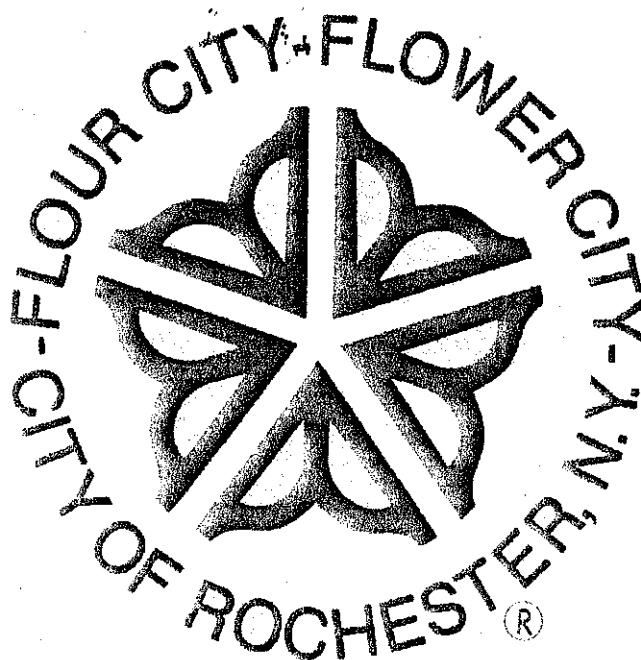


ROCHESTER FOOTBALL

2014-2015 STRATEGY FOR MALES AGES 13-18

PREPARED EXCLUSIVELY FOR:



ROCHESTER FOOTBALL TABLE OF CONTENTS

- A. Overview & Objectives – Page 3
- B. Football Rebranding – Page 5
- C. Champion Academy – Page 10
- D. Mentorship Initiatives – Page 26
- E. Athletic Support – Page 28
- F. Celebrity Integration – Page 31
- G. Citizenship – Page 33
- H. Community Engagement – Page 34
- I. 2014 Program Implementation Timeline – Page 37
- J. Program Budget – Page 39

ROCHESTER FOOTBALL

A: OVERVIEW & OBJECTIVES

Males ages 13-18 in the City of Rochester are in dire straights. With negative stimuli including gangs, drugs, violence and lack of positive mentorship, the time is now to take definitive action to empower this demographic with the tools to succeed.

Roland Williams, Rochester native, Syracuse University graduate, Super Bowl Champion and award-winning Performance Coach has created a comprehensive 3-year strategy to:

- Provide an exciting gateway for males ages 13-18 to receive positive mentorship, support and the tools necessary to become model citizens.
- Utilize the power of celebrity, entertainment and football to inspire City of Rochester residents to improve mental and physical health.
- Create an electrifying asset to increase City of Rochester morale, marketability and population.
- Increase adult male participation in mentorship of City males ages 13-18.
- Increase graduation rates of RCSD males ages 13-18.
- Increase attendance of RCSD Football players.
- Increase placement of RCSD Football players into college, trade school military or employment upon graduation.
- Decrease in truancy and suspensions of RCSD Football players.
- Provide an enticing vehicle to educate City of Rochester residences of the array of services & offerings from the City.

- Introduce a repeatable template for additional City sports and extra-curricular activities.

Upon approval, All Pro Multimedia, LLC is prepared to begin implementation of this strategic plan no later than May 1, 2014.

COLLABORATION OVERVIEW

This program also provides a ground-breaking opportunity to unify our city by entering into a joint venture program with the Rochester City School District.

To date, this football strategy has already been embraced by Superintendent Vargas and through a combined effort with Excellus, \$500,000 has been allocated each year for the next 3 years. Unfortunately, due to budget challenges, this amount fell short of the requested program budget of 1.2 million annually.

The 2014-2015 request to the City of Rochester is for \$700,000 to complete the critical first year of program implementation. In subsequent years, the request will be for \$500,000 respectively.

This following proposal outlines the program elements.

ROCHESTER FOOTBALL

B: FOOTBALL REBRANDING

Football is by far the City of Rochester's largest and most impactful sport. Current football teams and affiliations within the City of Rochester include:

YOUTH FOOTBALL

- Rochester Rams
- Rochester Hurricanes
- Southwest Colts
- Tenth Ward Tigers
- Rochester Cowboys
- North West Falcons

RCSD HIGH SCHOOL FOOTBALL

- East High School
- School Of The Arts
- World Of Inquiry School
- Wilson High School
- Early College
- School Without Walls
- Wilson Foundation
- Edison High School
- Monroe High School
- Leadership
- Charlotte
- Vanguard
- Integrated Arts
- North West/North
- East-Freddie Thomas

CHARTER/PRIVATE SCHOOL FOOTBALL

- U Prep
- McQuaid
- Aquinas
- Bishop Kearney

COLLEGE FOOTBALL

- University of Rochester
- St. John Fisher

SEMI-PRO FOOTBALL

- Rochester Renegades
- Monroe County Sting

ARENA FOOTBALL

- Rochester Raiders

With this large number of players, coaches, parents and fans emotionally vested into football in the City of Rochester, football has established itself as a far-reaching vehicle to connect with males ages 13-18.

FOOTBALL REBRANDING

To maximize the opportunity of using football to engage males ages 13-18 and beyond, a strategic rebranding of how parents, players, coaches and the community at large view football must be established. To gain better perspective on this rationale, here are some examples of feedback received from City of Rochester residences:

"My son is overweight and I don't know what to do."

~ City of Rochester Parent of 14 year old who likes football but doesn't play

**"I'm a single mom and my son is all over the place.
Really wish he had some positive male figures in his life"**

~ City of Rochester Parent of 13 year old

"We don't have anything to be proud of here in Rochester."

~Current 15 year old Male in City of Rochester who likes football but just doesn't play

**"I want my son to succeed. But what does *that*
have to do with playing football?"**

~City of Rochester Parent of two sons (Ages 14 & 16) that don't play football

"Its disappointing. We fight as best we can but we are constantly losing kids to the streets. We really need help. There are a lot of these kids that CAN be

saved with some love and encouragement." ~RCSD Head Coach

In response to this sentiment, the CITY OF ROCHESTER will collaborate with Roland Williams and the RCSD to launch a rebranding strategy to promote the strengths of playing football—specifically in the City of Rochester. With a simple theme of **"FOOTBALL HELPS"**, this strategy will connect with the fundamental needs of players and parents and get them excited about signing up for football ASAP.

