

HIRE HIGH SCHOOL ATHLETES ORG.
PLAYBOOK 1.0

Hire High School Athletes Ambassadors

PLAYBOOK 1.0



CERTIFIED

**2025-26
HS Sports Marketing
Season**

Coach ID

HIREHIGH SCHOOLATHLETES.ORG
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2026 SoCal High School Team Captains

OF THE YEAR AWARDS

PLAYBOOK 1.0: AMBASSADORS

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PLANNING COMMITTEE PLAN OF ACTION INTRODUCTION MEETING: 2026 HHSA SOCAL HIGH SCHOOL TEAM CAPTAINS OF THE YEAR AWARDS.

This powerful event showcases career-ready leadership athletes across Southern California.

OBJECTIVE: To recognize 2026's top high school team captains in Southern California and connect their athletic discipline to professional excellence.

1. COMMITTEE STRUCTURE & ROLES

- a. To avoid “too many cooks” while ensuring nothing slips through the cracks, we assign these four core leads per county awards:
 - i. **Chair/Project Manager:** Oversees the timeline, runs committee meetings and serves as the liaison to the HHSA Board of Directors.
 - ii. **Nominations & Outreach Lead:** Manages the selection criteria, contacts SoCal Athletic Directors/Coaches, and coordinates the judging panel.
 - iii. **Sponsorship & Fundraising Lead:** Secures corporate partners (local businesses, sports brands) and manages the event budget.
 - iv. **Marketing & Event Experience Lead:** Handles social media “hype” with hashtag **#TEAMCAPTAINSAWARDS2026**, press releases, and the “Run the Show” -> Script/Awards Flow.

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2. STRATEGIC TIMELINE (PHASED APPROACH)

- PHASE 1: FOUNDATION (Months 6 - 9)
 - Focus: Scoping
 - Define award categories (e.g., Community Impact, The Grit Award, etc.)
- PHASE 2: OUTREACH (Months 4 - 6)
 - Focus: Nominations
 - Open the nomination portal to SoCal schools. Launch SoCal Team Captain Spotlight, and Scoreboard Series.
- PHASE 3: SELECTION (Months 2 - 4)
 - Focus: Judging
 - Convene the judging panel HHSAs Volunteers, Ambassadors, Coaches, Local pros and notify the finalists to congratulate them.
- PHASE 4: EXECUTION (Months 1 -2)
 - Focus: Production
 - Order trophies, prepare prizes, scholarship money and “Career-Ready” and guest speakers.
- PHASE 5: The Event (Day 0)
 - Focus: Celebrate
 - Execute “Run of Show” live-stream highlights
[#TEAMCAPTAINSAWARDS2026](#)

3. HIGH PRIORITY ACTION ITEMS

- **“Career-Ready” Criteria:** Since HHS focuses on professional development, ensure the “Team Captain of the Year” isn’t just about stats. We ask to include a Resume/Leadership Portfolio with applications.
- **Strategic Partnerships:** We reach out to SoCal staples of community (e.g., LA84 Foundation, Nike or local Chamber of Commerce) to sponsor specific awards for specific counties.
- **The Alumni Connection:** Invite your friends from high school to become volunteers, ambassadors and coaches to serve as mentors/presenters at the awards to reinforce the transition from field to boardroom.

4. RISK MANAGEMENT & LOGISTICS

- **Digital first:** in a modern twist on traditional high school sports awards ceremonies, the awards will take place entirely across Instagram, TikTok, LinkedIn, Facebook and YouTube, allowing students, coaches, parents, fans and supporters to participate in real time.

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Fundraising Volunteer Kit

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The “Elevator Pitch” (30-second script)

"Hi [Name], I'm working with Hire High School Athletes, a nonprofit right here in Southern California. We're launching the 2026 SoCal High School Team Captains of the Year Awards. Instead of just looking at stats, we're honoring the leadership skills—like grit, resiliency, team management, community impact, and more—that make these student athletes the future leaders in their communities and the SoCal workforce.

And, to make it even more exciting for the team captains, their families, fans and supporters, the grand prize winner will be awarded a brand-new vehicle to kickstart their journey into the workforce or higher education!

