



USA
FIELD HOCKEY



Where Olympic Journeys Begin

PROJECT GROW FIELD HOCKEY



How do you like?

60,000 kids trying our sport, every year



and...

we connect them
with their local club and school
so they stay in our sport



The Big Question

How does it work?



Field Hockey Fun!

What is it?

Short sided game (3 a side, up to 6 a side) on any smooth surface

What equipment is needed?

Sticks and balls all provided for **FREE**

Who is it for?

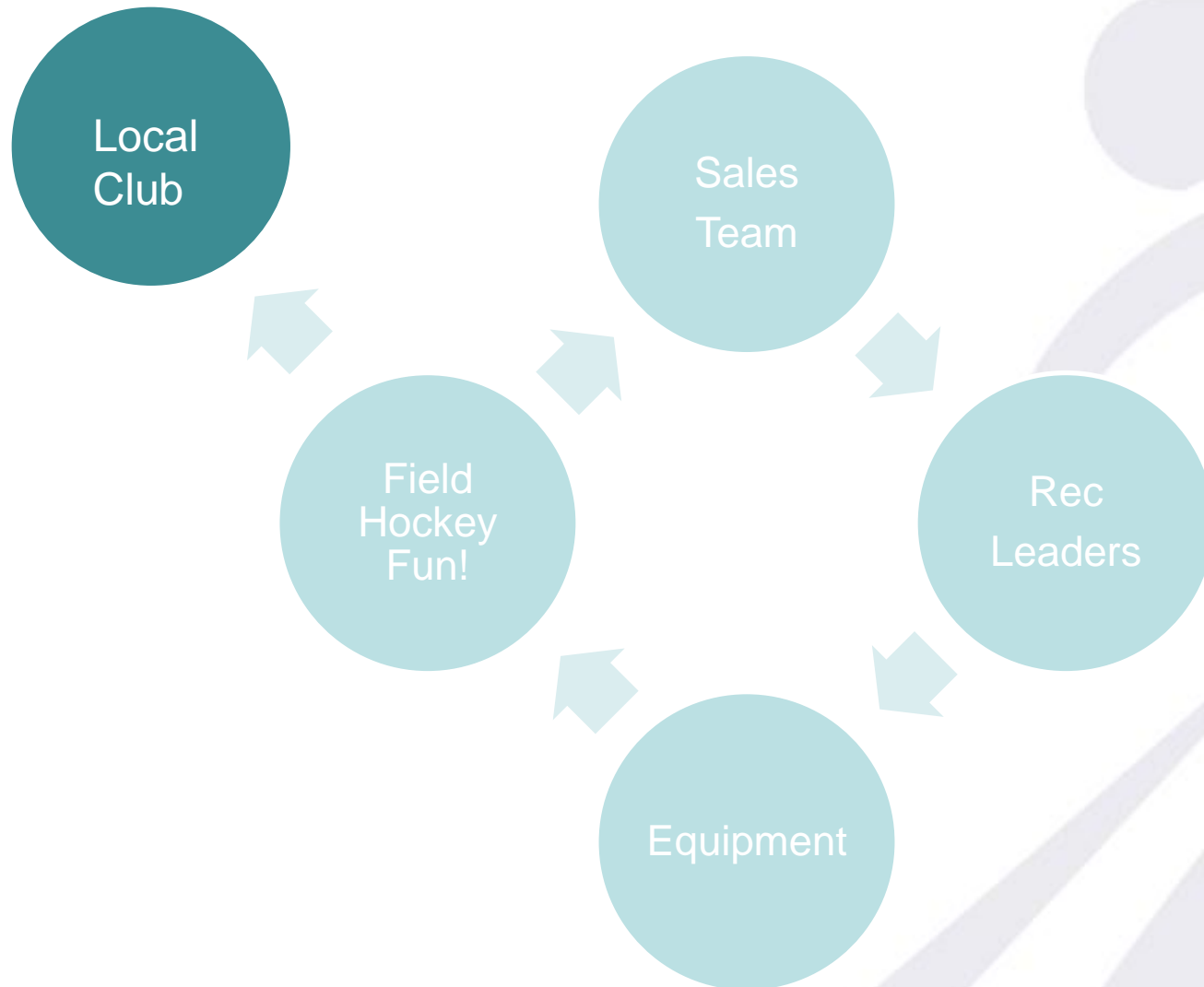
7-11 year old boys and girls in any rec setting