Specifically, the **FOOTBALL HELPS** promotional strategy will use Roland Williams, Super Bowl Champion and RCSD graduate as its celebrity ambassador to communicate:

- Football is MUCH more than a game. It is an educational experience that HELPS its players for a lifetime.
- FOOTBALL HELPS its players develop skills including discipline, focus, leadership, conflict-resolution, teamwork and more character building skills.
- FOOTBALL HELPS its players learn to overcome adversity and personal challenges like obesity, shyness and lack of work ethic.
- FOOTBALL HELPS its players by providing a network of positive male mentors and role models for influential male development.
- FOOTBALL HELPS its players stay healthy. Obesity is a growing epidemic that impacts many homes in the City of Rochester.
- FOOTBALL HELPS its players graduate from high school and succeed in college, employment or other post-graduation efforts.
- FOOTBALL HELPS save players lives. Research has shown that violent crimes are drastically less among sports participants.
- FOOTBALL HELPS parents by adding to their team of supporters

looking to help their children succeed.

- FOOTBALL HELPS the community by providing a structured, team activity to develop into productive citizens.
- Roland Williams, Rochester native, Syracuse University graduate, Super Bowl Champion, Author and award-winning Performance Coach knows first hand that ROCHESTER FOOTBALL HELPS.
- Please join his efforts to get Rochester student-athletes signed up to play FOOTBALL this year. It will HELP.

To get the FOOTBALL HELPS message out to prospective players, parents and guardians, we will promote our campaign within the following platforms:

School Visits: Roland will personally visit all RCSD high schools and middle schools to tell students why FOOTBALL HELPS. Flyers will be distributed to coaches, players and parents.

Flyers: Two side and quick to understand, FOOTBALL HELPS flyers will be a call to action highlighting the benefits of playing RCSD football along with information to learn more.

Street Promotion: Just like a major nigh life event, comedy show or concert, the FOOTBALL HELPS campaign must work at the grassroots level to promote its brand. Attractive street teams will be created to approach males ages 13-18 and get them to take a flyer and provide us with their information to help them sign up for football.

Radio Promotion: Will partner up with WDKX and host live remotes, morning talks and commercials to promote FOOTBALL HELPS campaign.

Social Networking Campaign: Since this is where players and parents

spend much of their free time, so will we. We will post our flyers and ask supporters to share and comment. Coach Williams will also utilize his network of 80,000+ to spread the word.

Billboards: Billboards will be placed strategically close to RCSD schools providing similar messaging as the flyer.

Open Houses @ R Centers: Coach Williams will personally visit R centers and make himself available to talk with perspective players and parents.

TV Advertising: Press Kits will be created to promote this initiative on every network from public access, cable and network TV.

Guerilla Marketing Initiatives: To captivate a unique demographic as males ages 13-19, we have to be captivating. We will get outside the box to make sure people understand how FOOTBALL HELPS. Roland will dress up as a large FOOTBALL and literally HELP people within the City of Rochester all day. Whether picking up the trash, sweeping up at homeless shelter, cheering in the audience at an elementary recital or bringing lunch to the mayor working in City Hall—everyone will know that FOOTBALL HELPS!



PlayRochesterFootball.com: New website created with the exclusive purpose of promoting all things good about Rochester Football. Whether player, coach, fan, cheerleader or administrative personnel, we will take time to celebrate all the good stories in the Rochester Football ecosystem.

ROCHESTER FOOTBALL

C: CHAMPION ACADEMY

The City of Rochester's collaboration with the RCSD will officially begin with support of the CHAMPION ACADEMY, an intense 6-week summer program that will introduce current and prospective RCSD Varsity, JV and modified football players the fundamentals of what it takes to be extraordinary on and off the field.

With a focus on academics, athletics, citizenship and college & career readiness, the CHAMPION ACADEMY provides an unprecedented advantage to engage males ages 13-18 with positive mentorship and development. Additional points about the CHAMPION ACADEMY:

- Attendance will be mandatory for all students-athletes planning to play RCSD football in the upcoming season.
- Will be held 5-days a week starting Monday, July 7th - Friday, August 15th, 2014 from 1pm-6pm.
- Lunch & post-practice snack will be served.
- Staffed by a collaboration of RCSD coaches, mentors, City of Rochester staff volunteers and NFL/NCAA players and coaches.
- Students will receive workout gear, an official academy playbook and other exciting benefits.
- Provides an ideal learning environment for new and current RCSD coaches to be taught winning offensive, defensive and special teams strategies and how best to use Hudl, headsets and upgraded equipment. Coaches will also learn winning operational strategies

for their teams to be prepare more efficiently and effectively.

- Provides an ideal environment to recruit new coaches and volunteers for RCSD Football teams in-season practices and games.
- Provides an opportunity to be proactive in addressing student-athlete potential challenges in the upcoming academic year and identifying solutions. (i.e. Player physicals, graduation strategy, more effective conflict resolution strategies). Players will be introduced to Performance Coaches and allowed to build rapport in consistent environment.
- For safety purposes, practices will be CLOSED to the public except during Friday competition days and other activities TBD.
- Is a NON-CONTACT program, however it is recommended that players wear soft helmets during team competition practices if budget permits.

FOOTBALL CURRICULLUM

One of the biggest reasons RCSD football is not an elite program in the state is because of its inconsistency with executing basic football fundamentals. The RCSD FOOTBALL CHAMPION ACADEMY will utilize a collaboration of RCSD, NCAA and NFL experienced coaches to teach RCSD football players the critical fundamentals of the game to provide players with core skill sets to succeed. Father Principles--Consistent. Mentoring. Strong. Caring.

Each day will have a specific emphasis and focus:

Monday: Offensive Pass/Special Teams

Tuesday: Offensive Run/Special Teams

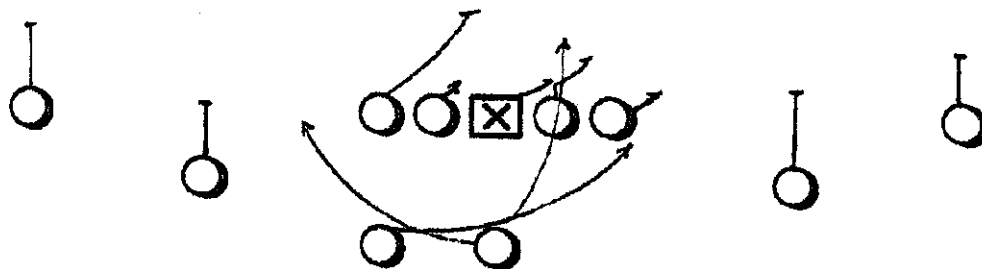
Wednesday: Defensive Run/Special Teams, etc.