We're looking for local partners to help provide prizes, scholarships and/or professional mentorship for these high school team captains. Can we count on your support to bridge the gap from high school sports to the office?"

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Sponsorship Tiers

Tier	Investment	10% Commission*
MVP	\$3,000	\$300*
All-Star	\$1,500	\$150*
Varsity	\$500	\$50*
The Mentor Gift	\$250	\$25*
Team Captain Lunch	\$100	\$10*
The Prize Fund	\$25	\$2.50*

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Target Donor List (Who to connect with)

- **Regional Tech & Aerospace:** (SpaceX, Northrup Grumman, Silicon Beach Startups) – They need disciplined leaders.
- **Lifestyle & Apparel:** (Vans, Hurley, Lululemon) – They love the SoCal athletic aesthetic.
- **Professional Services:** (Local Law Firms, Real Estate Agencies, Banks) – They often look for "local heroes" to **support for brand trust.**
- **Auto Dealerships:** Traditionally the biggest supporters of local high school athletics.
- **Friends & Family** with active high school or youth athletes in their household or neighborhood.

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“Overcoming Objections” Cheat Sheet

- **Objection:** "We already give to the local booster club."
- **Response:** "That's great! Those clubs fund the game. We fund the player's future. We focus on what happens after the jersey comes off, ensuring SoCal athletes stay and lead in our local economy."
- **Objection:** "Social media awards feel less 'official' than a gala."
- **Response:** "Our digital format actually gives you more exposure. Instead of a room of 200 people, your brand will be seen by thousands of parents, students, and coaches across Instagram and LinkedIn throughout the entire month of the campaign."

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Outreach Email Template

Subject: SoCal’s High School Team Captains of the Year Awards is Calling..

Hi [Name],

I’m reaching out because [Company Name] is a staple in our Southern California community, and we want you to be part of something big.

In 2026, Hire High School Athletes is launching the SoCal Team Captains of the Year Social Media Awards. We are identifying the top student-athlete leaders from San Diego to Santa Barbara and providing them with the professional recognition they’ve earned on the field.

We aren't just giving out trophies; we are creating a pipeline of "career-ready" talent.

I’ve attached our 2026 Partner Package. I’d love to discuss how we can highlight [Company Name] as a champion for our local youth. Are you free for a quick 10-minute call on Tuesday or Wednesday?

Best,

[Your Name]

[Your Title/Volunteer Role]

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Important Dates & Deadlines

- **Jan 15 - Feb 15: Early Bird Sponsorship Drive (10% discount for commitments).**
- **Feb 1: Social Media Nomination Window Opens.**
- **April 15: Sponsorship Deadline (to be included in final broadcast graphics).**
- **May 2026: The Virtual Awards Event #TEAMCAPTAINSAWARDS2026**

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One Page Sales Sheet

□ SOUTHERN CALIFORNIA TEAM CAPTAINS OF THE YEAR

Where Leadership Meets Opportunity

The Mission

Southern California is home to some of the most elite high school athletes in the world. But at Hire High School Athletes (HHS), we know their greatest value isn't their 40-yard dash or how strong, quick and agile they are—it's their ability to lead, pivot, and perform under pressure.

In a modern twist on traditional high school sports awards ceremonies, the awards will take place entirely across Instagram, TikTok, LinkedIn, Facebook, and YouTube, allowing students, coaches, parents, fans and supporters to participate in real-time.

This digital-first approach ensures that the achievements of these athletes reach a global audience of recruiters and community leaders.

Nominations are now open to the public, inviting parents, peers, and school faculty to spotlight the captains who go above and beyond. The selection process will culminate in a high-energy live digital broadcast in June, where the winners will be announced to a virtual audience of thousands.

Why Partner with HHS?

- **Massive Regional Reach:** Our social-media-first format engages thousands of students, parents, coaches, and alumni across SoCal (LA, Orange, Riverside, San Bernardino and Ventura Counties)
- **Workforce Development:** Align your brand with the next generation of talent. We aren't just rewarding sports; we are professionalizing leadership.
- **Brand Sentiment:** Support local youth through a positive, high-impact campaign that lives forever on digital platforms.