Play the game and have fun



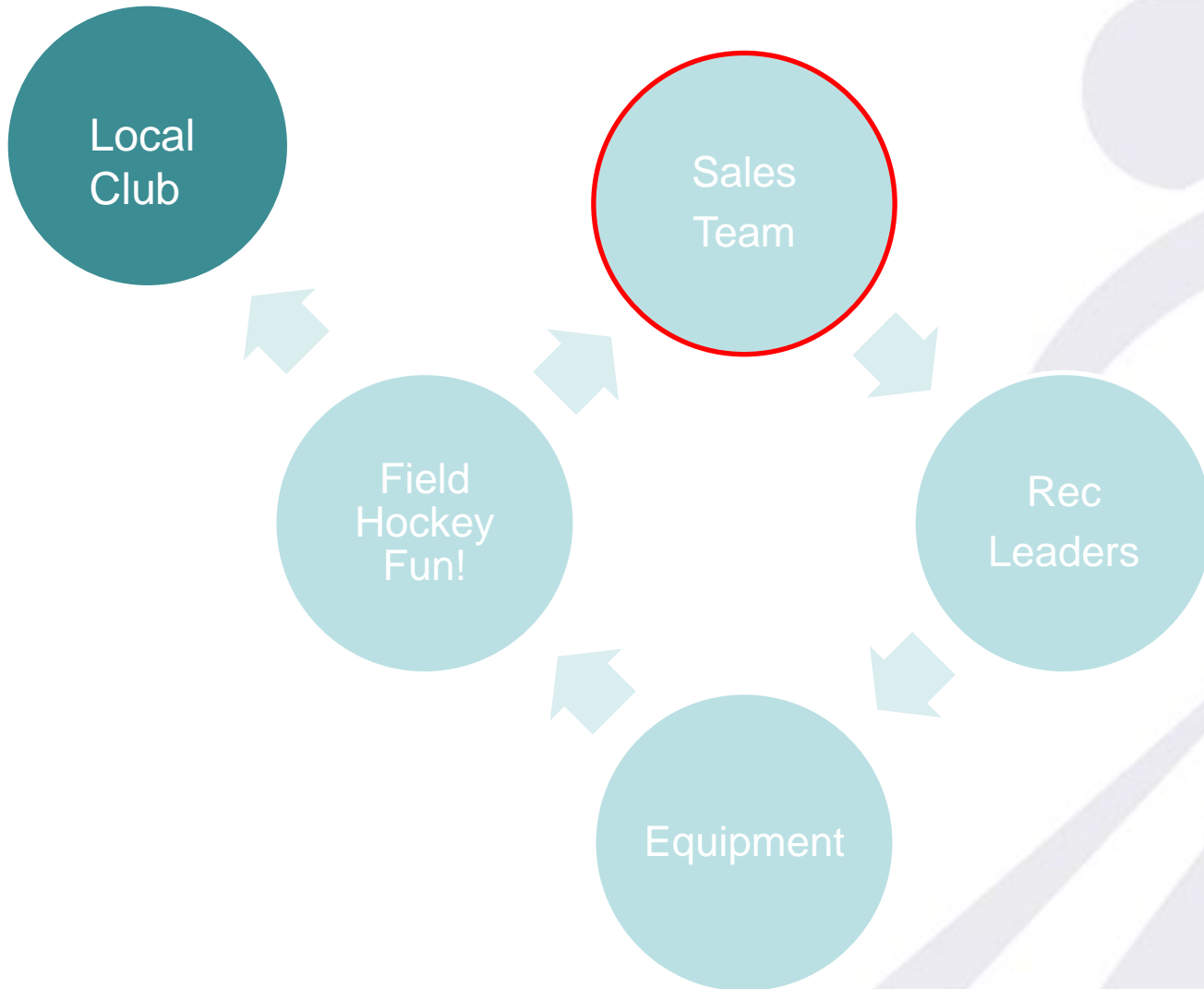
USA
FIELD HOCKEY

A diagram...



