



Strategic Plan 2011

Assessment of the State of Mount Si Football



- Participation and interest are high
 - 2010 had 42 freshman and 107 total in program
 - 2011 expects over 50 freshman
 - Junior Wildcat Football and Middle School turn-out are highest ever
 - Strong game attendance
- State Playoffs 4 of 5 last seasons (3 consecutive)
- 40-25 record since 2005 with NO losing season
- 11 former players currently playing football in college or junior college
- Best venue, facilities & game atmosphere!

Assessment of the State of Mount Si Football



- 4-0 in week 10 play-in games
- 1-4 record in state playoff games
- Most Difficult Conference in State
 - State Champion has come from KingCo 3A in 9 of last 10 years
- Elite teams in Kingco
 - Bellevue, Skyline, Bothell, & Issaquah
- Small Budget relative to peers
 - Mount Si \$65,000
 - Skyline \$200,000 to 250,000
 - Bellevue \$55,000 a year just for head coach's Salary
- Strong connections w/ athletes, families & community

Assessment of the State of Mount Si Football – Coaches



- **Top Quality Coaching Staff**
 - Coach Kinnune – Head Varsity Coach 20 years
 - ✦ Seattle Seahawks Coaching Academy – high school coach mentoring & networking program
 - ✦ Seattle Seahawks Youth Camp – Head coach & camp coordinator
 - Wayne Lewis – Asst Head Coach & Defensive Coordinator
 - ✦ 18 years – WWU all time tackles leader
 - Majority of coaches teach in the district
 - Former college & NFL players
- **Strength & Conditioning Program**
 - John Zanas – Certified Performance Enhancement Specialist, Strength & Conditioning Specialist, & Licensed PT
 - ✦ Invited by the NFLPA to speak at NFL Players Combine

Conclusion



- Do incredible job w/ less resources than peers
- Very Competitive
- Great focus on development of the “whole person”
 - Character, strength, academic, athletic and football skills
- Off-season training has not been well funded for both players & coaches in recent years
- Would like to add qualified coaches to staff
- Pleased with play-in game performance
- Disappointed in state playoff performance
- Desire to elevate program from competitive to Elite

Mount Si Football Program Mission



To promote the highest level of achievement and excellence for our student athletes;

To give them hope by fully developing them physically, emotionally, mentally and in character;

Using football as a tool to teach life lessons, develop leaders and to build relationships among players, coaches, parents and the community.

Program “Values”



Excellence

Unity

Hope

Football

Program Activities/Priorities in line with Values



- **Excellence**
 - Equipment upgrades
 - Fitness Center upgrades
 - Coaches' shirts, hats, etc.
 - Merchandise
 - Strength Program
 - Game jerseys
 - Event preparation
- **Unity (Relationships)**
 - Team Dinners
 - Pregame tailgate (Scarlet & Gray Game)
 - End of Season Banquet
 - Team activities
 - Fall Camp Break-away
 - Coaches' Retreat
- **Hope (Development)**
 - Training for coaches
 - Off season training for players (Gervais & Barton)
 - Academic Support
 - Leadership Training
 - College Scholarships
 - Recognition ceremonies & banners for participants
 - ✦ Of Seniors
 - ✦ Of Weight Room accomplishments
 - Lifter of the week
 - Support of Jr Football
- **Football**
 - Love of the game

Elite Program Traits



- Strong player turnout & retention
 - goal of 120-130 Total
 - Senior class 25 players
- Development of Coaches & Players
- Focus on “Internals”
 - Academic Development
 - Character & Leadership Development
- Well Equipped & Outfitted
- Strong & Well Conditioned
- Consistent “Top 10” program
 - winning state playoff games
- Producing “College Ready” Student-Athletes
- Strong Community Support & Game Attendance

Four Critical Areas for Investment



1. **Development (Off-Season Training)**
 1. Speed Camp, Continued Weight Room Improvements, Skill Position Training, Coaches' Training & Academic Support
2. **Technology**
 1. End zone camera, new stadium camera
3. **Marketing & Promotion**
 1. Of the Program, the athletes, the sport of Football and "The Event" on Friday Nights
4. **Well Equipped (like an Elite Program)**
 1. Uniforms, Helmets, Shoulder pads, and other gear

First Steps (2010-11)



- Increased Academic Support
 - Formed Weekly Study Hall
 - ✦ Regular meal
 - ✦ Tutoring sessions
 - ✦ At risk student support & monitoring
 - ✦ Peer tutors
- Increased Off-Season Training Opportunities
 - Steve Gervais Passing Academy
 - Taylor Barton – Offensive Lineman Camp
- Coaches Clinic at UW and Coaches Trip to University of Wisconsin Spring Camp

Second Steps (2011 & 2012)



- Continue to Increase Investment in Coaches' & Players' Off-Season Training
- Add to coaching staff
- Add 10th Grade Team Games (fourth team)
- Game Film Technology improvements
 - End zone camera (wirelessly operated)
 - New HD stadium camera
 - Ability to film & review practices LIVE
- Faster Replacement of Helmets & Shoulder Pads
- Add an Alternate Uniform
- Enhance the Friday Night Experience
- Better Recognize & Promote our Student Athletes

Coaches' Training Expenditures



	Coach's Training	Player Off-Season Training
2014 (Projected)	\$10,000	\$10,000
2013 (Projected)	\$7,500	\$7,500
2012 (Projected)	\$5,500	\$5,500
2011	\$3,500	\$3,000
2010	\$800	\$1000
2009	\$800	\$0