Thursday: Defensive Pass/Special Teams

Friday: Special Teams/Special Programs

Football elements will be taught in 60-minute blocks. 60-minutes in the classroom and 60-minute on field lessons. These segments will include offensive, defensive and special teams education including the following:

- Stance/Starts
- Running Mechanics
- Basic Route Tree
- Hand Placement
- Footwork
- Eye Work
- Counter Run
- Zone Blocking
- Power Game
- Short Yardage/Goal line
- Spread Offense Fundamentals
- Slide Protections
- Field Goal Kicking
- Punting
- Protections
- Kick Coverage
- Pass Rush
- 3-4 Defense
- 4-3 Defense
- 5-2 Defense
- Cover 1
- Cover 2
- Cover 3
- Cover 4
- Basic Blitz Packages
- Sideline Etiquette

Base Run: Zone Read

Zone Read	40 Defense
Playside T	- reach the DE, working to get his facemask on the outside armpit. If he can't be hooked, drive up field.
Playside G	- to a 3 Tech DT, drive him. - to a 1 Tech DT, combo with the C. Post him until the C taked him over, then "skate" to the playside LB
C	- to a 3 tech DT, run to the playside armpit of the LB - to a 1 tech, combo with the playside G, working to hook or cut him off.
Backside G	- to a backside 1 Tech DT, cut the 1 Tech DT - to a backside 3 Tech DT, run to the playside armpit of the backside LB
Backside T	- to a backside 1 Tech DT, run to the playside armpit of the backside LB - to a backside 3 Tech DT, cut the 3 Tech DT
WR	- stalk man on
QB	- step and reach horizontally to the RB, ride him to the back side knee, reading the up-field shoulder of the backside DE.
RB	- take 3 steps parallel to the LOS with an open "soft" pocket for the mesh with the QB. Plant on the 5 th step and make a decisive cut to the lane. Reach the defensive line from the DE to the DT. If the DE is hooked, run outside. If the DE is up field, cut to the open lane.

Football lessons will be introduced in larger group settings then players will have an opportunity to practice fundamentals. Practices will be recorded using newly purchased video equipment. Coaches will have an opportunity to review and provide feedback to players on a daily basis via newly purchased Hudl software.

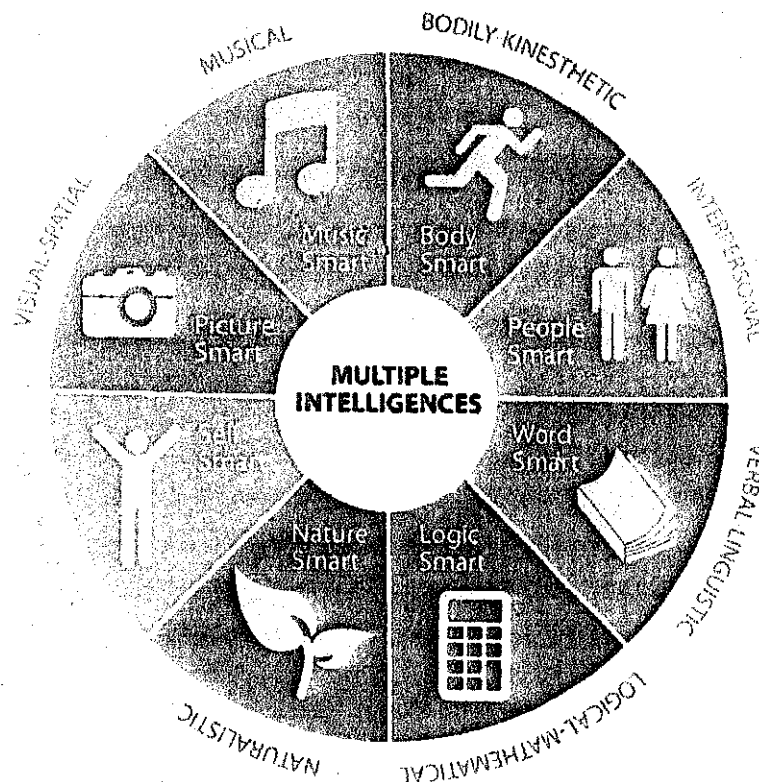
[Note: Exact football schemes will be introduced and adjusted following coaches meetings and player/coach assessment]

MENTAL DEVELOPMENT CURRICULLUM

A student-athlete must have the right mental attitude to succeed consistently. The CHAMPION ACADEMY will provide student-athletes an unprecedented opportunity to learn the winning mental strategies to succeed on the field and off from successful people who can relate to their journey and communicate effectively.

Mental development training will be lead by RCSD graduate, Super Bowl Champion, author and performance coach, Roland Williams and a host of other professionals.

Workshops and talks will engage, entertain and tap into multiple learning styles of student-athletes for maximum retention.

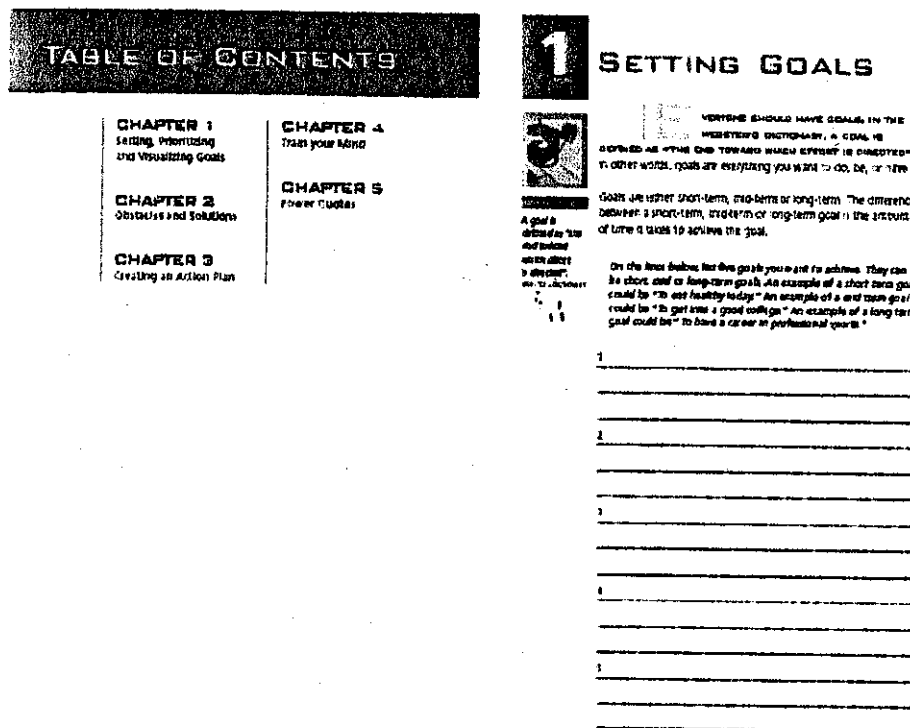


Mental Development curriculum will include the following topics:

- Belief
- Courage
- Enthusiasm
- Honesty
- Teamwork

- Perseverance
- Time Management
- Conflict Resolution
- Goal Setting & Achievement
- Social Etiquette
- Organization
- Diversity Training
- Career Development

Here is an example of one of our Goal Achievement Workbooks:



2

OVERCOMING OBSTACLES



You can
improve
your body's
performance
by paying
attention to
the things you
do each day.

