

SPONSORSHIP PROGRAM 2019

Connecting Lawrence Youth to a Multi-Sport Summertime Academy



OUR MISSION & HISTORY

Help us Level the Playing Field for Lawrence youth through a high-level sports camp.

Lawrence Sports Leadership Academy ("LSLA") is a first-of-its-kind, multi-sport leadership camp designed to keep low-income youth busy and active during their important out-of-school months. In addition to addressing summertime disengagement, LSLA was prompted by the City's exceptionally low sports participation rates. In 2015, only 15% of Lawrence High School's 3,000 enrolled students played a sport. This imbalance united a group of likeminded partners to develop this low cost, high-quality camp experience where kids can develop their sports interests and find inspiration from adult and peer mentors, motivational speakers, sports professionals, fitness experts and nutrition educators.

Following its 2016 founding by **Beyond Soccer**, **Everyone's A Player** and **Lawrence High School Athletic Department**, this August will mark LSLA's 4th year.

With a successful track record and expanding program reach (*i.e.* 25% participant surge each of the past 3 summers), LSLA now offers longer camp days, plus 7 sports, with baseball and track & field being the most recent sports additions. More than 40 partners have contributed to the "LSLA experience," including **Prepare2Perform** and the **New Balance Foundation**. These relationships allow kids to participate at just \$20/week, which is 300% lower than similar camps.

LSLA's presence in Lawrence ensures that teens and pre-teens, regardless of family income, reap the benefits of a high-level sports leadership experience in their own backyard!

PROGRAM OVERVIEW

MONDAY, AUGUST 5th - FRIDAY, AUGUST 9th 2019

Lawrence High School Sports Complex

Open to 300, 7th-12th graders, ages 12-17

Motivational Speaker – Dynamic Stretching
Fitness (Yoga, Speed & Agility, Zumba, Boot Camp Training)
Technical Sports Training – Scrimmage and Game Play

Sports Being Offered



THE NUMBER OF SPORTS MATTERS

Teens who participate in two or more sports engage in healthier behaviors. The percentage of teens who:



VIGOROUSLY EXERCISE EVERY DAY

NO SPORTS

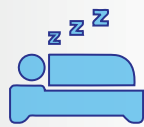
ONE SPORT

TWO OR MORE SPORTS

15%

39%

62%



GET AT LEAST 7 HOURS SLEEP EVERY DAY

NO SPORTS

ONE SPORT

TWO OR MORE SPORTS

26%

32%

37%



EAT BREAKFAST EVERY DAY

NO SPORTS

ONE SPORT

TWO OR MORE SPORTS

33%

38%

44%

FROM LSLA PARTNER, WOMEN'S SPORTS FOUNDATION *TEEN SPORTS IN AMERICA-WHY PARTICIPATION MATTERS STUDY*



EACH SPORT HAS A UNIQUE IMPACT ON HEALTH



Teens from low income families are still participating at significantly lower rates than teens from high-income families

WHY LSLA IS SO IMPORTANT

- Lawrence has one of the highest youth obesity rates, at 45%, vs the state average of 26%.
- Only 15% of Lawrence High School's 3,300 students, play a sport with an even lower number playing multiple sports.
- 1, 2 and 3 sport athletes at Lawrence High School are graduating at much higher rates than non-athletes!
- Lawrence is the poorest city in Massachusetts with 80% of its public-school students qualifying for free or reduced lunches.



Boston Bruins Foundation visits LSLA on Day 5!



SPEAKER HIGHLIGHTS

On Day 3, **Amy Fournier's** interactive motivational session helped teens learn techniques, like body positions that change body chemistry, plus other tips for developing self-confidence and positive body image.

"At the end of the day, you are your own coach!"

— A. Fournier, **Miami Fitness & Lifestyle**

On Day 4, Boston Marathon Director, Dave McGillivray, who ran in 155 marathons, plus an 80-day run across the country, told LSLA campers;

"My greatest accomplishment is my next one!"

— D. McGillivray, **Boston Marathon**

HOW ARE LSLA PARTICIPANTS DOING THIS YEAR?

