



# STEVE NASH YOUTH BASKETBALL

...is a national youth basketball program designed to develop fundamental skills, sportsmanship and a love of the game of basketball. This grassroots initiative supports and empowers community-based recreational groups and facilities, schools and other institutions across Canada in an effort to positively influence youth through basketball. The goal of the program is to allow participants the opportunity to maximize their potential, while promoting the importance of youth basketball as a vehicle to build character, discipline, self-esteem and sportsmanship.

The model for Steve Nash Youth Basketball was established after extensive research of existing community basketball programs from across North America and follows the guidelines of Sport Canada's Long Term Athlete Development Model (LTAD). The program is flexible in nature to allow local organizers to adapt the program and implement it in their community while following the principles and philosophies of the program.

## OBJECTIVES

**PARTICIPATION** – Introduce, provide opportunities and encourage participation for children/youth aged 5-13 across Canada to be a part Steve Nash Youth Basketball – developing young athletes, creating a passion and exposing them to the values, qualities and skills required to succeed in basketball and in life.

**EDUCATION** – Address the need for young developing players to receive skill and developmental age appropriate coaching following the Long Term Athlete Development model; while educating parents of their role towards their children's development.

**DEVELOPMENT** – Create a developmental pathway for coaches and officials of Steve Nash Youth Basketball through introduction to New NCCP module and officials training through Canadian Association of Basketball Officials.

**PROGRESSION** – Further encourage children and youth with development potential to higher level performance by providing consistent national development models that speaks to skills, knowledge and attitudes that are required for participants/athletes to safely progress and achieve maximum development in the sport of basketball.

## BENEFITS

✓ <b>Brand</b>	The right to use the SNYB trade name, marks & logo – a 'National Name Recognition'.
✓ <b>Quality Program with Structural Support</b>	Step-by-step instructions along with turn-key operations guide and coaching manuals on how to operate and execute a SNYB program – a 'proven' and 'uniform' method of operation allowing for brand identification and customer loyalty.
✓ <b>Training</b>	Full coaching and officiating training support via NCCP Community Coach certification clinics and CABO clinics.
✓ <b>Advertising &amp; Marketing</b>	National advertising; additional guidance and materials on how to develop effective marketing programs locally.
✓ <b>Sourcing</b>	High quality program materials at lowered cost.
✓ <b>On-going Support</b>	Trouble shooting service provincially and nationally.
✓ <b>Package</b>	A complete 'all encompassing' program concept/package.

To start up a Steve Nash Youth Basketball program in your local community, please contact:  
**Ron Yeung**  
 Manager, Steve Nash Youth Basketball  
 Canada Basketball  
 Tel: (416) 614-8037 x209  
 Email: ryeung@basketball.ca



## PARTICIPANTS BENEFITS

- Participation in a national sanctioned program that is endorsed and approved by Steve Nash, Canada Basketball and Provincial/Territorial Federations and Sport Canada.
- Certified coaching by New NCCP trained coaches.
- A proven basketball program with alignment to the Long Term Athlete Development model adopted by Canada Basketball required by the Federal Government/Sport Canada.
- Steve Nash Youth Basketball Dri-Fit Reversible Jersey.
- Nike Ultra Durable Vulcanized Rubber Basketball.
- Insurance Coverage.
- Steve Nash Youth Basketball Parent's Guide.
- Membership in 'Be One' including benefits – coaching/athlete development resources, videos, news, instruction, retail discounts, contests, etc.
- Membership through Provincial Sports Organization with involvement and support provincially.

## COACHES BENEFITS

- Canada Basketball and Coaching Association of Canada sanctioned educational opportunities through the New NCCP Community Coach model and curriculum – Coaches are recommended to attend the 3-hour on-court Community Coach workshop.
- Steve Nash Youth Basketball Coaching CD Workbook – LTAD focused curriculum with sample drills, lesson plans, teaching tips, modified rules, checklist, etc.
- Steve Nash Youth Basketball Coach's T-shirt.
- An introductory guide to LTAD that provides a framework of athlete development with reference to growth, maturation and development.
- Insurance Coverage.
- Membership in 'Be One' including benefits – coaching/athlete development resources, videos, news, instruction, retail discounts, contests, etc.
- Access to extensive and qualified coaching resources, including an on-line video library.
- Membership through Provincial Sports Organization with involvement and support provincially.

## LOCAL ORGANIZATIONS BENEFITS

- Endorsement and affiliation with Steve Nash, Canada Basketball, Provincial/Territorial Federation and Sport Canada.
- Use of Steve Nash images and brand and communicate his values and commitment.
- A comprehensive national and provincial marketing campaign and advertising strategy that will assist in the promotion and recruitment of participants and coaches for the program.
- A step-by-step Steve Nash Youth Basketball operations guide that speaks to the program philosophy, guidelines and procedures, recommended rules and methods of operations that will assist in the implementation of the program in the community.
- Emphasis on coaching development with a platform that will introduce all coaches to the New NCCP curriculum and certification.
- Be One On-line registration tool for administration and database management.
- Integration of your organization with national and provincial programming.