IF YOU PURSUE YOUR GOALS, YOU WILL
ALWAYS RUN INTO OBSTACLES. IN THE
WESTERN DICTIONARY, AN OBSTACLE IS "SOMETHING THAT
Hinders PROGRESS OR ACHIEVEMENT." IF YOU KNOW IT,
OBSTACLES CAN HELP OR STOP PROGRESS TOWARD ACHIEVING YOUR GOALS.
IN ORDER TO FOCUS ON THE TASK AT HAND, AN OBSTACLE MUST BE
REMOVED WITH SPEED AND PRECISION.

To overcome an obstacle, you should first look to find a positive and
productive solution. How determined will you be to find
positive and productive solutions to overcome your obstacles?

Choose your #1 goal from your prioritized list and write it below
#1 goal: _____
Next, write three obstacles you must overcome to achieve this goal.

1. _____
2. _____
3. _____

Now, for each obstacle written above,
write one positive and productive solution.

1. _____
2. _____
3. _____

Choose your #2 goal from your prioritized list and write it below
#2 goal: _____
Write three obstacles you must overcome to achieve this goal.

1. _____
2. _____
3. _____

For each obstacle written above,
write one positive and productive solution.

1. _____
2. _____
3. _____



STRENGTH & CONDITIONING PROGRAM

A good off-season strength and conditioning program lasts 6 - 8 weeks before a more concentrated pre-season training begins. The off-season is the time when strength, size, and power are developed. This period will involve the most intensive strength training.

The "pre-season" begins 4 - 6 weeks before the competitive season and lasts until the competitive season begins. During this "pre-season" period strength training should be continued, but increased sport-specific activities, increased cardiovascular activities, and exercises to improve flexibility should be added or increased. A combination of strength, cardiovascular fitness, and flexibility will result in a high level of fitness, which is needed for the competitive season.

Due to timing and budget limitations, the CHAMPION ACADEMY will combine program offerings to maximize player effectiveness. Complete program outlined in Strength & Conditioning Section.

ADDITIONAL CHAMPION ACADEMY ELEMENTS

To consolidate expenses and maximize impact, the CHAMPION ACADEMY will also implement the following initiatives within its 6-week implementation schedule:

- **Free Youth Clinic:** This one-day program will utilize the services of RCSDF players and coaches to service its next generation of players. This program will provide an opportunity for young players within the City of Rochester ages 8-13 to get a feel for what the "big guys" do in the off-season to prepare for the upcoming season. Will include a workout, beverages, snack and information about RCSDF.
- **Free Coaches Clinic:** This one-day initiative will provide Rochester football coaches at the high school and youth level to learn fundamentals of offense, defense, special teams, mental development and football operations. Hosted by Roland Williams and his RCSD/NFL/NCAA staff.
- **OPEN Player Combine:** This two-day initiative provides RCSD players and other student athletes who live in the region a chance to be evaluated and assessed for help with setting personal development, team development and college recruiting. Players will have the ability to compete in the 40-yard dash, vertical jump, 3 cone drill, strength, agility and skill testing. Provides an opportunity for RCSD coaches and players to be up and personal with the competition and track their athletic gains compared to ours.
- **Friday Showcases:** Each Friday will be a day for RCSD teams to compete versus each other in various drills. Open to the public, these days provide an opportunity to showcase the new approach to RCSD Football, give players a chance to compete, instill fear into competitors and connect with prospective new players, parents and support.
- **Adult Champion Academy:** This one-day weekend workshop will provide an opportunity to engage parents and supporters of RCSD Football to experience what it takes to become a champion. Participants will receive basic football education, will participate in fitness workouts and learn ways they can help their student-athletes succeed on and off the field.

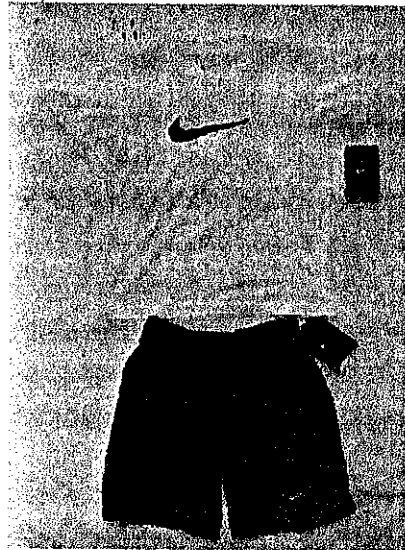
- **Life Skill Training:** Attendees will review basic social etiquette (ie. How to properly shake hands, tie a tie, be respectful to others, and communicate clearly), financial fundamentals (ie. How to obtain a bank account, how to check your credit report, etc.) and dental hygiene basics will be taught.

CITY OF ROCHESTER SPONSORED ELEMENTS

To implement the CHAMPIONS ACADEMY, the City of Rochester will need to fund critical program elements that will inspire youth for greatness and reiterate the unified commitment to helping males 13-18 to succeed.