2026 Sponsorship Opportunities:

□ THE MVP (COUNTY SPONSOR) | \$3,000

- **Ultimate Branding:** "The [Your Company] SoCal Team Captains of the Year Awards."
- **Keynote Role:** A 60-second video message from your CEO during the virtual awards broadcast.
- **Talent Pipeline:** First access to our database of "Career-Ready" student-athlete resumes for internship opportunities.

□ THE ALL-STAR (CATEGORY SPONSOR) | \$1,500

- **Category Rights:** Present a specific award (e.g., The [Your Company] Grit Award).
- **Digital Integration:** Your logo featured on all nomination graphics for that category.
- **Swag Placement:** Logo on official winner's gear sent to the athletes.

□ THE VARSITY PARTNER | \$500

- **Community Impact:** Directly funds leadership workshops and scholarships for 3 finalists.
- **Social Shout-outs:** Dedicated "Partner Spotlight" posts across our IG, TikTok, and LinkedIn.

The Campaign Timeline

- Feb 2026: Nomination Window Opens (Viral Hashtag Campaign: #TEAMCAPTAINSAWARDS2026)
- April 2026: Finalist Spotlights & Community Voting
- May 2026: The Virtual Awards Gala & Winner Announcements

Ready to Lead?

Help us ensure that when the jersey comes off, the career begins. Join us in celebrating the best of SoCal.

Contact: [Your Name/Contact Person]

Email: help@hirehighschoolathletes.org

Website: www.hirehighschoolathletes.org

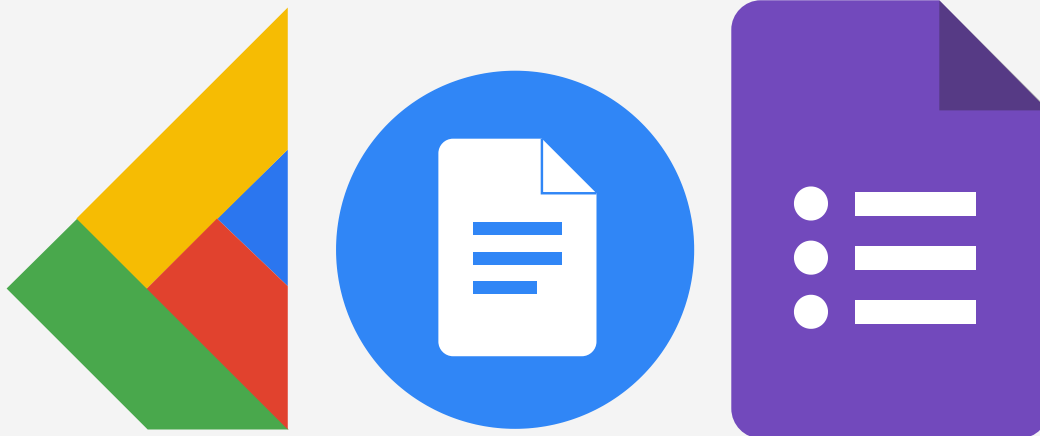
Social: @HireHSAthletes

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Access Social Media & Marketing Kit on Google Drive



To access a file shared with a group on Google Drive, you can follow these steps:

1. Check "Shared with me": Open [Google Drive](#) and click on the Shared with me tab in the left-hand sidebar. Files shared with a group you belong to will often appear here.
2. Search by Group Name: Use the search bar at the top of Google Drive. You can try searching for the specific filename or the name of the person who shared it.
3. Check Shared Drives: If your group uses a Shared Drive (common in work or school accounts), look for the "Shared drives" section in the left sidebar. Click on the specific shared drive for your group to see all collective files.
4. Shared Links: Often, group files are shared via a direct link in an email or a calendar invite. Check your [Gmail](#) for any notifications regarding the file.

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□ Chamber of Commerce Outreach: Talking Points

The "Icebreaker" (Establishing Local Connection)

- I'm calling regarding the 2026 SoCal Team Captains of the Year Awards. We are currently identifying the top student-athlete leaders in [City/County] to bridge the gap between our local schools and our local business economy."
- "We know the [Chamber Name] is dedicated to workforce development, and we have a pool of 'career-ready' leaders who are currently leading teams on the field but are ready for the office."

