**🏃‍♂️💦 GYM & SWIM**

**“Two Skills. One Trip.”**

A convenient, high-value combo program pairing land-based sports with swim instruction — perfect for active kids and busy families.

**🎯 PROGRAM OVERVIEW**

**Age Range:** 4–12 years (grouped by age)  
**Duration:** 60–75 minutes per session  
**Frequency:** 1x per week  
**Session Length:** 6- or 8-week seasonal sessions OR ongoing monthly enrollment  
**Structure:** Back-to-back classes — 1 land activity + 1 swim lesson  
**Location:** YMCA or Rec Center gym/court/field + pool

This program is designed to reduce hassle for families while maximizing fitness, motor skill development, and water safety. Kids get a full afternoon of activity in just one trip.

**🧱 PROGRAM STRUCTURE**

Each class includes:

* **30–35 minutes of Land-Based Movement**  
  Activities rotate by age and facility availability, including:
  + Intro to Soccer or Basketball
  + Relay Races & Obstacle Courses
  + Gymnastics Fundamentals
  + Youth Fitness Circuits or Team Games
* **30–35 minutes of Swim Lesson**  
  Based on swimmer level, kids receive tailored instruction in:
  + Water safety and comfort
  + Stroke development (freestyle, backstroke, etc.)
  + Endurance, breath control, and swim games

Each session is fully staffed by certified instructors for both sports and aquatics. Kids transition directly from the gym to the pool, guided by staff.

**🧠 WHY IT WORKS**

* **Convenience for Parents:** One drop-off, one pick-up. Less driving and scheduling stress.
* **Complete Skill Development:** Builds both athletic and aquatic confidence in one class.
* **Improves Retention:** Kids love the variety, which keeps them engaged long-term.
* **Upsell Potential:** Add-ons like shirts, certificates, or photos offer easy profit boosts.
* **Maximizes Facility Use:** Fills quieter times in the gym or pool and doubles enrollment potential.

**🧒 AGE BREAKDOWN & THEMES**

**Ages 4–6: “Tiny Movers”**

* Land: Basic soccer, creative movement, coordination games
* Pool: Water comfort, assisted floating, bubbles, kicks

**Ages 7–9: “All-Stars & Swimmers”**

* Land: Basketball drills, relay races, intro fitness games
* Pool: Freestyle, backstroke, treading water, safety jumps

**Ages 10–12: “Game Ready & Pool Strong”**

* Land: Team sports, agility courses, basic strength training
* Pool: Technique refinement, endurance swims, flip turns

**💲 PRICING STRATEGY**

Suggested pricing models:

* **$120–$180 per 6–8 week session** depending on market
* **OR $65–$85 per month** for continuous enrollment
* **Sibling discount:** 10–15% off additional children
* **Optional registration add-ons:**
  + Program T-shirt: $15
  + End-of-session medal: $5
  + Private swim upgrade: +$15/session

**🏆 VALUE ADD-ONS**

* **Progress Report Cards:** Sent home mid-session and end-of-session
* **Photo Week:** Parents receive photos of both land and swim activity
* **Mini Showcase:** Parents invited to observe final week of class

**🧩 VARIATIONS**

* **Homeschool Edition:** Daytime slots for homeschooled families
* **Weekend Warrior:** Saturdays only for working parents
* **Camp Format:** 3–4 hour day-off or holiday programs with this combo built-in

**🛠️ SETUP & STAFFING TIPS**

* Ensure back-to-back space availability (e.g., gym 4:00–4:35, pool 4:35–5:10)
* Staff with both a certified swim instructor and a trained youth rec leader
* Prep a transition zone with benches, towel cubbies, and dryland warm-up activities