Sponsored elements of the City of Rochester will be prominently branded with the City of Rochester logo and communicated to participants, parents, coaches, staff and media to maximize impact. City of Rochester sponsored program elements include:

- **Player & Coach Workout Gear**



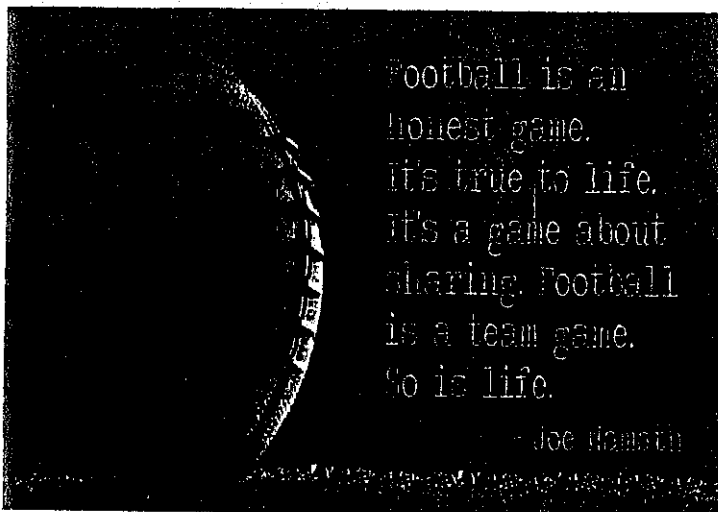
- **Celebrity Appearances**



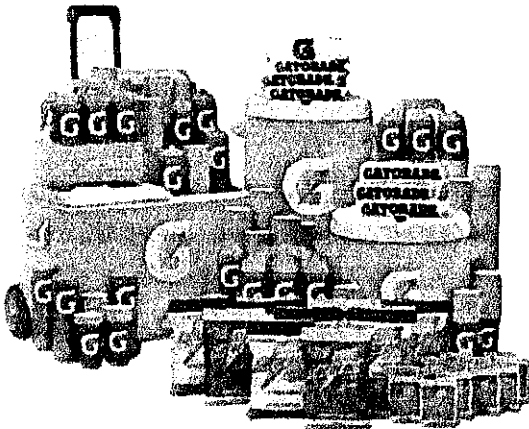
- Champion Academy Signage



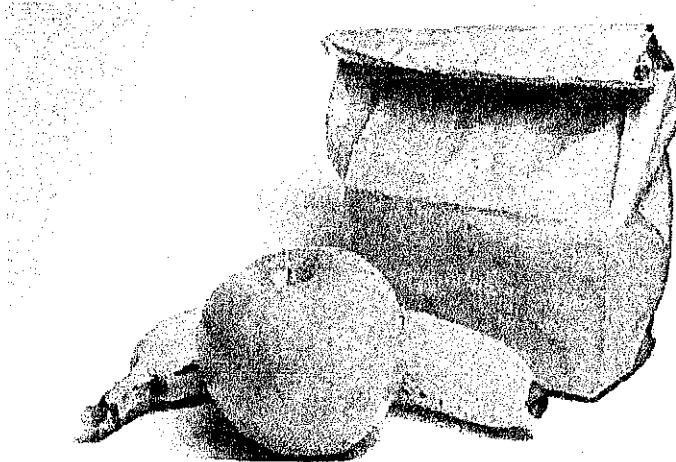
- 365 Sports Mind Signage



- Hydration Stations



- Lunch, Dinner & Snack



- Professional Mentor Power Panels



- Post Camp Field Trips



- **Community Service Projects**



- **Free Youth Clinic**



- **Free Coaches Clinic**



- Player Combine



- Friday Showcases



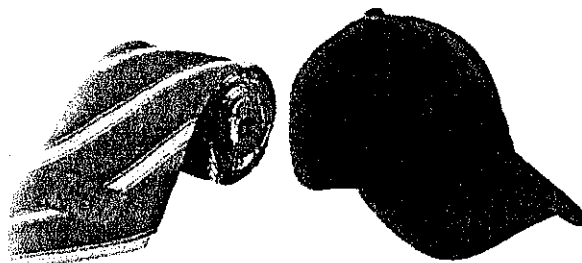
- Adult Champion Academy



- Life Skills Training



- Graduation & Student Gift Pack



ROCHESTER FOOTBALL

D: MENTORSHIP INITIATIVES

Males ages 13-18 need positive male mentors as often as possible. Through football, City of Rochester males will have access to many viable candidates. Our strategic plan will support and assist these efforts:

Performance Coaches: Already included in the RCSD district budget is the integration of a full-time mentor for each of its four High School programs. Similar to Pathways To Peace workers, Performance Coaches will work closely with student-athletes to assist them in connecting with the resources necessary to succeed.

E-Mentorship Program: One of the biggest reasons business professionals say they don't mentor youth is because they don't have time. This ground-breaking program will connect mentors with perspective football playing males ages 13-19 weekly and simply require 10-15 minute phone conversations, Skype sessions or other forms of communication best for both parties to cover a basic curriculum including goal achievement, problem solving skills and career development.

Alumni Mentor Development: There is an abundance of qualified alumni eager to find a way to help football players succeed, however most are unaware of how they can help. The new football strategy will include formally reaching out to alumni of each of the four teams via social networking platforms and other mediums and providing a short list of ways they can support including joining our E-Mentorship program. Other ways including simply sending positive encouragement via letter, creating incentive-based academic challenges, volunteering on your alma maters' football team, or joining a newly created t-shirt or bumper sticker. RCSD FOOTBALL: WE ARE ONE

Male Empowerment Speaker Series: Roland Williams will go into RCSD Schools and R Centers on behalf of the City of Rochester to host workshops to teach males how to develop the mental tools to succeed in school and in life.

Workshops will include food, drink and plenty of laughs.

Professional Power Panels: These panels will include 3-5 men with diverse careers coming to football practice, assemblies or R Centers to introduce new ideas to the 13-18 male thought processes. By seeing and interacting with successful people who look like them and have been through similar life paths, it will inspire males to push for greatness despite their circumstance.

ROCHESTER FOOTBALL

E: ATHLETIC SUPPORT

To give a football team the best chance to become elite, players and coaches need to have proper:

- Equipment
- Mental Training
- Physical Training
- Football Fundamentals
- Encouragement & Operational Support

To date, there is much to be desired in these departments. Through collaboration with the RCSD, many holes are being filled. However, to satisfy the true need, we must expand support. Additionally, support must also include all teams within the City of Rochester who work with at-risk males ages 13-18. That includes youth football teams and the city charter school, U Prep. Athletic support initiatives include:

- **Free Youth Clinics:** This program will provide an educational and fun environment to engage the next generation of players. This program will provide an opportunity for young players within the City of Rochester ages 8-13 to get a feel for what the "big guys" do in the off-season to prepare for the upcoming season. Will include a workout, beverages, snack and information on nutrition and goal setting.
- **Free Coaches Clinics & Support:** This initiative will provide Rochester football coaches at the high school and youth level to learn fundamentals of offense, defense, special teams, mental development and football operations. Hosted by Roland Williams and his RCSD/NFL/NCAA staff, they will be there to answer any questions coaches may have. Additionally, we will make DVD's and other training materials available upon request to assist teams on every area of the game. On behalf of the City of Rochester, we will give out Coach of the Week awards to coaches at various levels for their support of males 13-18.

