

## Playmaker University Football Camp Series

### **Philosophy**

Athletics offer an educational process in life itself that when seized and utilized properly with discipline, can help equip young people with the skills necessary to become strong and productive leaders in our society. We pair together young athletes with coaches who are professionals at the pinnacle of their respective fields in order to allow our campers a chance to truly learn and understand what it takes to achieve such levels of success. These lessons taught by professional athletes themselves can resonate with a young athlete for a lifetime.

We have partnered with the Capital District Minor Football Association which brings over 3000 kids spanning ages 8-18yrs old to play in their spring and summer leagues. The league services the greater Edmonton region, as well as the surrounding areas ranging from Lloydminster to Okotoks. Capital District is the largest tackle minor football league in Canada. We would like to establish ourselves as a developmental aid in enhancing the quality of football in this region. To enhance football at the youth level will in turn enhance the high school game. Which will contribute to better Junior Football, and in turn better Canadian collegiate ball on the whole – and ultimately will enhance the quality of non-import talent within the CFL game itself. The CFL has given a great deal to me over the years as a non-import player, and I feel that this is a way for me to give back to the league indirectly, while helping at the grassroots level directly.

Our instructors are committed to sharing with young athletes the perseverance, discipline and dedication needed to achieve ones maximum potential both on and off the field. While instructing and equipping them with the skills, tools, and techniques for them to be dominant on the field. Every athlete has an opportunity to hone and improve their skills, compete against the best of their age in the region, and receive tutelage from the pros themselves in areas of nutrition, physical strength and development, speed, agility and motivation.

In addition, we want to utilize the time we have with the kids through the motivation of some tremendous keynote speakers. Every year we will try and improve what the camp offers the children, both physically and psychologically. We hope that by the time the campers leave, they have a better feeling of self worth, in addition to the confidence that comes from the newly acquired techniques and skills – thus motivating them to become better athletes...and better people.

I know from experience that attending the right camp can be very valuable in a young person's life. My goal is to provide young athletes with an opportunity to learn from the best in order to better understand the work ethic required to succeed – while at the same time enjoying themselves in a competitive atmosphere.

Sincerely,

**Kamau Peterson**  
*Playmaker University*  
*Camp Director/Founder*

## Overview

### **General Camp**

The general camp is catered towards amateur football players of all positions from ages 13-17. Playmaker U General Camp will give each camper an opportunity to learn the tricks of the trade from the very players that occupy those positions at the highest level in the country. As is always the trademark of Playmaker U, campers will be engrossed in some of the newest, proven, and authentic training and practice methods of the professionals themselves.

### **Precision Passing camp**

Passing camp caters to the amateur skill and semi-skill positions with emphasis on passing, pass catching, and pass defending for football players age 13-17. As is always the trademark of Playmaker U, campers will be engrossed in some of the newest, proven, and most authentic training and practice methods used by the professionals themselves.

### **Atom/Peewee Camps**

Atom and Peewee camps are catered to players under the bantam age grouping with a technical emphasis on skill development from a fundamental standpoint. These camps will lay the groundwork for young players and allow them to learn skills the correct way earlier in their player development from the professionals themselves.

### **Coaching Pool - Current and Past Eskimo Players/ CFL Stars**

- *Jason Maas/ Ricky Ray/ Henry Burris – Qb's*
- *Kamau Peterson/Brock Ralph/Maurice Mann/ Andrew Nowacki – Rec's, TE's*
- *Jesse Lumsden/ Chris Ciezki/ Calvin McCarty/Ron Mclendon – RB's*
- *Singor Mobley/ Agustin Barrenechea/ Tim St. Pierre/Shannon Garrett – LB's*
- *Shannon Garrett/ J.R. Larose/ Bradley Robinson/ Airabin Justin – DB's*
- *Adam Braidwood/ Fred Perry/ Adrian Baird – D-Line*
- *Patrick Kabongo/ Calvin Armstrong/ Aaron Fiacconi – O-line*

### **Keynote Speakers:**

- *Jason Maas (2 time Grey Cup Champion)*
- *Ed Hervey (2 time CFL All-Star, 2 time Grey Cup Champion)*
- *Dan Kepley (5 time CFL All-Star, 6 time Grey Cup Champion, 3 time Defensive Player of the Year)*
- *Kamau Peterson (CFLPA All-Star, West Division All-star, CFL Most Outstanding Canadian)*
- *Noel Thorpe (Assistant Head Coach/ Special Teams Coordinator – Edmonton Eskimos)*

**Category;**

- Product Sponsorship

**Opportunity Frequency; Annual**

- 2 camps each spring, and 2-3 camps each summer to be run annually.

**Geographic Range; Regional**

- Camps target and reach the minor league as well as high school levels throughout Alberta.

**Locations and Times; 2009 Edmonton Camps**

- April 17-19<sup>th</sup> - Playmaker U Passing Camp (Age 13-17)
- May 22-24<sup>th</sup> - Playmaker U General Camp ( Age 13-17)
- August (TBD) - Playmaker U Young Stars Camp (Age 10-12)
- September (TBD) - Playmaker U Mini Camp (Age 7-9)

**Audience and Attendance;**

- Total estimated on-site attendance = 700-1000 athletes/spectators per camp
- Total participants = 85-125 athletes per camp

*change the game.™*

**Demographics***Age*

- 50% age 13-18
- 40% age 25-54
- 10% age 1-12

*Gender*

- 80% Male
- 20% Female

## Sponsor Benefits

	Silver	Gold	Platinum
Signage: Logo recognition on on-site banner(s)	✓	✓	✓
Website: Corporate logo recognition and hotlink on Playmaker University website	✓	✓	✓
Corporate logo and/or name recognition in all camp media promotions and advertisements as a supporting partner posters/brochures will be displayed in Edmonton and surrounding area. (ie. High school/rec. centres)	✓	✓	✓
Corporate name and/or logo recognition on camper apparel. (Jerseys, t-shirts)		✓	✓
Official Camp Title Sponsor: Corporate logo and/or name recognition on all media, website, advertising, signage, and apparel (ie. Playmaker University Passing camp presented by...)			✓
<b>Sponsorship</b>	<b>\$3000*</b>	<b>\$4000*</b>	<b>\$5000*</b>

*\*Amount committed in total services, products, and or capital.*

## SPONSORSHIP PROSPECTUS

Thank you for taking the time to consider the sponsorship opportunity before you through Playmaker U Football Camps. Youth of all ages, both athletes and non-athletes will be in direct contact with the advertising and marketing used for these camps, as will the adult mentors and decision makers present in their lives. Take the opportunity to get on board with Playmaker University while in its infancy. This decision will pair you with not only a strong product catering to youth building efforts throughout Alberta, but with an enterprise of professionals steeped within the sports industry at the forefront of community building for years to come.

Playmaker U Football Camps are an excellent way for your company to reach out and strengthen your company bond within the community. Join us in promoting youth football in Greater Edmonton and the surrounding area, and it could provide great dividends down the road.

Let Playmaker U tailor a sponsorship package that will fit your needs.

Contact: [playmakeruniversity@gmail.com](mailto:playmakeruniversity@gmail.com) Phone: (240) 429.8266