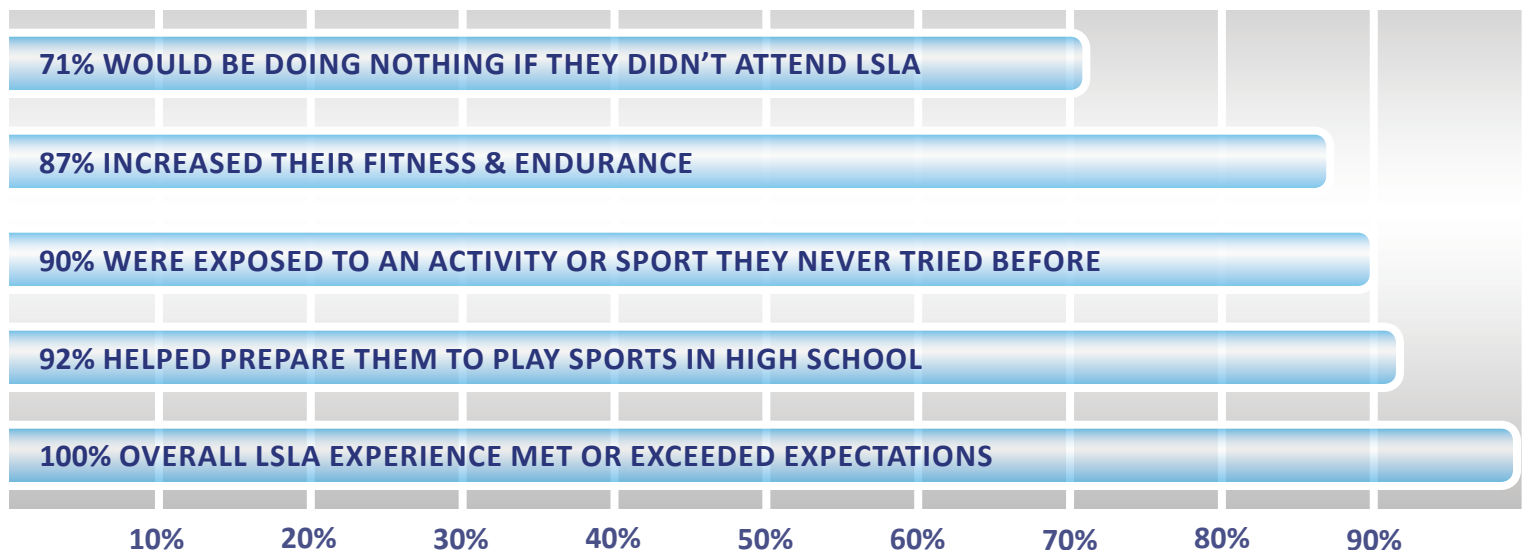


Lawrence sports participation rates are moving in the right direction. More students tried out for intramural and high school sports teams last fall!

Merrimack Volley, which has been part of LSLA for 3 years, set records this fall. Its coaches, Leti and Marino led the LHS girls' volleyball program to their first league championship title since 2001, with a 17-0 regular season record. Plus, they earned a DI North Title. Almost 100% of those varsity and junior varsity volleyball players were at LSLA, and all reported major benefits, like Abby Heredia, who earned Player of the Year honors!

LSLA IS MAKING AN IMPACT

Survey Results from Campers:



“LSLA pushed me to work harder and think differently about myself and gave me the confidence to be as great as I want to be.”

– 2016 Camper

“LSLA was the best experience! It taught me that I could accomplish anything with hard work and a positive attitude.”

– 2017 Camper

“LSLA helped me improve mentally and physically. The speakers inspired me in many ways and training sessions improved my skills and endurance.”

– 2018 Camper



PARTNER HIGHLIGHT

Since our inaugural year we have partnered with 43 organizations, like New England Revolution, Babson College, Granite State Fitness, SNHU Volleyball, Get Burly, Becky Gabryjelski of Yoga Loft, and the Boston Bruins Foundation, to bring LSLA to Lawrence.

"It is crucial that organizations with aligning missions, work together, instead of in silos. That way we can be more effective with our impact and reach. That's what LSLA is all about; a high-quality, collaborative, multi-sport effort for Lawrence youth at just a small fraction of the cost of similarly run camps"
– Stephanie McArdle, Beyond Soccer

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**GLAD
IN A BATTLE**

Become an LSLA sponsor, or partner TODAY to make sure more Lawrence kids get this LSLA experience!

For sponsorship opportunities, please contact

Michelle from Everyone's A Player (978) 394-2350, michelle@everyonesaplayer.org
or Stephanie from Beyond Soccer (617) 970-1623, stephanie@beyondsoccerlawrence.org

Info@lawrencesportsleadershipacademy.com

Founding Organizations:

**BEYOND
SOCCER**
 LAWRENCE, MA

EVERYONE'S A PLAYER

LHS