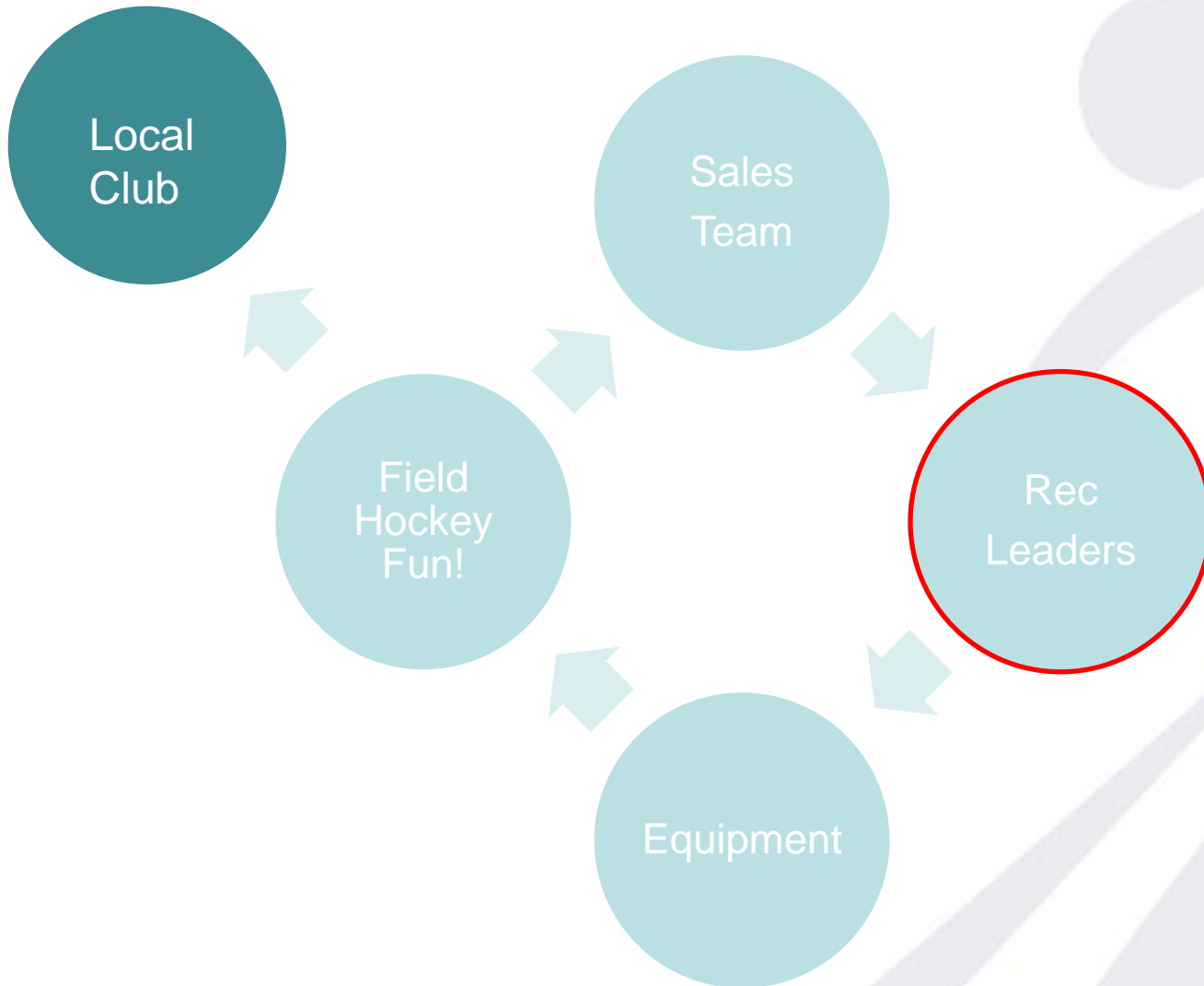


USA
FIELD HOCKEY





USA
FIELD HOCKEY



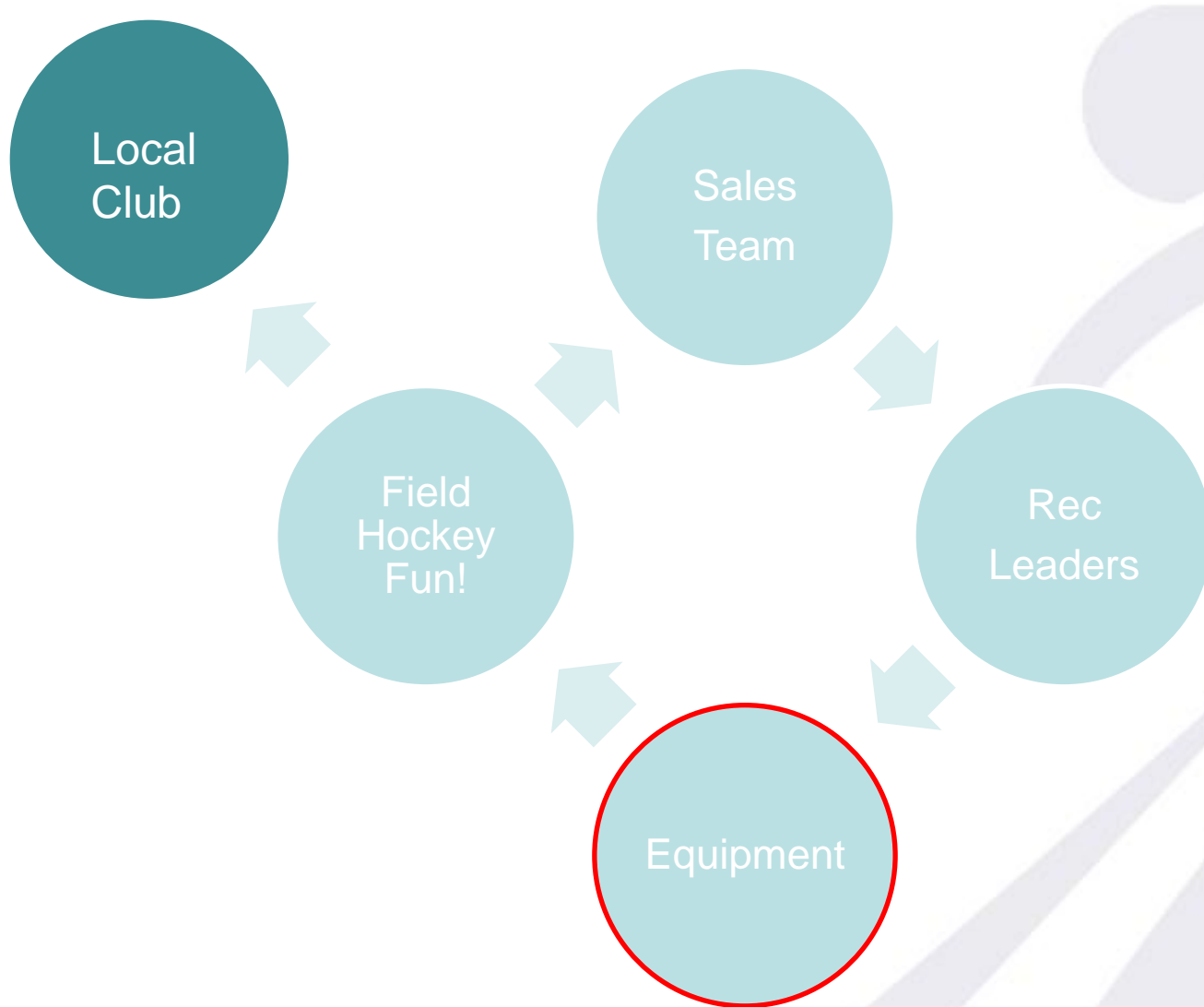


The Rec Leaders

- ↷ PE Teachers
 - ↷ YMCA leaders
 - ↷ Girl Scouts and Boy Scouts organizers
 - ↷ Boys & Girls Club Rec officers
 - ↷ Parks & Rec Staff
 - ↷ PAL leaders
 - ↷ Camp leaders
-
- ↷ Who need free, fun activity **content** for 7-11 year olds



