



**TEAM PERSEVERANCE**

**ATHLETICS**

**STAFF MEMBERS:**

**EXECUTIVE STAFF**

Owner / CEO: Junko Allen  
General Manager: Jordan Tindal  
Director of Basketball Ops: Quinn Moon  
Director of Volleyball Ops: Junko Allen  
Director of Boxing Ops: Kanicia White  
Director of Softball Ops: Junko Allen  
Recruiting Director: Jordan Tindal

**ADMINISTRATIVE STAFF**

Marketing Director:  
Appointment Setter: Evette Blount  
Fundraising Coordinator: Pearline White

**MEDICAL STAFF**

Athletic Trainer (Intern): Kelly Moon, Nurse  
Physical Therapist (Intern):  
Counselor (Intern):

**SECURITY STAFF**

Head of Security: Officer Michael Choice  
Officer: Officer Matthew Choice  
Security: Desmond Small

**COACHING STAFF**

Head Basketball Coach: Junko Allen  
Assistant Basketball Coach: Shanice Cooper  
Assistant Basketball Coach: Quinn Moon  
Head Volleyball Coach: Junko Allen  
Head Boxing Coach: Kanicia White  
Head Softball Coach: Junko Allen

**MEDIA STAFF**

Videographer: Jessica Williams  
Photographer:

**EVENT STAFF**

Event Staff: Matonya Pearson  
Event Staff:  
Event Staff:  
Event Staff:

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## Preface

Team Perseverance Athletics was developed to provide opportunity to our youth and adults in our community. We now offer a variety of sports for our youth and an opportunity for young males to realize their dream to play semi-professional basketball in a long-standing professional league, the American Basketball Association (ABA). Both will teach the fundamentals of the sport while using that sport as a catalyst to promote education, instill discipline, build self esteem, and prepare some to establish a new career through our internship program.

Our program enlists fellow coaches that share the same philosophies of teaching the fundamentals of each sport, building character, self-confidence and self esteem while developing their skills at an elite level.

We are developing a program that will enhance the community and allow our community a program they can get behind and be proud of.

## **PROGRAM CONCEPTUAL DESCRIPTION**

Team Perseverance Athletics (TPA) is a non-profit organization that started out as Team Perseverance Basketball. In April 2017, TPA was established. Our program benefits our youth and our adults in the local community. We accept young boys and girls, ages 8-18 to participate in all of our sports (basketball, volleyball, boxing, and softball). We are a family-oriented organization working with our athletes to excel on and off the court/field as we stress the importance of education.

Our newest program is our men's semi-professional basketball team. Male players 18 years of age or older and a graduate from high school are eligible. We are providing this opportunity to these individuals to help them realize their dream of playing professional basketball while representing Sumter County on a bigger stage.

We encourage both our youth and adults to rally around our community organization to not only build themselves up, but to help build our communities.

Participants will receive training from experienced coaches that will help each athlete get to THEIR next level. You can find more information on our website: [www.teamperseveranceathletics.org](http://www.teamperseveranceathletics.org)

## **EXECUTIVE SUMMARY**

We will provide a constructive and positive environment for young men and women, strive for the full team development of athletic potential, develop and improve upon the skills of the beginner, intermediate, advanced and

professional player. The coaching staff will possess similar coaching philosophies and enlist special guests and other resources to enhance player development. Financially, we will do all that we can to assist disadvantaged families willing to make a commitment to the team and the program. Coaches, players, staff and volunteers will be examples of the highest level of class, quality, and discipline with good sportsmanship on and off the court/field year round. Fundraisers will be scheduled to help provide affordable participation to all athletes willing to make a commitment to the teams. For those families that are interested, we will provide college prep information in recruiting efforts for a minimal fee. For our professional athletes, we are engaging with possible agents to further their career as well. Ultimately we want to be able to develop character, teamwork and sportsmanship at every level. It is important that our youth and adults enjoy playing and have a positive experience.

