



# **THE SPIRIT CONSULTANTS**

**2012 SUMMER CHEERLEADING AND DANCE CAMP INFORMATION**

**MONDAY JULY 30 THROUGH THURSDAY AUGUST 2, 2012**

**ONTARIO CONVENTION CENTER**

**and**

**DOUBLE TREE HOTEL**

**AYRES BOUTIQUE AND SUITES**

**AYRES HOTEL**

**HOLIDAY INN**

**ONTARIO, CALIFORNIA**

# THE SPIRIT CONSULTANTS

(OFFICE) 310.702.3433 WWW.THESPIRITCONSULTANTS.COM (FAX) 310.862.6743

Hello!

As president and owner of The Spirit Consultants, I would like to personally invite you to attend The Spirit Consultants' 2012 Summer Cheerleading and Dance Camp. This July and August, TSC is offering a four day, three night custom cheerleading camp that will be held at Ontario Convention Center and Double Tree Hotel in Ontario, CA. There are many unique aspects to our camp program, as well as differences from our competitors that TSC offers to all of our attendees. Let me tell a little more about TSC and what we have planned for you in 2012!

TSC believes that it takes great instructors to create great cheerleaders and dancers. This is why we all go to summer camp – to learn from the best and improve our skills. Our staff represents some of the most renowned universities throughout the nation. They are all over the age of 21, have all cheered in college and currently coach, choreograph or instruct high school and college cheerleading throughout the country. For our dancers and songleaders, we bring in professional dancers that teach at the top dance studios in LA and that work on some of the most popular dances shows on television. You cannot find better training during a summer camp anywhere else!

Along with the best instructors, TSC's camp curriculum will be completely customized to your needs as a coach. Unlike our competitors that create a singular national curriculum taught throughout the country, TSC's program and curriculum are specifically designed to help improve your cheerleaders. From a streamlined approach to material to extended class time and instruction on stunts, transitions, pyramids and dance technique workshops, TSC is focused on improving your high school spirit squad. And if there is something you as a coach want specifically covered and included in our curriculum, all you have to do is ask and we'll do our best to make sure it happens!

In addition to our staff and customized camp experience, TSC is also well known for its Red Carpet Welcome Extravaganza, CASH scholarships, true hip-hop dance choreography, on-site certified athletic trainers and having thousands of square feet of cheer mats at camp for all cheerleaders to stunt on for safety. These are just a few program components that make TSC an incredibly unique and different camp experience from what most coaches and cheerleaders or dancers are accustomed to.

TSC is also proud to offer our ***Coaches Referral Discount Program***. TSC is asking all coaches and advisors that are planning to attend a TSC summer camp this summer to refer another school that they know, to attend camp with them. For every squad of at least 10 participants and 2 adults that you as a coach refer to TSC (and that does attend a camp with us this summer), you will receive a credit on your master bill for the value of one free coach. That is at least at \$405 savings! When divided out amongst all of your participants, this can easily lower the registration rate for all your campers by \$5-\$30 depending on your squad size. No other camp company can offer you such a savings!

The Spirit Consultants also provide year round consultation services to all middle school, junior high school, high school and collegiate programs. If for some reason you are unable to attend our 2012 summer cheerleading and dance camp, it is still possible for you to take advantage of our professional staff training. Please contact Dave for more information about stunt clinics, choreography, private coaching and many other services that we offer.

Thank you for considering The Spirit Consultants for your 2012 summer cheerleading and dance camp. We are excited to welcome you to our family and are looking forward to seeing you this summer!

Sincerely,

Dave Kirschner

# THE SPIRIT CONSULTANTS

## 2011 COACHES TESTIMONIALS

“I cannot say enough about Dave and the TSC staff! TSC will ALWAYS train my team. The professionalism is beyond incredible and talent is unmatched.”

- Melanie Moreno, *Hoover High School*

“TSC put together the most comprehensive cheerleading camp I’ve seen in 23 years of coaching. Their mixture of professionalism, instruction, and fun is unmatched. Great material, great organization. Their instructors opened my kid’s eyes to how a real cheerleader acts and performs. We are walking away a better team.”

- Dale Ford, *Oak Hills High School*

“We love TSC! We will be back for years to come! The staff is awesome and I love the emphasis on safety!”