USA
FIELD HOCKEY





USA
FIELD HOCKEY

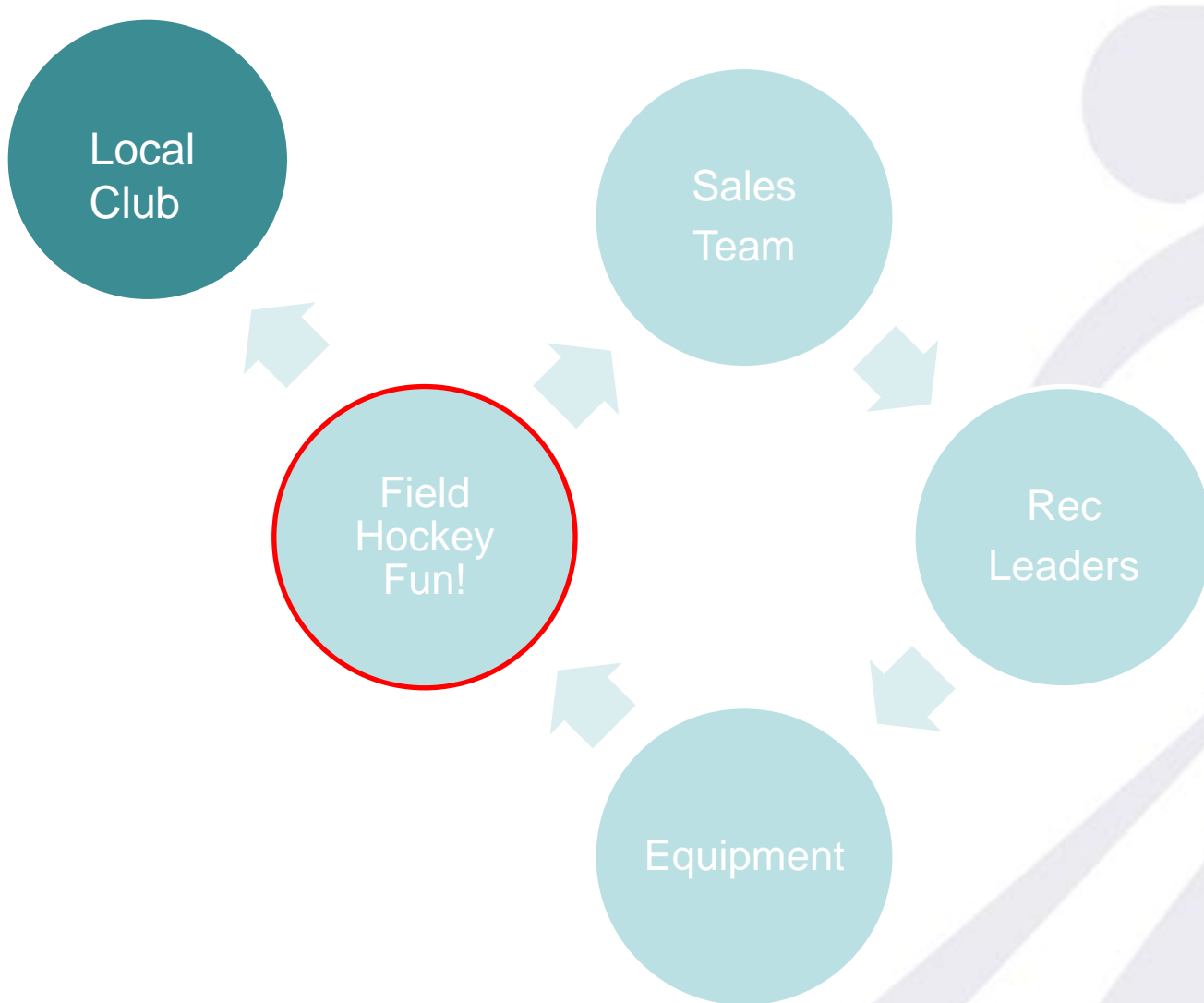
Field Hockey Fun! in a Box

- ↻ All that is needed to run one session (or a 10 week curriculum)
 - ↻ 12 sticks
 - ↻ 5 balls
 - ↻ 6 goal cones
 - ↻ Handbook
 - ↻ Curriculum
 - ↻ Coaching DVD

