

## ***Thoroughbred Youth Athletics: Overview***

Thoroughbred Youth Athletics is meant to address, on a local level, the rapid decline of our youth's health and physical fitness. "Obesity is a serious health concern for children and adolescents. Data from NHANES surveys (1976–1980 and 2003–2006) show that the prevalence of obesity has increased: for children aged 2–5 years, prevalence increased from 5.0% to 12.4%; for those aged 6–11 years, prevalence increased from 6.5% to 17.0%; and for those aged 12–19 years, prevalence increased from 5.0% to 17.6%," (National Center for Health Statistics, 2008). Our present economic environment further exacerbates this epidemic as afterschool programs, physical education, and sports programs are reduced or cut completely. Through the Crossfit training methodology Thoroughbred Youth Athletics will give our youth dynamic and sustainable tools. Participants will be rewarded for athletic, scholastic, and volunteering achievements. This is all accomplished as a 501C3 non-profit organization, with public and private sector sponsorship and donations, with the goal of no monetary barriers to any student's participation.



What is Crossfit? Crossfit is Functional Movements, at a High Intensity, with Constant Variation. A functional movement is first natural; we practice things that we do in real life. A dead lift is picking something off the ground. We also address quality of movement. By nature functional movements are initiated at the core and move to



extremity. Throwing a ball starts at the hips, then the shoulder moves forward and then it finishes with the wrist. Functional movements are also multi-joint rather than single joint isolation movements. This results in a greater neuro-endocrine response, having a greater impact on the hormonal responses of exercise to the body. This means one will have more energy, increase their metabolism, improve performance and physiological adaptations and see aesthetic improvements. Also, doing all of the exercises to full range of motion increases

the distance so this is the best way to increase our power and work capacity as well as improve our joints mobility and ROM. Finally, we mix it all up because "*Routine is the Enemy of Progress*". We don't want to specialize in any one thing because overall fitness will suffer in another realm. The goal is to be 80% as strong a power lifter, 80% as fast as a sprinter, to have 80% of the endurance of a marathoner, and to have 80% of the balance and flexibility of a gymnast.

***Vision: Crossfit in the Community***

To have the Crossfit conception of total fitness as a known and accessible tool to our community’s youth. This will be accomplished by partnering with all relevant public and private sector organizations and businesses to bring the opportunity to any willing student.

***Vision: Thoroughbred Youth Athletics***

To bring area youth into a program that promotes respect for self, peers, and to every day role models through appropriately challenging exercise in a dynamic environment(s). “Thoroughbred youth” are to be supported and encouraged while being challenged to constantly set and attain achievable goals. The personal health metrics pointing towards these goals will be closely monitored, recorded, and analyzed. The attainment of these goals will coincide with preparation for competitive environments where the student’s skills can be show-cased and rewarded. This environment will be offered with partial and/or full tuition subsidization through donations and sponsorships from the public and private sector.

***Private Gifts:***

Thoroughbred Youth Athletics is a 501C3 organization that will accept donations or gifts from private individuals. This is a one of a kind opportunity to change an individual life, dramatically impact a community and contribute to the health of our nation. Please contact us if you are interested in giving a named or anonymous gift.



**Major Sponsorship Packages:**

Rank	Gift Amount and Term	Sponsorship Deliverables	* Number of Classes Subsidized
1 Star	1,000 – 9,000	<p><i>Pre Program:</i></p> <ol style="list-style-type: none"> <li>1. Logo/Link on TBYA Website &amp; Blog Page</li> <li>2. Name/logo on program collateral. I.e. flyers, pamphlets, etc.</li> <li>3. Free Saturday Bootcamp attendance for 12 months for 1-company owner (or) 1-manager/employee</li> <li>4. 10% off Corporate rates for group training in adult classes</li> </ol> <p><i>Pilot &amp; Full Program: All of above.</i></p>	<p><i>Pilot:</i> 12-108</p> <p><i>Full:</i> 8-70</p>
	1-2 yr term		
2 Star	10,000 – 24,000	<p><i>Pre Program:</i></p> <ol style="list-style-type: none"> <li>1. Logo/Link on TBYA Website &amp; Blog Page</li> <li>2. Name/logo on program collateral. I.e. flyers, pamphlets, etc.</li> <li>3. Company collateral positioned in facility</li> <li>4. Name on program t-shirts</li> <li>5. Small logo on banner at events</li> <li>6. Free Saturday Bootcamp attendance for 12 months for 1-company owner (or) 1-manager/employee</li> <li>7. 10% of Corporate rates for group training in adult classes</li> </ol> <p><i>Pilot &amp; Full Program: All of above and small print name/logo in news paper/periodical marketing</i></p>	<p><i>Pilot:</i> 119-288</p> <p><i>Full:</i> 77-185</p>
	1-3 year term		
	25,000 – 49,000	<p><i>Pre Program:</i></p> <ol style="list-style-type: none"> <li>1. Logo/Link on TBYA Website &amp; Blog Page</li> <li>2. Name on EA FaceBook Page</li> <li>3. Name listed in emails &amp; advertising for events</li> <li>4. Name/logo on program collateral. I.e. flyers, pamphlets, etc.</li> <li>5. Small logo on banner at events</li> <li>6. Company collateral positioned in facility</li> </ol>	<p><i>Pilot:</i> 299-587</p>

