



1. Executive Summary

Total Athlete Performance Training (TAPT) is a 501(c)(3) nonprofit organization dedicated to improving youth health by providing high-quality athletic, speed, and agility training at no cost to families. Our mission is to combat childhood obesity, promote physical fitness, and build self-confidence through structured athletic development. By ensuring that finances are never a barrier, TAPT empowers kids of all backgrounds to develop lifelong habits centered around movement, discipline, teamwork, and personal growth.

To sustain program delivery, TAPT seeks sponsor partnerships to support operational costs including facility expenses, insurance, equipment, and instructors.

2. Problem Statement

Childhood obesity and inactivity continue to rise at alarming rates across the United States. According to national health statistics, fewer than one in four children ages 6–17 engage in the recommended 60 minutes of physical activity per day. Decreased activity levels are strongly linked with higher rates of obesity, anxiety, depression, and increased long-term risk for chronic disease. These challenges are especially pronounced among financially disadvantaged families, who often lack access to structured athletic training and safe recreational environments.

Key contributing challenges include:

- Increased sedentary behaviors due to technology use
- Reduced physical education opportunities in schools
- Limited access to structured training programs, especially for low-income families
- High cost of private coaching, performance training, and gym memberships

These challenges lead to long-term health and social consequences, including:

- Decreased athletic ability and self-esteem
- Higher likelihood of diabetes, heart disease, and other chronic illnesses
- Mental health impacts related to low activity levels
- Reduced opportunities for participation in school or competitive sports

Communities need accessible programs that engage youth in athletic development while building confidence, discipline, and healthy lifelong habits.

3. TAPT Solution

TAPT directly addresses these issues by offering:

- Free speed, agility, and performance training
- Focus on holistic youth fitness
- Controlled class sizes (10-12 athletes per hour) for personalized instruction
- Safe, supportive environment led by trained coaches

Athletes learn:

- First-step acceleration
- Change of direction & agility fundamentals
- Strength, stability & balance
- Confidence & mental resilience
- Healthy physical habits

By lifting financial barriers, TAPT ensures every child—regardless of family income—can receive high-quality athletic training.

4. Target Participants

Boys and Girls ages 8–18

Beginners to advanced athletes (not sport specific)

Children seeking:

- General fitness
- Athletic development
- Improved confidence
- Schools, leagues, or families seeking supplemental athletic support

No prior athletic experience is required!

5. Operational Model

501(c)(3) nonprofit status allows TAPT to accept tax-deductible donations

Sessions hosted at dedicated indoor/outdoor space

Online scheduling platform (in development) allows families to reserve training times

Equipment includes agility ladders, box jumps, Bosu balls, resistance bands, speed ropes, etc.

6. Program Benefits

For Athletes:

- Improved athleticism & physical literacy
- Increased confidence & teamwork skills
- Healthy introduction to lifelong fitness
- Reduced likelihood of obesity-related illness
- Affordability removes participation barriers

For Families:

- No-cost access to training typically costing \$50–\$100/hour
- Flexible scheduling via online system
- Supportive community environment

For Communities:

- Stronger, healthier youth population
- Lower long-term medical costs
- Increased engagement & leadership development
- Accessible structure that complements school sports

7. Sponsorship Need

To ensure sustainable programming, TAPT seeks funding support:

- Facility utilities & maintenance
- Insurance & liability protection
- Equipment purchases & replacement
- Instructor stipends
- Website & scheduling software
- Administrative overhead

Why Sponsor TAPT?

Sponsors will:

- Directly impact youth health and fitness
- Develop our future workforce
- Increase community engagement
- Help prevent childhood obesity
- Receive brand marketing and recognition
- Demonstrate corporate social responsibility

TAPT offers sponsorship visibility options such as:

- Logo placement (website, banners, shirts)
- Event co-branding
- Recognition at training sessions
- Community outreach events

8. Sustainability Plan

TAPT will remain sustainable through:

- Sponsor partnerships
- Grants & Foundation funding
- Individual donations
- Fundraising events