

INTERNATIONAL COURT SOCCER®



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INTRODUCTORY AND DEVELOPMENT GUIDE

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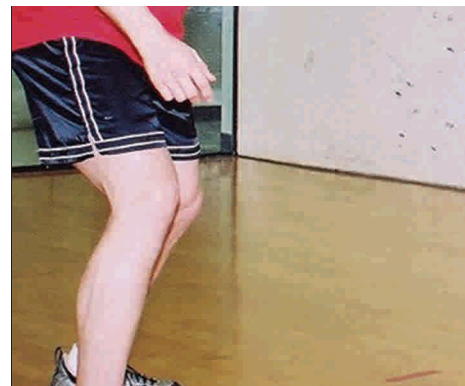


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TIPS TO HELP YOU GET THIS EXCITING NEW SPORT UP AND RUNNING IN YOUR CLUB

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INTRODUCING INTERNATIONAL COURT SOCCER TO YOUR FACILITY

POSTERS & VIDEO

You'll get a great response if you place posters in key spots to generate member interest in this new sport. You will also want to play ICS's promotional video in high traffic areas of your club. It works great if someone who knows about ICS is at hand while the video is playing to answer questions.



KICK OFF

Help your members experience the fun, excitement and simplicity of ICS by hosting a free, open-invitation, *ICS Kick Off* event. Members will get to participate in a 1/2 hour introductory clinic.

This fun event will create a buzz and provides an opportunity for your interested members to learn the rules of the sport, play it, and meet others who are interested in the game. It also provides a great opportunity to get names and other information that can be used to contact these individuals.

Another benefit to a *Kick Off* is that it will give fence-sitters, who are not ready to play, an opportunity to see the game being played and experience the excitement first hand.

Place a sign-up sheet next to the video screen playing the ICS Promotional Video. It's an ideal spot for interested members to sign up for the *ICS Kick Off*.



DEVELOPING INTERNATIONAL COURT SOCCER AT YOUR FACILITY

CLUB "CHAMPION"

Like any new program at your club, a key person is needed to champion ICS. Ideally this would be a manager at your club. This person needs to understand the needs of a start-up program. He or she will be responsible for generating interest, excitement and advance the sport at your club. This key person will also oversee the organization of the opening kick off and on-going programs.

Although it is not imperative, it is certainly helpful for this individual to have had racquetball and soccer playing experience. If this is not possible, please contact International Court Soccer for recommendations.

COMPETITION

You will promote strong club loyalty and excitement about ICS by providing members an opportunity to compete against each other. Clubs who have had success with ICS have learned the importance of competitive play (such as league play or designated ICS nights) to the sports on-going popularity.

Current events organized by ICS Inc include the North American Championships and a Players Tour which visits ICS facilities throughout the Northwest. The 2005 North American Championships will be hosted by the Courthouse Athletic Club in Salem, Oregon during the May 21st- 22nd weekend.

CLUB COMMITMENT

As it is important to have a club 'champion', it is also crucial that the upper management of your facility be aware of ICS's introduction. They must be open to promoting the sport and willing to support on-going initiatives dedicated towards ICS's success. It's also helpful if a manager takes the time to get first hand experience by playing the game.

“ The game provides an intense leg workout while continuing to improve upon my court position, shot selection, and overall agility in the court.... it gives my members another activity to enjoy at the club. Soccer players are able to practice their skills one on one any time of the year..... it's an avenue to learn the fundamentals of soccer without running the length of the field or needing pads or special shoes. ”

Phil Crock, Club Manager,
Courthouse Athletic Club
Salem, Oregon