- Lauren Hysen, *Yucaipa High School*

“The entire staff was amazing. Even if I thought I had a ‘stupid question’ they were so helpful I never felt like I was bothering them. Can’t say enough about what a great experience this was for the girls. For them to work with such a high level of instructors was something they will never forget.”

- Debbie Bernat, *North High School*

“Attending TSC camp sets the stage for an excellent year for my squad. The cheerleaders look forward to it all summer long and love every minute while they are here. They return home better stunts, full of fantastic new material to perform, with a better understanding of their sport, and a bond between them that will carry them through the year. It is the highlight of the summer and a positive memory that will last them a lifetime.”

- Andrea Soukup, *Cathedral City High School*

“TSC is hands down the best cheer camp for high school teams. The staff is knowledgeable, friendly, and professional. The hotel and convention center were top notch facilities and my girls learned exciting fresh material to take back to school. Kudos to Dave and the rest of TSC for a job well done. See you next year!”

- Brittany Null-Brown, *Tahquitz High School*

“This is my 1<sup>st</sup> year at TSC camp, and only my 2<sup>nd</sup> year coaching at ACA. This camp has definitely set the tone not only for this year, but the entire program at ACA. I can’t wait to continue coming to and working with TSC over the next years and as our ACA cheer program grows. ACA cheer and TSC is a relationship that I hope continues to grow stronger! God has big things planned for us, and I know he lead us to TSC to help us attain all our goals!”

- Kristi Gober, *Arrowhead Christian Academy*

“Being at TSC Camp is always a great experience. Everyone is professional and always there to help. The girls always look forward to this camp. All instructors are talented and mature. All I can say is TSC is amazing and I recommend it to all coaches!”

- Stevi Rivera, *Redlands East Valley High School*

“Once again TSC has provided a talented staff, above average choreography, and outstanding teaching all in one summer camp. I would recommend TSC to any spirit program at any level. I look forward to returning next year!”

- Alexandria Lopez, *Redlands East Valley High School*

# THE SPIRIT CONSULTANTS

## 2011 COACHES TESTIMONIALS continued

“The staff at the TSC camp was the best we’ve ever had. Their knowledge and experience was superior from day one!”

- Heather Coleman, *Green Valley High School*

“The support staff, trainers, mentors, and their level of expertise was exceptional. I was so impressed with the knowledge each person on staff had and the dedicated attitude was noted. I had the sense of professionalism from top to bottom throughout the camp”

- Dorine Nilsson, *North High School*

“The TSC Dance Staff had a wide variety of individual expertise. As a whole it made camp more challenging and very exciting!”

- Melanie Moreno, *Hoover High School*

“TSC camp was an amazing experience for the girls. The level of instruction was by far some of the best that the world of cheer has to offer. Can’t wait to come back next year!”

- Debbie Bernat, *North High School*

“Superior coaching and activities, focused on great cheerleading skills coupled with a dynamic collegiate atmosphere. TSC is number 1!”

- Kevin Collins, *Burroughs High School*

“TSC’s staff is always smiling and willing to help both the girls and the coaches. Likewise, the knowledge they have is evident in their private coaching sessions with the girls and during the coaches meetings”

- Heather Macias, *Granada Hills Charter High School*

“TSC cheer camp is amazing. The staff is caring and always so positive. Always willing to help. Never without spirit.”

- Breana Day, *Vista Del Lago High School*

“TSC was the best staff. Their camp material is great! Personal attention! Best example of spirit and teamwork!”

- Mary Valdez, *Vista Del Lago High School*

“TSC has been of tremendous benefit to our squad ~ excellent material, excellent staff, and excellent experience~ it is the new gold standard for high school cheer!”

- Nancy Grubb, *Buena High School*

“The dance staff at TSC was amazing to work with! They were so helpful to our squad!”