- **City-Wide Player Combines:** This one-day initiative at the beginning of the summer provides players a chance to be evaluated and assessed for help with setting personal development, team development and college recruiting goals. Players will have the ability to compete in the 40-yard dash, strength, agility and skill showcases while also celebrating the enhanced brand of Rochester Football.
- **In-Season Promotion:** Players love to be celebrated during the season. The City of Rochester will sponsor a weekly football update on WDKX and show games of the week on public access.
- **Locker Room Sanitation Assistance:** Players report mildew and unsanitary conditions in locker rooms during both the off-season and in-season. The City of Rochester will help make sure players have the tools to create a sanitary environment that allow them to focus on performance. Will include the purchase of clothes rings for players to organize and efficiently wash their gear. RCSD is already creating a protocol to get assistance coaches and volunteers to monitor area and help keep lockers clean.
- **Off-Season Skill Development:** This is a major point of emphasis for football development. City of Rochester youth historically get behind most of the country developmentally because of the weather in the winter. The City of Rochester will reverse this trend by providing a budget to rent an indoor facility (ie. All Star Sports Arena) 4 times a week for 2 hours during the off-season.
- **Rochester National 7vs7 Travel Teams:** Since Rochester, NY is not known as a "football powerhouse", these all star teams provide an opportunity for Rochester's best to go across the nation to compete in passing drills versus other elite schools. Success in these competitions provide unprecedented exposure for Rochester football and helps validate the quality of football in our area to collegiate and professional scouts.
- **Special Needs Fund:** Student-athletes who want to sign up for football are often discouraged because they can't afford player fees, proper cleats or workout gear. It is a tragedy when a problem that costs less than \$50 to solve

keeps males ages 13-18 away from a life-changing experience. This fund would allow me to eliminate these small road blocks for participation and make sure Rochester student-athletes know they have access to this positive and educational experience.

- **CITY OF ROCHESTER Football Awards:** Instead of the traditional individual team banquets, this exciting cross between a graduation ceremony and the ESPY's will give every football player a chance to be recognized for their commitment to football and the CITY OF ROCHESTER. Will give awards for teams and individuals for extraordinary athletic, academic, community service and citizenship performances.

ROCHESTER FOOTBALL

F: CELEBRITY INTEGRATION

Through my extensive NFL, NBA, MLB, NCAA and Hollywood relationships, the City of Rochester will have unprecedented access to celebrities that will engage, excite and inspire players, coaches, administrators, parents and the community at large.

To give males ages 13-18 the best chance to succeed, we must take advantage of as many opportunities to inspire and motivate them as possible. As a result, I will be using personal favors, trade, etc. to get the best celebrities I can to come to the City of Rochester bi-monthly for drastically discounted rates. During each 24-48 hour trip, I will be asking celebrities to:

- Visit with RCSD Football players to promote academic, athletic and citizenship excellence.
- Visit at least one R Centers to speak to kids about making good life choices.
- Go to WDKX and other media outlets to applaud the efforts of the City of Rochester and encourage community to get involved in mentorship opportunities
- Visit City Hall for a brief visit and get photo opportunity with Mayor Warren.
- Have lunch or dinner with Mayor Warren and key contributors
- Video and voice record some Public Service Announcements promoting FOOTBALL HELPS campaign.
- Get 10 autographed items for future student and community incentives.

During each celebrity appearance, I request that City of Rochester provide security and/or police at all times. Additionally, being bombarded by fans, administration or others during their stays must be discouraged. To keep my relationships in tact, we must allow celebrity guests to focus on their agreed upon objectives without additional interference.

Additionally, I will also be flying to other venues on behalf of the City of Rochester to record celebrity videos of encouragement to bring back for males ages 13-18 to see the love and support they have to succeed.

In regards to my personal schedule, I will be present in Rochester during most of these programs. During July & August, I am relocating my family to Rochester to implement programs. During the football season, I will attending games bi-weekly, stay available by phone to talk with coaches, will also videoconference and make posts via social networking platforms to engage parents, fans and players alike. During the off-season, I will be in Rochester consistent with scheduled programming.

ROCHESTER FOOTBALL

G: COLLEGE & CAREER READINESS

Our ultimate goal is to assist Rochester football players with the pursuit of a successful career path post-high school graduation. The following strategies will assist in that process:

- **Professional Power Panels:** What student-athletes see is highly influential of what they will become. During the CHAMPION ACADEMY and beyond, we will bring diverse groups of professionals on stage to discuss what they do, why they like about their career and what was one challenge/solution scenario in their journey.
- **Professional Mondays & Gameday:** RCSD Football players will get each week started and ended by dressing and acting like a professional. Shirt and tie, cleanly groomed and perfect attendance will be mandatory.
- **College Admissions Visits:** Coaches and admissions staff will be invited to come and speak to RCSD football players at practices to sell them on the benefits of pursuing a college education and continuing their athletic career. Information will also be delivered via football coaches.
- **Military Recruiter Visits:** We will get members from each branch of military to come and speak to our students and parents about benefits and importance of graduation to support the goal of military service.
- **Business Professionals & Community Leader Visits:** We must make interaction with successful people a normal occurrence for RCSD Football players. We will secure business professionals, community leaders to come visit practices and speak to group for 5-10 min before or after practices or workouts.
- **NCAA/Collegiate Eligibility Training:** Starting with the NFL HSPD program in June and then reiterated by team Performance Coaches, RCSD Football players will be well versed on what it takes to become eligible for collegiate athletics.

ROCHESTER FOOTBALL

H: COMMUNITY ENGAGEMENT

Rochester football has an opportunity and obligation to extend its influence much further than the male ages 13-18 demographic. The new strategy will provide opportunities for these student-athletes to redefine stereotypes and show their value to the City of Rochester. The community engagement strategy will include the following initiatives:

- **Champion Academy Community Service Event:** During the summer CHAMPION ACADEMY initiative, participants will compete in making a difference during this charitable initiative. Locations will be identified and gifts will be given to best producing team.
- **Free Youth Clinics:** This program will provide an educational and fun environment to engage the next generation of players. This program will provide an opportunity for young players within the City of Rochester ages 8-13 to get a feel for what the "big guys" do in the off-season to prepare for the upcoming season. Will include a workout, beverages, snack and information on nutrition and goal setting.
- **Free Coaches Clinics & Support:** This initiative will provide Rochester football coaches at the high school and youth level to learn fundamentals of offense, defense, special teams, mental development and football operations. Hosted by Roland Williams and his RCSD/NFL/NCAA staff, they will be there to answer any questions coaches may have. Additionally, we will make DVD's and other training materials available upon request to assist teams on every area of the game. On behalf of the City of Rochester, we will give out Coach of the Week awards to coaches at various levels for their support of males 13-18.
- **OPEN Player Combine:** This two-day initiative provides RCSD players and other student athletes who live in the region a chance to be evaluated and assessed for help with setting personal development, team development and college recruiting. Players will have the ability to compete in the 40-yard dash, vertical jump, 3 cone drill, strength, agility and skill testing. Provides an opportunity for RCSD coaches and players to be up and personal with the competition and track their athletic gains compared to ours.