Equipment & Uniform Costs



- New Helmet \$300
- New Shoulder Pads \$200
- New Game Uniform \$125

- 20 sets of Helmets \$6,000
- 20 sets of Shoulder Pads \$4,000
- 90 New Game Jerseys \$6,750
- 90 New Game Pants \$4,500

Annual Investments



- Increase coaches' stipends for new staff
- Faster equipment replacement cycle
- Funding costs of a fourth "Sophomore Team"
- Fund continued improvements in the fitness center (weight room)
- Technology Improvements
 - Scouting software
 - Wireless tablets
 - New headsets for coaches

Next Steps



Increase Fundraising

- Roll out Wildcat individual fundraising
- Enhance business sponsorships program
- Roll out Former Football Alumni Association

Increased Marketing

- Creating Allure of being a Mount Si Football Player
 - Best uniforms – relationships – Friday Night Experience
- Identifying strong corporate partners
- Promoting & enhancing the “Event” of Friday Night Football in the Valley!
- Promoting our greatest Assets: our coaches and players

Corporate Sponsorships



- **Goals**
 - Retain existing sponsors at or above current sponsorship levels
 - Recruit new sponsors within and outside the valley
 - Offer higher-priced sponsorship opportunities for those willing and able to pay more, in exchange for a higher level of benefits
- **Sponsorship levels**
 - Ala Carte
 - Silver
 - Gold
 - Diamond
 - Wildcat

Ala Carte



Ala Carte

One 3'X6' banner displayed at Mount Si Stadium* - \$350

1/4 page B&W advertisement in season program - \$200

1/2 page B&W advertisement in season program - \$300

Full-page B&W advertisement in season program - \$400

1/4 page Color advertisement in season program - \$300

1/2 page Color advertisement in season program - \$400

Full-page Color advertisement in season program - \$500

Note: Ala Carte sponsors receive a Wildcat sponsor poster and company logo posted at mtsihsfootball.com

Silver



Silver - \$1,000 (unlimited)

One 3'X6' banner displayed at Mount Si Stadium

1/2 page Color advertisement in season program

Highlighted as a "Silver" sponsor in season program and 2 newspaper group thank you ads**

Company logo posted all year at www.mtsihsfootball.com

Wildcat sponsor "Silver" plaque to display in your business

Framed 8"X10" sponsor picture with the Varsity team and signed by Coach Kinnune to display in your business

One Wildcat jersey

One Scarlet & Gray Club membership with admission for 1***

Invitation to Scarlet & Gray Game season kick-off BBQ for 1

Gold



Gold - \$2,500 (limited to 10)

Premier sponsor at one home game including two announcer "shout-outs" and on-field half-time recognition
One 3'X6' banners displayed at Mount Si Stadium
1/2 page Color advertisement in season program
Highlighted as a "Gold" sponsor in season program and 2 newspaper group thank you ads**
Company logo posted all year at www.mtsihsfootball.com
Wildcat sponsor "Gold" plaque to display in your business
Framed 11"X14" sponsor picture with the Varsity team and signed by Coach Kinnune to display in your business
Two Wildcat jerseys
One Scarlet & Gray Club membership with admission for 2
Invitation to Scarlet & Gray Game season kick-off BBQ for 2

Diamond



Diamond - \$5,000 (limited to 5)

Premier sponsor at two home games including two announcer "shout-outs" and on-field half-time recognition
Two 3'X6' banners displayed at Mount Si Stadium
Full-page Color advertisement in season program
Highlighted as a "Diamond" sponsor in season program and 2 newspaper group thank you ads**
One individualized newspaper thank you ad
Targeted Donation - Pick the "targeted" area that you want your giving to IMPACT
Press Release Event for "Targeted" Donation
Company logo posted all year at www.mtsihsfootball.com
Wildcat sponsor "Diamond" plaque to display in your business
Framed 16"X20" sponsor picture with the Varsity team and signed by Coach Kinnune to display in your business
Three Wildcat jerseys
Two Scarlet & Gray Club memberships with admission for 4
Invitation to Scarlet & Gray Game season kick-off BBQ for 4 people

Wildcat



Wildcat - \$10,000 (limited to 2)

Premier sponsor at all home games including two announcer "shout-outs" and on-field half-time recognition
Two 3'X6' banners displayed at Mount Si Stadium
Full-page Color advertisement in season program (premier placement)
Highlighted as a "Wildcat" sponsor in season program and 2 newspaper group thank you ads**
Two individualized newspaper thank you ads
Targeted Donation - Pick the "targeted" area that you want your giving to IMPACT
Press Release Event for "Targeted" Donation
Company logo posted all year at www.mtsihsfootball.com
Wildcat sponsor "Wildcat" plaque to display in your business
Framed 24"X30" sponsor picture with the Varsity team and signed by Coach Kinnune to display in your business
Four Wildcat jerseys
Two Scarlet & Gray Club memberships with admission for 8
Invitation to Scarlet & Gray Game season kick-off BBQ for 8 people

Next Steps



- Incorporate your feedback
 - bobch@comcast.net
 - 425-657-0852
- Create “fancy” sales materials
 - Volunteers?
- Create order forms and process for order execution
- Recruit “sales team”
 - Volunteers?
- Develop prospect list
- Sell, sell, and sell some more
- Invest the proceeds in the Mount Si Football program