- J’Marie Ventrella, *St. Francis High School*

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## **TSC Summer 2012 Cheerleading and Dance Camp**

Friday July 27, 2012 through Saturday July 28, 2012 – College Flyer (Top Girl) Mini-Camp

Monday July 30, 2012 through Thursday August 2, 2012 – Cheer and Dance Camp

The Double Tree Hotel and Ontario Convention Center – Ontario, CA

### **Camp Highlights**

- Customized camp program structured around coaches' needs
- Coaches' seminars presented by experienced professionals
- Training by veteran, experienced and professional staff
- Scholarships available for all participants and programs
- Red Carpet Welcome Extravaganza
- Staff demo showcasing high school and collegiate skills
- 90,000 sq ft air-conditioned exhibit halls and ballroom – IT'S HUGE!!

### **Camp Program**

- Stunt, Transition, Pyramid and Basket Classes – skill and ability breakdown
- Game and Pep Rally Preparation Class
- Traditional and Performance Cheer Classes
- Private Coaching – one-on-one time with an instructor
- Dance Class – taught by professional dance instructors
- Home Routine Performances and Evaluations
- Leadership meetings for all camp participants
- Daily Evaluations
- Camp All-Stars – CASH scholarships awarded
- Daily Awards
- Mentors for every squad and coach
- Easy Registration – no more messy registration packets!

### **Camp Facilities and Meals**

- The Double Tree Hotel and Ontario Convention Center in Ontario, CA
- Indoor Air Conditioned Facilities
  - Two exhibit halls and one ballroom totaling 90,000 square feet
  - 40,000+ square feet of cheer mats for safety during all stunting
- Large Outdoor Pool
- Fitness Center access for all adults
- Buffet Style Meals – dinner Day 1 through breakfast Day 4
- Three to four campers per room, One to two adults per room

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## THE DOUBLE TREE HOTEL AND ONTARIO CONVENTION CENTER



- Located in Ontario, California
- Indoor Camp Facilities – 90,000+ square feet
- 40,000 square feet of Carpet Bonded Mats for Stunt Safety
- King and Double-Double Rooms for all Participants and Adults
- Catered Meals (Breakfast, Lunch and Dinner included in camp cost)
- Large Outdoor Resort Style Pool
- Starbucks Coffee On Site Located in the Lobby
- [http://doubletree1.hilton.com/en\\_US/dt/hotel/ONTO-DT-Doubletree-Hotel-Ontario-Airport-California/index.do](http://doubletree1.hilton.com/en_US/dt/hotel/ONTO-DT-Doubletree-Hotel-Ontario-Airport-California/index.do)

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## The Spirit Consultants' Summer 2012 *Coach and Advisor Referral Discount Program*

The Spirit Consultants have grown and expanded throughout the entire country through word of mouth and referrals from our current clients. We believe that instead of spending time and money on advertising and marketing, it's better to focus our attention on you, the advisors and coaches, ensuring that you have the absolute BEST experience possible when working with TSC.

Instead of ads in magazines and brochures in your mailbox, let's talk about how TSC is able to help your program save money by attending camp with us and how TSC can also help you get some much needed rest and relaxation!!!

We know how hard each and every advisor/coach works throughout the year for their squads. It's our hope that together, TSC and our advisors/coaches can bring programs together, building better relationships between squads, creating lasting friendships and everlasting camp memories.

For every **NEW** program of at least 10 participants and 2 adults that you refer to TSC and then that program attends camp with us this summer, a coach from your program will attend for **FREE!** That is a savings of at least \$405 off your total bill. The more referred programs, the greater the savings! Tell your neighboring and rival schools in your district about TSC and save on your camp expenses at the same time. Camp is the best time of the year to work on inter-team bonding and building relationships. Remember, you're guaranteed to see these squads during football and competition seasons.

On top of the savings off your final camp invoice, we're adding an additional component to our referral program this summer.

For every **additional** program of at least 10 participants and 2 adults you refer to TSC and then that program attends camp with us this summer, you, the head coach/advisor, will have his/her name entered into our ***Coaches' Cruise Raffle.***

TSC will be raffling off a gift certificate **for a cruise for two!!!** For every referred program starting with the second, we'll keep putting your name in the raffle again and again. Refer two schools, your name is entered once; refer three schools and your name is entered twice, and so on and so on.

The more programs you refer to TSC camp, the more adults (coaches or chaperones) that come for free from your program and the greater your chances are for **winning a CRUISE vacation!!**

For all your help and hard work, this is our way of saying thank you...now go take a vacation!!!