<b>3 Star</b>	2-5 year term	<ol style="list-style-type: none"> <li>7. Name on all program t-shirts</li> <li>8. Free 12 month CF membership for 1-company owner (or) 1-manager/employee</li> <li>9. 15% of Corporate rates for group training in adult classes</li> </ol> <p><i>Pilot &amp; Full Program:</i> All of above, name/logo in news paper/periodical marketing and sponsorship mention in radio advertising</p>	<i>Full:</i> 193-378
<b>4 Star</b>	50,000 – 99,000	<p><i>Pre Program:</i></p> <ol style="list-style-type: none"> <li>1. Title Sponsor: industry exclusivity</li> <li>2. Logo/Link on TBYA Website &amp; Blog Page</li> <li>3. Name on TBYA FaceBook Page</li> <li>4. Name listed in emails &amp; advertising for events</li> <li>5. Logo/link in weekly email blasts.</li> <li>6. Name/logo on program collateral. I.e. flyers, pamphlets, etc.</li> <li>7. Large logo on banner at events</li> <li>8. Company collateral positioned in facility</li> <li>9. Company product positioned in facility</li> <li>10. Name on program t-shirts</li> <li>11. Name on quarterly event t-shirts</li> <li>12. Free 12 month CF membership for company owner (or) 1-manager &amp; 1-employee</li> <li>13. 20% of Corporate rates for group training in adult classes</li> </ol> <p><i>Pilot &amp; Full Program:</i> All of above, name/logo in news paper/periodical marketing and sponsorship mention in radio advertising</p>	<i>Pilot:</i> 599-1,187  <i>Full:</i> 386-765
	2-5 year term		
<b>5 Star</b>	100,000 +	<p><i>Pre Program:</i></p> <ol style="list-style-type: none"> <li>1. Title Sponsor: industry exclusivity</li> <li>2. Logo/Link on TBYA Website &amp; Blog Page</li> <li>3. Name on TBYA FaceBook Page</li> <li>4. Name listed in emails &amp; advertising for events</li> <li>5. Logo/link in weekly email blasts</li> <li>6. Name/logo on program collateral. I.e. flyers, pamphlets, etc.</li> <li>7. Company collateral positioned in facility</li> <li>8. Company product positioned in facility</li> </ol>	<i>Pilot:</i> 1,199 +

	2-5 year term	9. Name on program t-shirts 10. Name on <i>all</i> event t-shirts 11. Large logo on banner at events 12. Free 12 month CF membership for company owner (or) 2-managers & 2-employees 13. 25% of Corporate rates for group training in adult classes  <i>Pilot &amp; Full Program:</i> All of above, name/logo in news paper/periodical marketing, sponsorship mention in radio advertising, and name/logo in TV advertising	Full: 772+
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*\* Number of Classes Subsidized is calculated by dividing the gift range dollar amount by the cost of each class of 20 students. This is based on the estimate of an operating year of 350 days for a total of 2,944 possible classes annually.*

**Other Sponsorship Options:**

- Individual youth or group sponsorships – sponsor a specific individual, class, school, group, timeframe, etc
- Event only sponsorship – one time, quarterly, annual, special, etc
- “In kind” sponsorships – trade of services, donation of products/services, etc
- Volunteering – volunteer your time and expertise towards program growth, events, etc

*Please contact us directly regarding interest in these and other sponsorship options. We appreciate and try to accommodate all efforts to help build our program.*

**For Questions or Feedback:**

**Jay Kollar**

P: 239-233-6783

E: [jay@tbyathletics.org](mailto:jay@tbyathletics.org)

E2: [jay@kollarconsulting.com](mailto:jay@kollarconsulting.com)

W: [www.tbyathletics.org](http://www.tbyathletics.org)

**Jeremy Barnett**

P: 239-851-3940

E: [Jeremy@tbyathletics.org](mailto:Jeremy@tbyathletics.org)

E2: [crosfittb@yahoo.com](mailto:crosfittb@yahoo.com)

W: [www.tbyathletics.org](http://www.tbyathletics.org)