- ↻ Shipped in 7 days
- ↻ Ordered online or in person



USA
FIELD HOCKEY



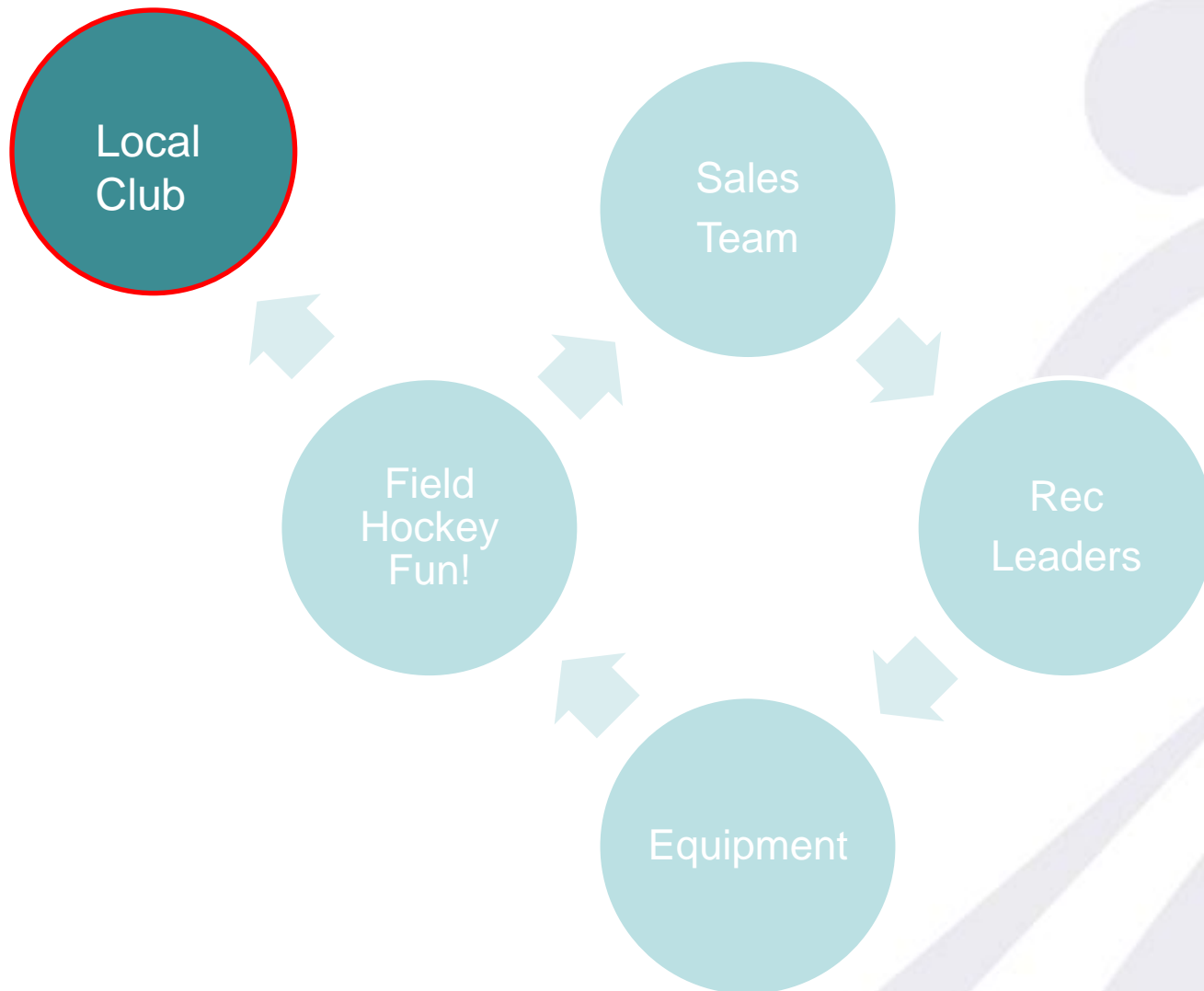


USA
FIELD HOCKEY

Field Hockey Fun!



A diagram...





Local Clubs = sustainability...

- ↻ Goal is to keep 16% in the sport each year
 - ↻ That equates to 10,000 new U12 athletes joining clubs

- ↻ How to do this?
 - ↻ Local club receives list of FHF! participants
 - ↻ FHF! received information on all local field hockey opportunities
 - ↻ Club is encouraged to
 - ↻ Run FHF! sessions with the Rec partner
 - ↻ Run tryouts at club



What investment is needed?