# THE SPIRIT CONSULTANTS

## **- To Be Shared With All Parents of Cheerleaders - Why Should Your Child Attend TSC Cheer Camp?**

As we speak with coaches and advisors about their summer camp choice, it is clear that parents, the final decision makers when it comes to allowing their child to attend camp, don't understand the importance and *value* of safety *at* cheer camp. Cheerleading is not what it used to be (i.e just pom-poms and sideline dances). Our children are now athletes, lifting and throwing each other in the air, performing intricate choreographed routines and pushing themselves to be the best cheerleaders they can be.

Budgets are tightening and everyone is more financially conscious. It becomes harder to justify what are thought to be extraneous expenses like cheer camp. However, The Spirit Consultants and the coaches we work with daily don't believe that cheer camp is an extraneous expense. We look at our cheer camp as an **investment** into the education and safety of our children.

And with that investment there is value; a value that when explained, far exceeds the cost. So let's look at what makes The Spirit Consultants Summer Cheer Camp the safest cheer camp for your cheerleader to attend and a wise investment in your child's growth.

### **Keeping your child safe is our number one priority. Period.** **At TSC camp, we accomplish this in the following ways.**

1. TSC holds our summer camp in indoor, air-conditioned facilities. This is extremely important for the health of our children as this helps prevent heatstroke, sunburn and dehydration – three common medical issues that occur when children attend outdoor summer camps (especially in southern California). Being indoors also helps our children stay focused, which leads to better concentration and safer stunting. The sun isn't in their eyes and they don't fatigue nearly as quickly as they do when outside.
2. TSC ships in over 40,000 square feet of cheerleading mats (carpet-bonded foam mats) which are the industry standard on approved soft surfaces to stunt on. No one ever wants to see a cheerleader fall to the floor. And certainly no one wants a cheerleader to fall on a hard surface like concrete, dirt or a hardwood floor. *TSC is the only camp company that specifically ships in tens of thousands of square feet of mats to ensure that every cheerleader is stunting on an approved soft surface.*
3. TSC medical staff is comprised of certified athletic trainers and on-site paramedics. Our medical staff is hand selected by Dr. Terry Ann Zeigler, EdD, ATC. Dr. Zeigler has over 25 years of experience as a Certified Athletic Trainer working with collegiate and high school athletes. She is a professor of Kinesiology at Vanguard University specializing in sports medicine, assessment and treatment of athletic injuries. With Dr. Zeigler and her staff onsite, supervising camp, they're only seconds away from reaching and treating any child at camp that might have a medical emergency.
4. TSC staff is comprised of adults over the age of 21 that are industry professionals with years of instructing experience. TSC believes that it takes experienced and professional educators to safely and effectively teach and train our children. For that reason, our staff is hand selected and flown in from all over the country specifically to work camp for TSC. These are cheerleading alumni of some of the top universities in the country, many with national championship titles and all with years of coaching/training/instructing experience at the high school level.

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## 2012 TSC Camp Pricing

Registration Class	Dates	Cheer Participant	Dance/Song Participant	Coach
Pre-Registration	Dec 1 - Feb 29	\$425.00	\$425.00	\$405.00
Open Registration	Mar 1 - May 15	\$440.00	\$450.00	\$420.00
Late Registration	May 16 - June 15	\$465.00	\$475.00	\$445.00

*Adult Chaperone Rate (including hotel accommodations and all meals) – Restricted to Adult Chaperones ONLY = \$295*

## Registration and Deposit Details

**Reservation Policy for Returning Schools:** TSC allows all returning schools to make their camp reservation and lock into the pre-reservation rate without any up front reservation fee. Simply fill out the reservation form, sign and fax back to the TSC office and you'll be all set. **PLEASE NOTE** – because TSC allows you to choose your own deposit date, *which must be within two weeks of your tryouts*, we must receive your deposit, in hand, by that date. If the deposit is received less than 7 days past your submitted deposit date, a **\$150 late fee** will be applied. If the deposit is received more than 7 days late, that school will lose the pre-reservation rate and will fall subject to the current rate at that time.