- **Friday Showcases:** Each Friday will be a day for RCSD teams to compete versus each other in various drills. Open to the public, these days provide an opportunity to showcase the new approach to RCSD Football, give players a chance to compete, instill fear into competitors and connect with prospective new players, parents and support. DJ will also be playing along with other fun elements.
- **Adult Champion Academy:** This one-day weekend workshop will provide an opportunity to engage parents and supporters of RCSD Football to experience what it takes to become a champion. Participants will receive basic football education, will participate in fitness workouts and learn ways they can help their student-athletes succeed on and off the field.
- **Team Captain Community Visits:** The team captains of each Varsity RCSD High School team will be part of a leadership council and required to do additional community outreach on behalf of the City of Rochester.
- **SUPERFan Football Player Outreach:** Rochester Football players are known for being a noisy bunch. This initiative will use that trait as an advantage. We will identify City of Rochester programs that historically need audience attendance and send all of our players to the event to cheer them on. Players will be required to wear Rochester Football gear.
- **Champion Academy Fitness Bootcamp:** This community outreach initiative will provide a chance for anyone to workout with a certified trainer and learn how to get in shape using body weight and items found in every neighborhood. This 8-week program will be hosted at a different R Center 3 days a week with a unifying 4th workout on Saturday mornings at a City Park. Participants will receive t-shirts, nutritional information and more. Celebrity guests will make cameo visits during the 8 weeks.
- **Player School Visits:** CITY OF ROCHESTER players will promote literacy by reading to Elementary and Middle School children.
- **Celebrity Reader Tour:** Super Bowl Champion Roland Williams and other notable businesses and community leaders will go on a reading tour to R Centers to discuss the value of reading and inspire elementary school kids to pick up a book.

- **RochesterReads Video Campaign:** CITY OF ROCHESTER players will join coaches, celebrities and notable community leaders to promote the value of reading by recording short videos of themselves reading various books and posting online.
- **City Sponsored Reading Competitions:** This essay competition will go to male ages 13-18 who could best read a book and write an essay about the book. The winning player wins pizza parties and other gifts for their entire team.

ROCHESTER FOOTBALL

I: 2014 PROGRAM IMPLEMENTATION TIMELINE

ROCHESTER FOOTBALL	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Apr 2014	14	15	16	17	18	19	20
	21	22 Football Strategic Planning Rochester & TBO	23	24 Football Strategic Planning Rochester & TBO	25 Football Strategic Planning Rochester & TBO	26	27
	28 Football Strategic Planning Rochester & TBO	29 Football Strategic Planning Rochester & TBO	30	1	2	3	4
May 2014	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20 Football Strategic Planning Rochester & TBO	21 Football Strategic Planning Rochester & TBO	22 Football Strategic Planning Rochester & TBO	23 Football Strategic Planning Rochester & TBO	24	25
	26	27	28	29	30	31	1
				2	3	4	5
Jun 2014	2 Strategic Planning NFL-HSPO CAMP 9th-12th Grade ONLY	3 Strategic Planning NFL-HSPO CAMP 9th-12th Grade ONLY	4 Strategic Planning NFL-HSPO CAMP 9th-12th Grade ONLY	5 Strategic Planning NFL-HSPO CAMP 9th-12th Grade ONLY	6 Strategic Planning NFL-HSPO CAMP 9th-12th Grade ONLY	7	8
	9	10	11	12	13	14	15
	16 PROGRAM 12 MONTHS	17 PROGRAM 12 MONTHS	18 PROGRAM 12 MONTHS	19	20	21	22
	23 PROGRAM 12 MONTHS	24 PROGRAM 12 MONTHS	25 PROGRAM 12 MONTHS	26 PROGRAM 12 MONTHS	27 PROGRAM 12 MONTHS	28	29

ROCHESTER FOOTBALL	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Jul 2014	23 PROGRAM 12 MONTHS	24 PROGRAM 12 MONTHS	25 PROGRAM 12 MONTHS	26 PROGRAM 12 MONTHS	27 PROGRAM 12 MONTHS	28	29
	30	1	2	3	4	5	6
	7 CHAMPION ACADEMY OFFENSE SPECIAL TEAMS STRENGTH & AGILITY	8 CHAMPION ACADEMY OFFENSE SPECIAL TEAMS STRENGTH & AGILITY	9 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	10 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	11 FRIDAY SHOWCASE TEAM COMPETITION ONLY 7-11 SOL'S LINEMAN	12	13
	14 CHAMPION ACADEMY OFFENSE SPECIAL TEAMS STRENGTH & AGILITY	15 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	16 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	17 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	18 FRIDAY SHOWCASE TEAM COMPETITION ONLY 7-11 SOL'S LINEMAN	19	20
	21 CHAMPION ACADEMY OFFENSE SPECIAL TEAMS STRENGTH & AGILITY	22 CHAMPION ACADEMY OFFENSE SPECIAL TEAMS STRENGTH & AGILITY	23 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	24 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	25 FRIDAY SHOWCASE TEAM COMPETITION ONLY 7-11 SOL'S LINEMAN	26 COACH CLINIC	27
Aug 2014	28 CHAMPION ACADEMY OFFENSE SPECIAL TEAMS STRENGTH & AGILITY	29 CHAMPION ACADEMY OFFENSE SPECIAL TEAMS STRENGTH & AGILITY	30 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	31 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	1 FRIDAY SHOWCASE TEAM COMPETITION ONLY 7-11 SOL'S LINEMAN	2 PARENT ACADEMY	3
	4 CHAMPION ACADEMY OFFENSE SPECIAL TEAMS STRENGTH & AGILITY	5 CHAMPION ACADEMY OFFENSE SPECIAL TEAMS STRENGTH & AGILITY	6 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	7 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	8 FRIDAY SHOWCASE TEAM COMPETITION ONLY 7-11 SOL'S LINEMAN	9 YOUTH CLINIC	10
	11 CHAMPION ACADEMY OFFENSE SPECIAL TEAMS STRENGTH & AGILITY	12 CHAMPION ACADEMY OFFENSE SPECIAL TEAMS STRENGTH & AGILITY	13 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	14 CHAMPION ACADEMY DEFENSE SPECIAL TEAMS STRENGTH & AGILITY	15 CHAMPION ACADEMY FINAL SHOWCASE GRADUATION BANQUET	16 FF BOOTCAMP	17
	18 FF BOOTCAMP STRENGTH & AGILITY RCSO Football Training Camp	19 FF BOOTCAMP STRENGTH & AGILITY RCSO Football Training Camp	20 FF BOOTCAMP STRENGTH & AGILITY RCSO Football Training Camp	21 FF BOOTCAMP STRENGTH & AGILITY RCSO Football Training Camp	22 FF BOOTCAMP STRENGTH & AGILITY RCSO Football Training Camp	23 FF BOOTCAMP	24
	25 FF BOOTCAMP STRENGTH & AGILITY RCSO Football Training Camp	26 FF BOOTCAMP STRENGTH & AGILITY RCSO Football Training Camp	27 FF BOOTCAMP COMMUNITY BERRY PROJECT RCSO Football Training Camp	28 FF BOOTCAMP STRENGTH & AGILITY RCSO Football Training Camp	29 FF BOOTCAMP STRENGTH & AGILITY RCSO Football Training Camp	30 FF BOOTCAMP	31

