



TEAM PERSEVERANCE

ATHLETICS

STAFF MEMBERS:

EXECUTIVE STAFF

Owner / CEO: Junko Allen
General Manager: Jordan Tindal
Director of Basketball Ops: Corey Myers
Director of Volleyball Ops: Junko Allen
Director of Boxing Ops: Kanicia White
Director of Softball Ops: Junko Allen

COACHING STAFF

Head Basketball Coach: Junko Allen
Assistant Basketball Coach: Oliver Coleman
Assistant Basketball Coach:
Head Volleyball Coach: Junko Allen
Head Boxing Coach: Kanicia White
Head Softball Coach: Junko Allen

ADMINISTRATIVE STAFF

Marketing Director:
Appointment Setter:
Fundraising Coordinator:

MEDIA STAFF

Videographer:
Photographer:

MEDICAL STAFF

Director of Medical Ops: Michelle Coleman, RN
Athletic Trainer (Intern):
Physical Therapist (Intern):

SECURITY STAFF

Head of Security: Officer Fred Brantley
Officer:

ADVISORY BOARD

John Hoffman, Chairperson - CEO, Sumter Family
Don Beard - CMSgt, USAF (Ret); USAFCENT Command Operations Center Lead Military Analyst
Lefford Fate - CMSgt, USAF (Ret); Support Services Director, City of Sumter
Mary Lee - Manager, North Hope Center, City of Sumter
Calvin Hastie - LTC, USA (Ret); Attorney, Hastie Law Firm; Minister, New Bethel Missionary
Ricky Simmons, Youth Pastor, Jehovah Missionary Baptist Church

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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 up to 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

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 players. 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 be the best person and athlete they can be and enter college or the professional sports arenas while becoming a strong asset in our community.

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 help them decide what career may be right for them.

We would like to be able to bring back the basketball program to USC Sumter through a partnership and detailed planning to assist more student athletes to obtain an education at home, while playing the sport they desire.

We would like to be able to host an American Basketball Association Championship Tournament, here in South Carolina to help bring in more business and entertainment for our community.

We would like to be able to pay our staff and players and become a completely professional basketball franchise to mimic that of overseas, G-League and NBA teams on a smaller scale.

SHORT - TERM GOALS (2019 - 2020)

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. We would also like to see our "Beyond the Court" program grow within our community. This program is to help our youth and young adults realize there is more to life...beyond the court.

We have recently implemented our Internship Program within our Beyond the Court vision. We have enlisted seven seniors from Morris College who currently intern with us. By May 2019, we would like to have expanded our internship program to the high schools.

We have recently partnered with Lemira Elementary School and have begun reading to third graders on Friday mornings. We would like to increase the schools that we partner with to mentor our youth and share the importance of reading and education in general.

SWOT ANALYSIS

Strengths:

We are the ONLY professional men's basketball team representing South Carolina as of 2018 and the longest standing professional basketball team in Sumter County.

We have maintained our status with the American Basketball Association since 2017.

We stand by providing opportunities to our youth and young adults through athletics.

We are more than athletics.

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. Five of our inaugural year players were Jr. Panthers prior to going professional.

Weaknesses:

We have limited resources and manpower/staffing.

Unable to secure a facility/gym large enough to grow the program due to limited finances.

Limited finances to maintain uniforms and secure transportation for youth and professional teams.

Limited affordable practice facilities.

No office space to accommodate interns. Must utilize outside facilities on a first-come, first-served basis.

Opportunities:

Develop talent to an elite level - receive college scholarships.

Become a professional athlete - opportunity to advance to overseas or G-League in a paying position, representing Sumter, South Carolina.

Learn how to run a business through networking and marketing, specifically an athletic/recreation business.

Gain experience in multiple career fields.

Build relationships within the community to advance personal careers out of high school and/or college.

Threats:

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

Many other organizations are seeking corporate and small business sponsorships.

There is a lack of volunteer personnel to administer programs on a daily basis.

HUMAN RESOURCES PLAN

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

MARKETING PLAN - Utilize the Following

Organization's website - www.TeamPerseveranceAthletics.org

Facebook - <https://www.facebook.com/ABATeamP/> - @ABATeamP

Twitter - <https://twitter.com/PerseverancePa2> - @PerseverancePa2

Instagram - <https://www.instagram.com/scpanthers100/> - @SCPanthers100

Radio

Newspaper - The Item

Organizational Brochure - Pending update

Game/Event Flyers
Word of Mouth
Chamber of Commerce website
Emails
Appointment Setting - Make and confirm appointments with local businesses for sponsorship opportunities

FINANCIAL PROJECTIONS

Our budget for 2019 - 2020 is \$55,000. We propose to reach out to 50 local businesses for \$1,000 each. We will request a donation from corporate businesses totaling \$10,000. Any monies left over from the 2019-2020 season will be used to pay our professional athletes, staff, and personal business loan.

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.