	<u>2,012 Budget</u>	
<u>Expenses:</u>		
U12 Development Manager	62,500	includes benefits
U12 Development Coordinator	90,000	two staff, includes benefits
Sticks & Equipment	48,000	12,000 sticks @\$4
Travel	25,000	
Phone	3,000	
Website	10,000	videos plus front end plus sustainability elements
Shipping	20,000	ship 1,000 packs @ \$20
Collateral	20,000	booklets and promo material
Conference fees	20,000	exhibitor, demo and commercial break fees
Total Expenses	<u>298,500</u>	
 Kids trying our sport	 60,000	
Programs	1,000	
Sticks	12,000	



USA
FIELD HOCKEY

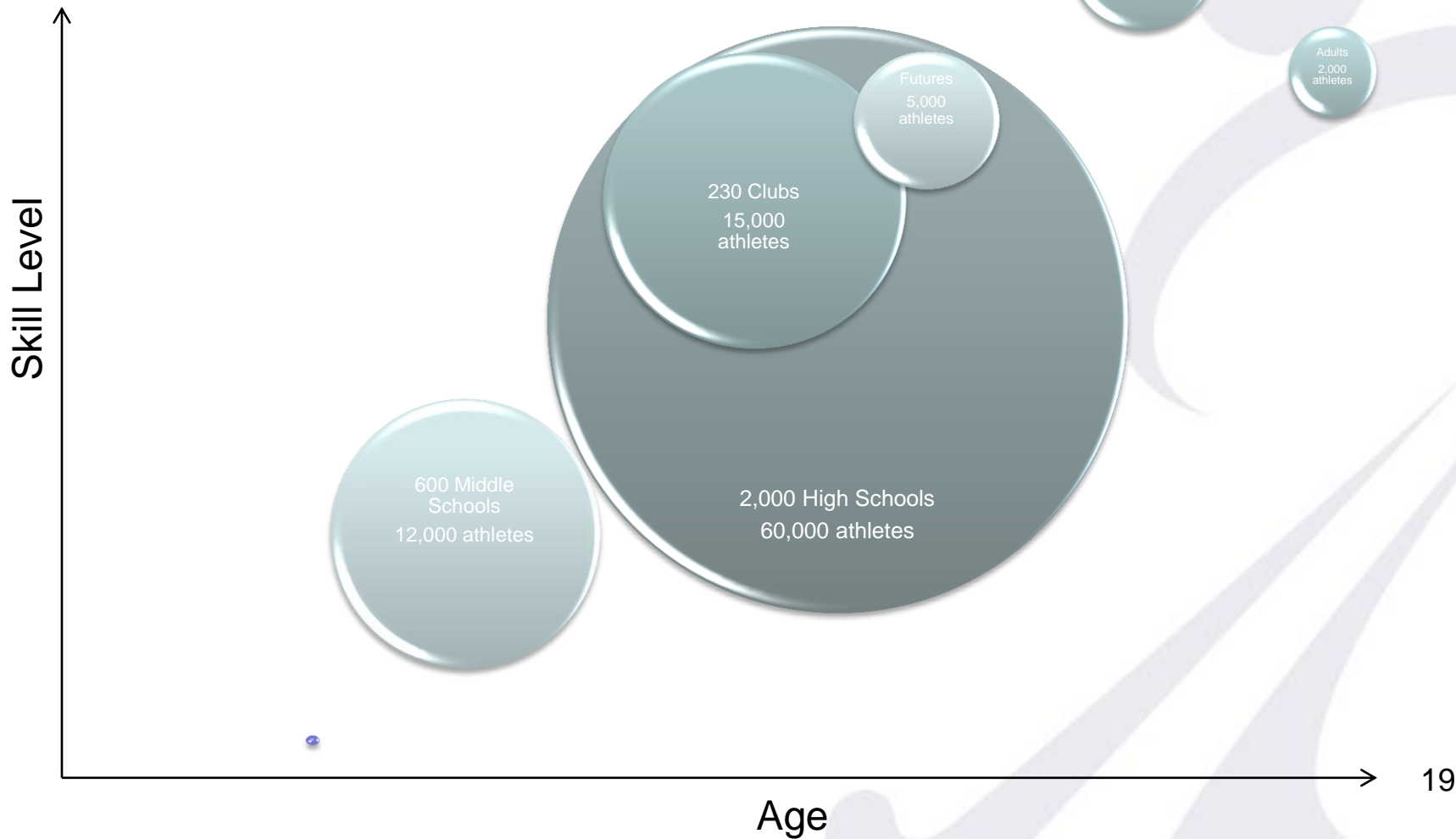
What's the timeline?