**Reservation Policy for New Schools:** TSC requires that all new schools **include a \$150 flat reservation fee** with their reservation form. **This reservation fee is non-refundable.** Fill out the reservation form; include a check made payable to The Spirit Consultants and mail both into the office. The TSC mailing address is:

The Spirit Consultants  
12400 Ventura Blvd #777  
Studio City, CA 91604

**The \$150 reservation fee will be subtracted from your final bill and will be reflected on your final invoice, after your deposit has been received.** **PLEASE NOTE** – because TSC allows you to choose your own deposit date, *which must be within two weeks of your tryouts*, we must receive your deposit, in hand, by that date. If the deposit is received less than 7 days past your submitted deposit date, a **\$150 late fee** will be applied. If the deposit is received more than 7 days late, that school will lose the pre-reservation rate and will fall subject to the current rate at that time.

By filling out, signing and returning the reservation form to the TSC office on or before the final day of that registration period, you as the coach/advisor have *reserved* attendance at a TSC Summer Cheer/Dance Camp, as well as locked into that registration rate. The space reserved for your program is an approximation and cannot be confirmed until actual numbers are registered with TSC and a deposit is received. **To GUARANTEE a spot at one of our summer camps at the registration rate you locked in, a deposit of \$50 per person will be due in the TSC office no later than the deposit date you set.**

**There will not be any refund on deposits.** For programs with tryouts in June, there is no deposit owed as your *full camp payment* is due one week after your tryout date. All final full camp payments are due no later than:

**Friday June 15, 2012**

## **Discounted Registration Rates:**

TSC has established discounted registration rates for those schools in **severe financial need only.**

Please call Dave in the TSC office at (310) 702-3433 to get further details.

Do not let financial restrictions prohibit you and your squad from attending camp with TSC.

We work closely with every coach/advisor to ensure that everyone that wants to attend camp with us is able to.

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## The Spirit Consultants' Summer 2012 Cheerleading and Dance Camp Pre-Registration Form Explanation and Instructions

Below these instructions you'll find our 2012 reservation form for camp. There are some new items and changes to our camp this summer, so please be sure to read through these instructions completely to ensure you reserve your spot at camp with us.

The Spirit Consultants' 2012 Summer Cheerleading and Dance Camp will take place between:

**Monday July 30 through Thursday August 2, 2012**

**Reservation Policy for Returning Schools:** TSC allows all returning schools to make their camp reservation and lock into the pre-reservation rate without any up front reservation fee. Simply fill out the form below, sign and fax back to the TSC office and you'll be all set. **PLEASE NOTE** – because TSC allows you to choose your own deposit date, *which must be within two weeks of your tryouts*, we must receive your deposit, in hand, by that date. If the deposit is received less than 7 days past your submitted deposit date, a **\$150 late fee** will be applied. If the deposit is received more than 7 days late, that school will lose the pre-reservation rate and will fall subject to the current rate at that time.

**Reservation Policy for New Schools:** TSC requires that all new schools to **include a \$150 flat reservation fee** with their reservation form. This reservation fee is non-refundable. Fill out the form below, include a check made payable to The Spirit Consultants and mail both into the office. The TSC mailing address is:

The Spirit Consultants  
12400 Ventura Blvd #777  
Studio City, CA 91604

**The \$150 reservation fee will be subtracted from your final bill and will be reflected on your final invoice, after your deposit has been received. PLEASE NOTE** – because TSC allows you to choose your own deposit date, *which must be within two weeks of your tryouts*, we must receive your deposit, in hand, by that date. If the deposit is received less than 7 days past your submitted deposit date, a **\$150 late fee** will be applied. If the deposit is received more than 7 days late, that school will lose the pre-reservation rate and will fall subject to the current rate at that time.

By filling out, signing and returning this pre-registration form to the TSC office on or before **February 29, 2012**, you as the coach/advisor have *reserved* attendance at TSC Summer Cheer/Dance Camp, as well as locked into the pre-registration rate. The space reserved for your program is an approximation and cannot be confirmed until actual numbers are registered with TSC and a deposit is received. **To GUARANTEE a spot at our summer camp at the pre-registration rate, a deposit of \$50 per person will be due in the TSC office no later than the deposit date you set.**

**There will not be any refund on deposits.** For programs with tryouts in June, there is no deposit owed as your *full camp payment* is due one week after your tryout date. All final full camp payments are due no later than **Friday June 15, 2012.**

### **NEW FOR 2012 – DEPOSIT AND PAYMENT OPTIONS**

TSC is proud to announce that we now accept credit card payments directly from your students and parents for individual camper registration only (deposits must still be by school check). Let TSC worry about all the hard work of collecting camp registration money so you don't have to!!

