



# KIDS & PROS YOUTH FOOTBALL & CHEER CLINICS



## YOUTH CLINIC OPPORTUNITIES FOR YOUR ORGANIZATION

Founded in 2002, by former Atlanta Falcons Buddy Curry and Bobby Butler, Kids & Pros is a non-profit 501c3 corporation and character-based youth sports organization that engages retired NFL Players in their communities to teach football fundamental skills & character lessons to youth ages 7 – 13. Over the past 12 years, Kids & Pros has crisscrossed the Southeast, traveling the region to teach proper football techniques and life skills training to over 20,000 athletes. The Kids & Pros football curriculum challenges experienced players while effectively introduces newcomers to the game.

Curry, a USA Football Master Trainer, incorporates safe tackling techniques from USA Football's Heads Up Football<sup>SM</sup> program into his clinics along with life skill lessons. The safe, non-contact football instruction teaches campers, parents and coaches the right way to play and how to avoid injuries, like concussions.

**YOUTH CLINIC:** The 3-hour Kids & Pros clinic focuses on skill development and proper football technique, position-specific training, and heads up tackling drills. (Please see a sample outline below.)

**THE PARENT INFORMATION SESSION:** The Kids & Pros team will present a parent information session during the first hour of the clinic to discuss the impact as a coach as a role model, character building through football and cheerleading, equipment fitting, concussion avoidance, and Heads Up Football<sup>SM</sup> (the steps of proper football tackling technique and other skills to avoid injuries).

**COST AND IMPLEMENTATION:** We work with an association to develop the outline for the clinic to customize to their needs, and suggest identifying potential local sponsors to offset costs for an organization. Kids & Pros can work with an association to discuss funding options.

The costs of the clinics are as follows:

- \$7,000\* a clinic for FOOTBALL ONLY
- \$10,000\* a clinic for FOOTBALL and CHEER
- T-shirts are recommended (additional cost)

\*Does not include travel costs from Atlanta, if applicable

## SAMPLE CLINIC AGENDA

Football		Cheer	
1:00pm – 1:30pm	Coaches Orientation led by Buddy Curry	1:30pm – 2:00pm	Registration and Warm Up
1:30pm – 2:00pm	Registration	2:00pm – 2:15pm	Welcome, Introductions and Warm Ups
2:00pm – 2:15pm	Welcome, Introductions and Warm Ups	2:30pm – 3:30pm	Parent Informational Session – Kids & Pros Team
Breakoff into Groups	Warm-Up/Stance-Breakdown Position	2:15pm – 3:50pm	Alumni Atlanta Falcons Cheerleaders arrive 20 min Rotating “Stations” include: chants, cheers, spirit, positioning and dance
2:30pm – 3:30pm	Parent Informational Session – Buddy Curry and Team	3:50pm – 4:30pm	Review dance routine/teach a cheer
2:15pm – 3:50pm	Skill Station Training – Kids & Pros Team and Association Coaches	4:30 pm	Perform Dance /Cheer for entire camp w/ Alumni Falcons Cheerleaders
3:50pm – 4:30pm	Heads Up Tackling Circuit – Kids & Pros Team	4:35pm – 5:00pm	Game Changer-Character Share
4:35pm – 5:00pm	Game Changer-Character Share	5:00pm	Dismissal
5:00pm	Dismissal		

Kids & Pros is an official LICENSED PARTNER OF HEADS UP FOOTBALL<sup>SM</sup>

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