- ↷ Nov 2011
 - ↷ Budget process
- ↷ Dec 2011
 - ↷ Plan and develop materials
 - ↷ Secure equipment partner
 - ↷ Recruit staff
- ↷ Jan 2012 onwards
 - ↷ Get this done!



The Big Picture in 2011

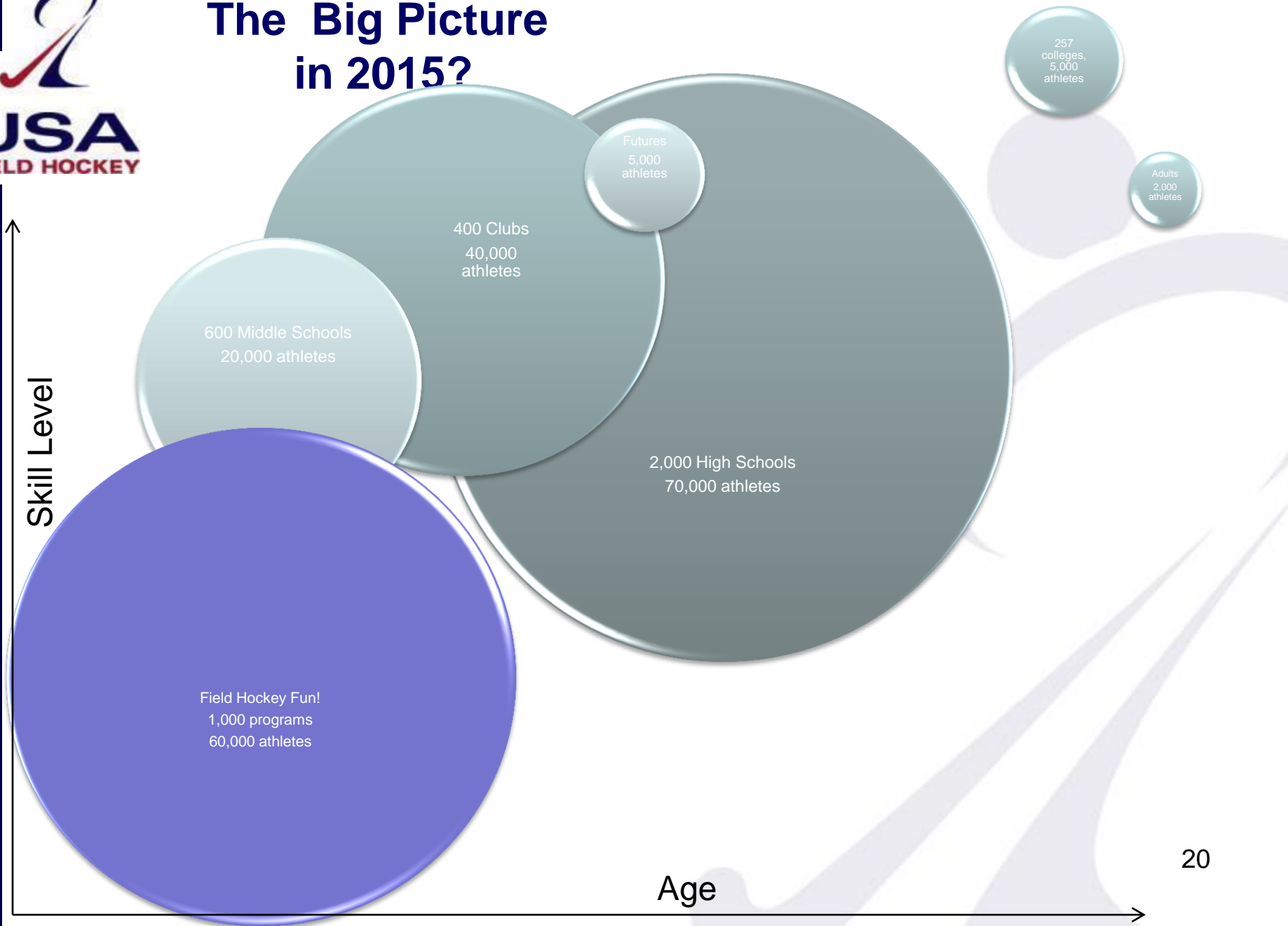
USA
FIELD HOCKEY





USA
FIELD HOCKEY

The Big Picture in 2015?



Skill Level

Age

20