



# KIDS & PROS YOUTH FOOTBALL CAMPS & CLINICS

## LEADING THE COMMUNITY

*Is YOUR organization...*



**RETAINING  
ATHLETES**



**TRAINING  
COACHES ON  
FUNDAMENTALS**



**INSTILLING  
VALUES**

**KIDS & PROS CAN HELP YOU RETAIN AND DEVELOP YOUR ATHLETES AND GROW YOUR ORGANIZATION!**



### 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. Through Kids & Pros, Buddy and Bobby engage retired NFL Players in their communities to teach football fundamental skills & character lessons to youth ages 7–13. Over the past 15 years, Kids & Pros has crisscrossed the Southeast, traveling the region to teach proper football techniques and life skills training to over 40,000 athletes. The Kids & Pros football curriculum challenges experienced players while effectively introduces newcomers to the game.

The Kids & Pros Team, led by Buddy Curry, USA Football Master Trainer incorporates football fundamental drills, tackling techniques designed to teach shoulder contact as well as safety information to instruct kids, parents, and coaches to enjoy a better and safer way to play the game.

### ALL KIDS & PROS CAMPS AND CLINICS PROVIDE THE FOLLOWING:

- On-field instruction focusing on football skill development, shoulder tackling technique and character development
- Hands-on coaching instruction
- One hour parent information session that discusses proper equipment fitting, concussion awareness, shoulder tackling and “how to raise an athlete” discussion.

### COST AND IMPLEMENTATION:

Kids & Pros can customize a youth football clinic for as low as \$4000 for an event. Kids & Pros can work with you to help identify sponsors, grantors, as well as help secure funding. For more information, please email [pros@kidsandpros.com](mailto:pros@kidsandpros.com) today!

- Kids & Pros Camps: 3 hours a day/3 nights a week
- Kids & Pros Clinic: 3 hour/1 day event

### SAMPLE CLINIC AGENDA

1:00pm – 2:00pm	Registration, Coaches Orientation. NFL Coaches interact with the kids
2:00pm – 2:15pm	Welcome, Introductions and warm up
2:15pm – 3:15pm	Parent Informational Session –
2:15pm – 3:50pm	Skill Station Training
3:50pm – 4:30pm	Shoulder Tackling Circuit
4:35pm – 5:00pm	Game Changer – NFL Player Character Share
5:00pm	Dismissal



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## CAMP/CLINIC OUTLINE– WHICH FORMAT WORKS BEST FOR YOUR ORGANIZATION?

### KIDS & PROS CLINIC | 4 HOUR CLINIC

#### HIGHLIGHTS

- Can be held any night of the week (5-9 PM, Monday - Friday) or weekends (1-5 PM Saturday or Sunday.)
- Can be a sponsor or grant-driven event
- The Kids & Pros clinic highlights include: teaching football fundamentals, safe tackling techniques and life lessons.
- Local College, High School, and Youth Coaches, NFL Players

### KIDS & PROS CAMP | 3-NIGHT CAMP

#### HIGHLIGHTS

- Local College, High School, and Youth Coaches, NFL Players
- Kids & Pros provides camp management kit, website registration, marketing and will bring 1-3 former NFL players and 1 operations person (to handle registration)
- The Kids & Pros clinic highlights include: more in-depth training of football fundamentals, three days of drills teaching tackling technique and life lessons throughout the camp week.
- Funding can come from individuals, corporations and grant donors and sponsors from the community.
- Provides visit from Buddy Curry (2-3 days) to launch and market camp
- Opportunity for an NFL player grant
- Each location has a camp director

#### CAMP DIRECTOR SHOULD HAVE A 5 PERSON TEAM:

**Operations** – registration, equipment, trainer

**Marketing** – goal 250 kids – leads local grass roots marketing to create buzz, and drive registrations and attendance

**Media** – creates community awareness – includes radio, newspaper and television and social media

**Coach Coordinator** – responsible to staff high school coaches, youth coaches and NFL Alumni Coaches

**Development Coordinator** – responsible for securing funding

#### DURATION

**3 Night Camp** – usually scheduled for 6:00–9:00 PM. Outline of camp would include warm up, basic drill fundamentals, tackling technique, character share, and other football skills

#### Additional highlights to include:

**Day 1**– Parent Information Session, held during 1st hour of camp on the 1st day, featuring safety information for parents

**Day 2** – Skills & Drills and Safe Tackling Circuit

**Day 3** – Awards ceremony post camp; highlighting athletes' achievements