Instead of collecting camp payments; having your student store, ASB, or bookkeeper cut a check; and worrying about the accounting with your school, coaches can now schedule a time for TSC to be on site and collect camp registration payments directly from either your students and/or parents by either CASH OR CREDIT CARD. TSC accepts VISA, MASTERCARD, AMERICAN EXPRESS and DISCOVER. There will be a \$15 credit card processing fee added onto each credit card transaction. CC payments can also be made over the phone by calling the TSC office.

Of course, if you choose to make payments by school check, TSC is happy to continue to accept all school checks.

TSC has, and always will, continue to work closely with all coaches/advisors/schools to accommodate all special circumstances with advanced notice. Please be sure to communicate any issues you might have and we'll do our best to accommodate.

Please fill out the reservation form below completely. Include all your contact information, camp choice, estimated number of participants, your anticipated tryout date and planned deposit due date. TSC understands that the numbers you put down are just estimates and you do have the ability to adjust them after your tryouts. Sign the bottom of the form and send back to TSC!

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## The Spirit Consultants' Summer 2012 Cheerleading and Dance Camp Monday July 30<sup>th</sup> through Thursday August 2<sup>nd</sup> 2012 Pre-Registration Form

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

Coach/Advisor Name: \_\_\_\_\_ Phone Number: (\_\_\_\_) \_\_\_\_ - \_\_\_\_ ext: \_\_\_\_\_

Coach/Advisor Email Address: \_\_\_\_\_ Cell Phone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_

**CHEER CAMP** - [  ]      **DANCE CAMP** - [  ]

Estimated Number of Cheerleaders: \_\_\_\_\_ Dancers: \_\_\_\_\_ Songleaders: \_\_\_\_\_ Mascots: \_\_\_\_\_

Estimated Number of Coaches/Chaperones (at 1:10 adult/camper ratio): \_\_\_\_\_

**ESTIMATED TOTAL:** Number of Participants: \_\_\_\_\_ Number of Adults: \_\_\_\_\_

**TRYOUT DATE:** \_\_\_\_\_ **DEPOSIT DUE DATE:** \_\_\_\_\_

<b><u>2012 REGISTRATION RATES:</u></b>	<b><u>Pre</u></b> (12/1-2/29)	<b><u>Open</u></b> (3/1-5/15)	<b><u>Late</u></b> (5/16-6/15)
Cheer Participant	\$425	\$440	\$465
Dance/Song Participant	\$425	\$450	\$475
Coach	\$405	\$420	\$445
Chaperone	\$295	\$295	\$295

***I PLAN ON PAYING MY FINAL CAMP BALANCE BY: CHECK [  ] INDIVIDUAL CC PAYMENTS [  ]***

### **\*\*COACHES REFERAL DISCOUNT PROGRAM FOR 2012\*\***

For every NEW program of at least 10 participants and 2 adults that you refer to TSC and then that program attends camp with us this summer, a coach from your program will attend for **FREE!** That is a savings of at least \$405 off your total bill. The more referred programs, the greater the savings! Be sure to tell your friends that coach at other schools about TSC!!

For every additional program of at least 10 participants and 2 adults you refer to TSC and then that program attends camp with us this summer, you, the head coach/advisor, will have your name entered into our Coaches' Cruise Raffle. TSC will be raffling off a gift certificate for a cruise for two out of Los Angeles!!! For every referred program beyond the 2<sup>nd</sup>, we'll keep putting your name in the raffle again and again.

The more programs you refer to camp, the more adults that come for free from your program and the greater your chances are for **winning a CRUISE vacation!!**

I understand that by signing this reservation form, I have read through the TSC reservation form instructions page, understand the reservation process and agree to pay any late fee penalties.

\_\_\_\_\_  
Coach/Advisor Name (please print)

\_\_\_\_\_  
Coach/Advisor Name (signature)

\_\_\_\_\_  
Date