



Andrew Lacey Basketball Services

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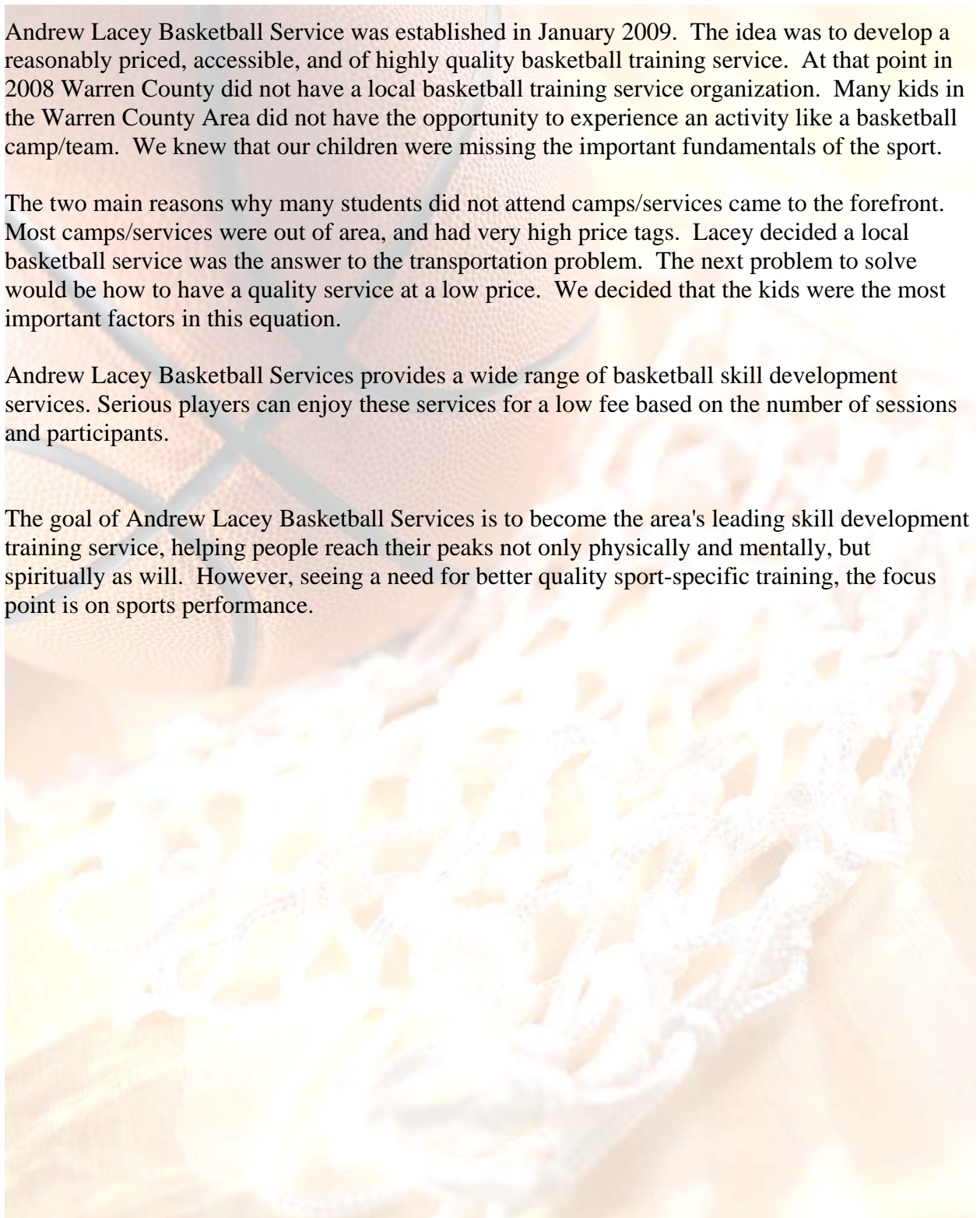
Company Background

Andrew Lacey Basketball Service was established in January 2009. The idea was to develop a reasonably priced, accessible, and of highly quality basketball training service. At that point in 2008 Warren County did not have a local basketball training service organization. Many kids in the Warren County Area did not have the opportunity to experience an activity like a basketball camp/team. We knew that our children were missing the important fundamentals of the sport.

The two main reasons why many students did not attend camps/services came to the forefront. Most camps/services were out of area, and had very high price tags. Lacey decided a local basketball service was the answer to the transportation problem. The next problem to solve would be how to have a quality service at a low price. We decided that the kids were the most important factors in this equation.

Andrew Lacey Basketball Services provides a wide range of basketball skill development services. Serious players can enjoy these services for a low fee based on the number of sessions and participants.

The goal of Andrew Lacey Basketball Services is to become the area's leading skill development training service, helping people reach their peaks not only physically and mentally, but spiritually as well. However, seeing a need for better quality sport-specific training, the focus point is on sports performance.



Product Overview

Individual Training

Our individual training programs are tailored to meet the needs of each individual athlete. Workouts are based on skill level and training level. Individual skill development programs are separated into two categories; Skill Enhancement and Total Player.

The Skill Enhancement programs are designed specifically to improve athletic performance only. Athletes will go through a battery of tests designed to measure and evaluate athletic performance. Tests will be determined by the athlete's sport. After a pre-test is completed a player profile will be created and an individualized program will be created to strengthen their strengths and improve on areas of weakness. The overall goal of the Skill Enhancement program is to improve speed, agility, quickness, flexibility and core strength. Each session in this program last for one hour.

The Total Player program contains all of the components of the Skill Enhancement program as well as sport-specific fundamental skill work. Fundamental skill work is based upon the athlete's position. Examples of basketball specific work for guards would include ball-handling, passing, triple-threat, dribble drive moves, utilizing the pick and roll, shooting, offensive and defensive footwork, and decision making. Each session for the Total Player program is estimated to run for 1.5 hours a session.

Pricing

Skill Enhancement

# of Sessions	Total Price
1	\$ 25
3	\$ 70
6	\$ 100
12	\$ 150

Total Player

1	\$ 35
3	\$ 80
6	\$ 110
12	\$ 160

Team Training

Team Training sessions are designed with a team concept in mind. Training sessions in the Team training program will include drills that require athletes to work together to achieve a common goal, encourage communication, improve team chemistry and toughness.

Team packages include speed, agility, quickness, flexibility and core strength work as well as sport-specific fundamentals. Each session runs for 1.5 hours. A team consists of 5 or more athletes training together as a group. This does not need to be a real team or high school team.

Pricing

# of Sessions	Total Price
1	\$ 100
3	\$ 175
6	\$ 250
12	\$ 425

Camps and Clinics

We will also conduct various camps and clinics. Camps will include position specific camps that cover skills needed for a particular position/sport, individual skill enhancement clinics and camps. Andrew Lacey Basketball Services will also offer sport-specific combines that allow athletes to be evaluated based on various skills test. This will help prepare them for the next level.

We will also come to you. Owner Andrew Lacey will come to your school for a one hour presentation on training techniques. He will also work with your school or organization to conduct on-site combines. Your school or organization would provide the staff members needed to conduct the combine. Please contact us regarding pricing for these special services.