ACADEMIC FOOTBALL	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Sep 2014	1 FIT BOOTCAMP STRENGTH & AGILITY	2 FIT BOOTCAMP STRENGTH & AGILITY	3 FIT BOOTCAMP FIRST DAY OF SCHOOL	4 Gameday A/B vs. V Mod J. & M. Mod Games	5 Gameday A/B vs. V Mod VARSITY GAMES	6 FIT BOOTCAMP H. COMMUNITY SERVICE FILM STUDY COORDINATION	7
	8 FIT BOOTCAMP Professional Varsity STRENGTH & AGILITY	9 FIT BOOTCAMP STRENGTH & AGILITY	10 FIT BOOTCAMP	11 Gameday A/B vs. V Mod J. & M. Mod Games	12 Gameday A/B vs. V Mod VARSITY GAMES	13 FIT BOOTCAMP H. COMMUNITY SERVICE FILM STUDY COORDINATION	14
	15 FIT BOOTCAMP Professional Varsity STRENGTH & AGILITY	16 FIT BOOTCAMP STRENGTH & AGILITY	17 FIT BOOTCAMP	18 Gameday A/B vs. V Mod J. & M. Mod Games	19 Gameday A/B vs. V Mod VARSITY GAMES	20 FIT BOOTCAMP H. COMMUNITY SERVICE FILM STUDY COORDINATION	21
	22 FIT BOOTCAMP Professional Varsity STRENGTH & AGILITY	23 FIT BOOTCAMP STRENGTH & AGILITY	24 FIT BOOTCAMP	25 Gameday A/B vs. V Mod J. & M. Mod Games	26 Gameday A/B vs. V Mod VARSITY GAMES	27 FIT BOOTCAMP H. COMMUNITY SERVICE FILM STUDY COORDINATION	28
	29 FIT BOOTCAMP Professional Varsity STRENGTH & AGILITY	30 FIT BOOTCAMP STRENGTH & AGILITY	1 FIT BOOTCAMP	2 Gameday A/B vs. V Mod J. & M. Mod Games	3 Gameday A/B vs. V Mod VARSITY GAMES	4 FIT BOOTCAMP H. COMMUNITY SERVICE FILM STUDY COORDINATION	5
	6 FIT BOOTCAMP Professional Varsity STRENGTH & AGILITY	7 FIT BOOTCAMP STRENGTH & AGILITY	8 FIT BOOTCAMP	9 Gameday A/B vs. V Mod J. & M. Mod Games	10 Gameday A/B vs. V Mod VARSITY GAMES	11 FIT BOOTCAMP H. COMMUNITY SERVICE FILM STUDY COORDINATION	12
Oct 2014	13 Professional Varsity STRENGTH & AGILITY	14	15	16 Gameday A/B vs. V Mod J. & M. Mod Games	17 Gameday A/B vs. V Mod VARSITY GAMES	18 H. COMMUNITY SERVICE FILM STUDY COORDINATION	19
	20 Professional Varsity STRENGTH & AGILITY	21	22	23	24 Gameday A/B vs. V Mod VARSITY GAMES	25 H. COMMUNITY SERVICE FILM STUDY COORDINATION	26
	27	28	29	30	31 Gameday A/B vs. V Mod SECTIONALS	FILM STUDY COORDINATION	2
	3 FIT BOOTCAMP / V Mod STRENGTH & AGILITY	4	5	6	7 Gameday A/B vs. V Mod SECTIONALS	SECTIONALS	8
	10	11	12	13	14	15	16

ACADEMIC FOOTBALL	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Oct 2014	STRENGTH & AGILITY	STRENGTH & AGILITY		STRENGTH & AGILITY	VARSITY GAMES	FILM STUDY COORDINATION	
	20 Professional Varsity STRENGTH & AGILITY	21	22	23	24 Gameday A/B vs. V Mod VARSITY GAMES	25 H. COMMUNITY SERVICE FILM STUDY COORDINATION	26
	27	28	29	30	31 Gameday A/B vs. V Mod SECTIONALS	FILM STUDY COORDINATION	2
Nov 2014	3	4	5	6	7 Gameday A/B vs. V Mod SECTIONALS	SECTIONALS	8
	STRENGTH & AGILITY	STRENGTH & AGILITY		STRENGTH & AGILITY	STRENGTH & AGILITY	STRENGTH & AGILITY	
	10	11	12	13	14 Gameday A/B vs. V Mod STRENGTH & AGILITY	15 FILM STUDY COORDINATION	16
	STRENGTH & AGILITY	STRENGTH & AGILITY		STRENGTH & AGILITY	STRENGTH & AGILITY	STRENGTH & AGILITY	
	17	18	19	20	21 Gameday A/B vs. V Mod STRENGTH & AGILITY	22 H. COMMUNITY SERVICE STATE CHAMPIONSHIPS	23
	24	25	26	27	28	29	30
Dec 2014	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28

ROCHESTER FOOTBALL

J: ITEMIZED PROGRAM BUDGET

2014-2015- CITY OF ROCHESTER MALE 13-18 ALLOCATION	
Category	Amount
Football Rebranding	\$45,000
Champion Academy	\$108,000
Mentorship Initiatives	\$76,000
Football Support	\$112,000
12-Month Celebrity Integration	\$125,000
College & Career Readiness	\$25,000
Community Engagement	\$79,000
Administration & Consulting Fees	\$120,000
TOTAL ALLOCATION	\$690,000