The "Athlete Advantage" (The Logic)

- Discipline: "A team captain manages 20+ peers, handles high-stress environments, and balances a 40-hour 'work week' (practice/school) before they even turn 18."
- The Problem: "Most of these kids don't realize their leadership on the field is a resume-builder. We're changing that."

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□ Chamber of Commerce Outreach: Talking Points

The Value to Chamber Members (The "WIIFM" - What's In It For Me?)

- Recruitment: "This isn't just a trophy. It's a talent identification program. We're vetting the most disciplined, high-achieving kids in SoCal so your members can hire them first."
- Visibility: "Our awards are social-media-first. Members who sponsor will have their brand seen by thousands of local families, coaches, and voters in the [Area Name] region."
- Community Pride: "It's a chance for local businesses to support the 'intangibles'—leadership, grit, and character—not just athletic stats."

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□ Chamber of Commerce Outreach: Talking Points

The Specific "Ask" for the Chamber

- The Inclusion Ask: "Would you be willing to include a blurb about the SoCal Team Captains Awards in your next member newsletter?"
- The Meeting Ask: "Could we have 5 minutes at the next mixer to explain how local businesses can 'adopt' a captain for a summer internship or mentorship?"
- The Category Ask: "We'd love for the [Chamber Name] to officially sponsor the 'Community Impact' award for our local district."

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Sports By Season

While some sports vary by state climate (e.g., soccer is a winter sport in Florida but a fall sport in Ohio), the general breakdown is:

Fall (August – November)

- Football: The primary fall sport for boys; girls' flag football is rapidly growing.
- Volleyball: Typically a girls' sport in the fall (boys' volleyball is often in the spring).
- Cross Country: Co-ed long-distance running.
- Soccer: Played in the fall in most northern and central states.
- Field Hockey: Primarily a girls' sport, popular in the Northeast/Mid-Atlantic.
- Cheerleading/Spirit: Often year-round, but follows the football season.

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Sports By Season

While some sports vary by state climate (e.g., soccer is a winter sport in Florida but a fall sport in Ohio), the general breakdown is:

Winter (November – February)

- Basketball: The flagship winter sport for both boys and girls.
- Wrestling: Competitive weight-class based matches.
- Swimming & Diving: Usually held in indoor facilities during the winter.
- Ice Hockey: Popular in northern states (MN, MA, MI, WI).
- Indoor Track & Field: A shorter season for runners before the outdoor spring season.

Spring (March – June)

- Baseball & Softball: The classic spring diamond sports.
- Track & Field: Outdoor sprinting, jumping, and throwing events.
- Lacrosse: One of the fastest-growing sports, especially on the East Coast.
- Tennis: Often split (girls in fall, boys in spring, or vice versa depending on the state).
- Golf: Like tennis, the season varies wildly by state climate.

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Onboarding Checklist

- SIGN VOLUNTEER AGREEMENT & MEDIA RELEASE
- Complete Background check (Advocates + above)
- Review Pitch Deck & Fundraising Kit
- Attend HHSA Information Webinar
- Access shared Google Drive for marketing assets
- Join the High School Team Captains of the Year Awards Communication Channel & Facebook Group
- Get Familiar with Personalized Outreach Tracker
- Review your SoCal High School Regional Assignment
- Practice the 30-second elevator pitch

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30 Day Team Captain Nominations Launch Pad

Coming soon...

Our Core Values



NO H.S. ATHLETE LEFT BEHIND

We believe that every high school athlete living in a state where NIL is approved should take their shot at building their own nil brand before leaving high school.

3 E'S: ENGAGE, EDUCATE & EMPOWER

We invite our coaches in training to take charge and start engaging with their amateur athletes to share the good news about nil endorsement opportunities.

BRING FUN, BALANCE & LESS STRESS TO H.S. ATHLETE FAMILIES

Amateur athlete families already have enough on their plate, so we do our best to make our workshops and events light, to the point, and effective with practical and simple action steps.

Work with us !

Hire High School Athletes Organization is dedicated to connecting companies with high school athlete job seekers for internships, part-time and full-time job opportunities.



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Thank You

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