Team placement and selections for our youth will be based on age, character, athletic ability, and fundamental skills. Our semi-pro team will be selected based on talent, leadership and availability.

There are several marketing strategies that will be implemented throughout our seasons. A more detailed listing is noted in the Marketing Plan section. All other pertinent information can be found in our program pamphlet.

### **MISSION STATEMENT**

Team Perseverance Athletics is dedicated to excellence, sportsmanship and quality. Our mission is to use athletics as a catalyst to teach the fundamentals of life, promote education and develop our youth and young adults to realize their full potential while learning and mastering their sport." Our promise to you is to instill discipline, teach athletes to respect themselves and others, and prepare them to the best person and athlete they can be to enter the college and professional sports arenas.

### **LONG - TERM GOALS**

Our long-term goals are to provide guidance to our youth and adult athletes that will help them reach their goals to become a college or professional athlete. We want to assist each high school athlete in our program in obtaining a college scholarship, enlisting into the military or seeking out the right career for them.

### **SHORT - TERM GOALS**

Obtain at least 60 local businesses' support and sponsorship over the next year. Recruit five (5) more coaches for volleyball, softball and basketball. Assist at least three (3) student athletes to attend the Kenny Smith Carolina

Camp and provide up to four families with a scholarship into one of our youth programs.

## **SWOT ANALYSIS**

### *Strengths:*

We are a non-profit organization.

It has been said that we are one of the most comprehensive programs in our local area.

Our current staff has a great reputation in our community and parents trust sending their kids.

We have a wealth of experience in our coaches for all sports.

There is strong word of mouth regarding our program and coaching ability.

We have a feeder team to our Perseverance Panthers, semi-pro basketball team.

We are the only semi-professional men's basketball team in Sumter.

### *Weaknesses:*

We have limited resources and manpower/staffing.

Difficulty affording gym rental, uniforms, transportation.

Limited free practice/game facilities.

No office space.

### *Opportunities:*

Develop talent to an elite level - receive college scholarships.

Become a professional athlete with possibility of going overseas or to the G-League.

Learn how to run a business through networking and marketing.

Gain experience in their career field of choice.

Build relationships within the community.

### *Threats:*

There are several youth basketball, volleyball, softball teams in the local community.

Similar programs within 50 miles of us that have corporate sponsorship.

We have a lack of personnel to administer programs on a daily basis.

Many other organizations are requesting sponsorship and donations.

## **HUMAN RESOURCES PLAN**

The CEO, with collaboration with the General Manager hires, fires and ensures each staff member are provided with the proper training.

## **MARKETING PLAN - Utilize the Following**

Face Book - Post upcoming events and pictures of past events; reach out to community for various needs

Twitter - Post events

Radio - Connect with AM radio stations in our local area

Newspapers - Print progress of team, record, game schedule

Team Brochure - Provide to community

Game Flyer - Introduce Perseverance Panthers and Opponents for each home game

Word of Mouth - Happy customer

Appointment Setter - 3 appointments / day to establish relationship with businesses

Flyers - Used for events

Emails - Send info

Website - [www.teamperseveranceathletics.org](http://www.teamperseveranceathletics.org)

## **FINANCIAL PROJECTIONS**

Our budget for 2017 - 2018 is \$50,000. We propose to reach out to 50 local businesses for \$1,000 each. We will request a donation from corporate businesses totaling \$10,000 total. Any monies left over from the 2017-2018 season will be used to pay our professional athletes and staff who currently volunteer.

**REFUNDS** - There are no refunds

*Exceptions:* Medical incapacitation; Relocation

A written letter of termination must be submitted at least 30-days in advance when applicable. The refund amount will be prorated less a \$25 administrative fee.

## **APPENDIX**

Participants of Team Perseverance Athletics are required to engage in at least three community service projects/events each season. Members of the Perseverance Panthers are required to engage in six community service projects/events as well as mentor our youth in the program.