions that offer instructional programs to show kids how to play sports properly, enjoy leisure activities and address serious health risks.

Thousands of children and parents want the right information about sports and leisure activities. Sports Kidz is going to be the company that provides this practical information and instruction which will ultimately result in having educated, healthy and productive children and adults in our society.

"An obese adolescent has a greater than 75 percent chance of being an obese adult" – pediatrician Nancy Krebs of the University of Colorado.

## History

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Sports Kidz was started in the fall of 1998 as a direct result of parents requesting that Coach Akeim Kelly instruct their children on the fundamentals of playing various sports and leisure activities.

Upon relocating from Philadelphia, Pennsylvania in 1998, Coach Akeim began teaching sports classes for the Los Angeles Department of Recreation and Parks. The results and responses from his teaching style were astonishing. Parents of the children involved in his classes began to speak of the great experience their child(ren) had and began referring other people. Classes were quickly filled to capacity and, after eight months of teaching for the Department of Recreation and Parks, Coach Akeim decided to accept the invitation of the community and start his own business of instructing children on the fundamentals of playing various sports and leisure activities while having fun.

The first Sports Kidz class began in the backyard of a family who opened up their home for a weekly class. This family recognized the results of how children were deeply affected by the experience of good instruction. From that initial class, other opportunities, such as private lessons and sports birthday parties were started. In addition, other parents and adults offered their backyards for classes; lobbied for classes to be taught at their children's schools and extended invitations for participation in other community events.

In four short years, Sports Kidz has grown more than 200 percent. Currently Sports Kidz provides, and has provided, sports instruction in five different communities throughout Los Angeles, California and four private elementary schools. Sports birthday parties and private lessons are conducted every weekend. Holiday and summer camp preparations are consistent to ensure that kids are maximizing their ability to have fun when they're not attending school.

Participation in all of the Sport Kidz classes and activities over the past four years is the direct result of children's demands and desires to be involved in Sports Kidz. Personal referrals have provided the majority of the marketing and advertising for Sports Kidz. This positive support speaks volumes for the need of quality instruction for youth sports in America.

This growth presents an important reason why Sports Kidz wants to expand by constructing a state of the art Sports Kidz facility.

## Expansion

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It’s a fact. Life is moving too fast. People have too much to do and not enough time to do it. Deadlines, obligations and pressures increase. Technology changes faster than the weather. Yet, as we shift into millennium overdrive, there is one thing we absolutely cannot lose sight of – OUR CHILDREN. Children need our time, patience and understanding to grow into happy, confident individuals able to meet the challenges of a rapidly changing future.

Sports Kidz is all about children. It’s about children playing and learning in a safe, supportive and stimulating environment. It’s about providing an introduction to sports that, first and foremost, promotes fun while encouraging growth; enhances self esteem and opens the door to a lifelong love of activity and exercise. Studies have shown that children who engage in sports grow into happier, more productive adults than those who don’t.

Larger locations to house sports activities are becoming more crucial so Sports Kidz can continue to provide a wide variety of activities in an ideal learning environment. Sports Kidz and its partner will collaborate together to build a state of the art facility which will provide a one stop sports center that includes everything in the realm of sports and leisure activities.

Qualified coaches will conduct age appropriate sports, games and activities that will include basketball, baseball, soccer, football and volleyball. Non-traditional sports and activities such as golf, rock climbing, yoga, gymnastics, martial arts and skateboarding will be offered as well.

Besides meeting the needs of children, parents and adults will also enjoy participating in “parent and me” classes, relaxing in the comfortable lounge, having their child’s haircut at a special salon or shopping in the Sports Kidz store full of sportswear, equipment and other sports related items.

This Sports Kidz facility will fulfill several family needs and allow busy parents/adults a unique place where their children will receive attention and important interaction for their growth and development.



## Instructional media

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"There's really nothing negative you can say about getting kids involved in sports," said Dr. Mike Simon, sport psychology consultant for St. John's University in Queens, N.Y.

That may be true, but the results after kids get involved can be very negative. The National Alliance for Sports reports that more than 20 million children sign up each year to play soccer, baseball, football, hockey, basketball and other competitive sports, yet more than 70 percent of children involved in team sports quit by age 13 and never return. What's the number one answer? **It stopped being fun!**

Kids won't have fun being pressured or harshly criticized for their physical performance. Parents, coaches and adults should remember that a sport is a game for young kids. Games are supposed to be fun and you play to have a good time.

The benefits youth participants will receive from participating in Sports Kidz instructional media reach far beyond fun. Sports Kidz will provide clear, concise communications to the children so their involvement now means that they can have a healthy life later.



The content audiences view on Sports Kidz instructional DVDs and videos will directly apply to their lives and becomes especially powerful when they see regular people participating in beneficial physical activities. A wide availability of Sports Kidz instructional media will enable youth to have control over an important aspect of their life while they receive proper instruction on how to engage in beneficial and entertaining physical activities. The enormous success of the *Tae-Bo* exercise series and other popular aerobics videos confirms this instructional content reaches audiences directly.

While last year's domestic box office at the theaters was approximately 9.3 billion, video and DVD sales and rentals are almost 14 times that amount - *Variety*

Kids and adults are spending enormous amounts of time in front of televisions and computers. Many children are entertaining themselves with less physical activities because they do not have options or feel that they do not have the necessary skills to participate in a particular sport or leisure activity. The same is true for many adults who are interested in volunteering their time to coach a team. These videos will be everywhere so anyone can enjoy themselves and increase their overall health and well being. These instructional materials will use motivation to teach sportsmanship, teamwork, physical fitness, social skills, sports discipline and how to have fun. By providing this information, youth sports as we know it today will be drastically better.