



STEVE NASH YOUTH BASKETBALL

...is a national youth basketball program designed to develop fundamental skills, sportsmanship and a love of the game for 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 ages 5-12 across Canada to SNYB – 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 in alignment with Canada Basketball's 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.

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



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www.basketball.ca/snyb

BENEFITS

Brand	The right to use the SNYB trade name, marks & logo – a 'National Name Recognition'.
Quality Program with Structural Support	Step-by-step instructions and program curriculum 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.
Training	Full coaching training support via NCCP Community Coach certification clinics.
Advertising & Marketing	National advertising; additional guidance and materials on how to develop effective marketing programs locally.
Sourcing	High quality program materials at lowered cost.
On-going Support	Trouble shooting service provincially and nationally.
Package	A complete 'all encompassing' program concept/package.





PARTICIPANT'S BENEFITS

- Participation in a national sanctioned program that is endorsed and approved by Steve Nash Foundation, Canada Basketball and Provincial/Territorial Sport Organizations 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
- Steve Nash Youth Basketball - Reversible Jersey
- Steve Nash Youth Basketball - Basketball
- Steve Nash Youth Basketball - Certificate of Participation
- Steve Nash Youth Basketball - Poster
- Steve Nash Youth Basketball - Parent's Guide
- Insurance Coverage
- Canada Basketball National Membership
- Basketball PEI Membership

COACH'S BENEFITS

- Canada Basketball and Coaching Association of Canada sanctioned educational opportunities through the New NCCP Community Coach model and curriculum
- Steve Nash Youth Basketball Coaching CD Manual – LTAD focused training resource with sample drills, teaching tips, modified rules, checklist, etc
- Steve Nash Youth Basketball Lesson Plans – lesson by lesson curriculum designed for two different age specific groups (Fundamental – 5-8; Learn to Train – 9-12)
- An introductory guide to LTAD that provides a framework of athlete development with reference to growth, maturation and development
- Steve Nash Youth Basketball - Coach's T-shirt & Whistle
- Insurance Coverage
- Canada Basketball National Membership
- Basketball PEI Membership

LOCAL ORGANIZATION'S BENEFITS

- Endorsement and affiliation with Steve Nash, Canada Basketball, Provincial/Territorial Sports Organizations 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
- Integration of your organization with national and provincial programming

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