



Camellia Ave Elementary

NORDIC AMERICAN ATHLETICS

Family owned first generation American soccer school for everyone.

Our Story

Founded by Teddie Bergman, an American mother of two, alongside Swedish co-founder Andreas Norberg, Nordic American Athletics was established in the midst of the pandemic. There was a crisis of kids unable to play together, be connected, and play on teams or activities. It was all gone at a point. We started off with a few group classes steaming from pods of friends. Allowing the big vision to unfold naturally into our third year, proudly boasting an outstanding number of members in the San Fernando Valley. Starting off with the very first class of eight kids, now over 275 enrolled students. We now aim to expand our dream and vision further. AYSO supports our vision, and collectively, we aim to develop the expansion of soccer making it into schools creating it. Making soccer accessible and affordable while overcoming the hurdles of waitlists, equal playing opportunity, and busy family schedules is indeed a multifaceted challenge.

First class held August 2020



NAA became established Dec 2020



NAA's 6th group Feb 2020



WHY CHOOSE CAMELLIA AVE ?



NAA partnered with AYSO a new division called AYSO Play. This division partnered with NAA is dedicated to providing high-quality soccer programs for elementary school students in the local community. After conducting research and considering various factors, including the reputation and resources of local schools, we believe that your school stands out as an ideal partner for our program.

We are certain our after-school program can complement the school's curriculum by offering an enriching soccer program that support students' athleticism, social, and team comradery development.

Dedicated Staff and Resources: We recognize the dedication and expertise of the district's faculty and staff in creating a nurturing learning environment for students.

We are confident that our program can benefit the school's resources, to deliver engaging and impactful experiences for participating students.

Community Engagement: The partnering school and the organization AYSO plays a vital role in the local community and serves as a hub for educational and extracurricular activities. By partnering with the school, we aim to strengthen our ties with families, students, and stakeholders in the community and contribute to the overall well-being and success of students outside of regular school hours.

We are eager to discuss the possibility of partnering with our school of choice to offer our after-school program to students. We believe that our program aligns with the school's mission and values, and we are committed to working collaboratively to create a positive and enriching experience for all participants.

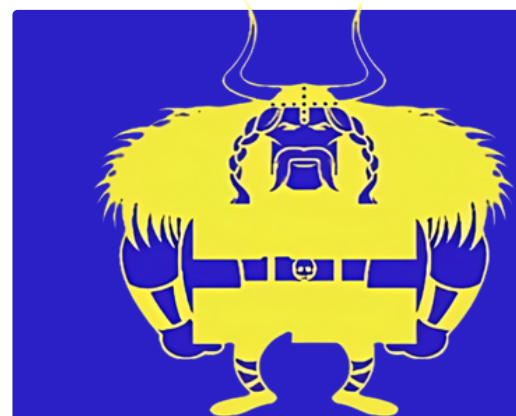
WHY CHOOSE NAA & AYSO AS YOUR PROGRAM?



AYSO has a long-standing reputation for excellence in youth soccer programs, with decades of experience in organizing leagues, camps, and clinics. By partnering with AYSO, we can leverage the organization's expertise and resources to ensure high-quality sports experiences for participants in our community. AYSO sees high value in Nordic American Athletics' involvement in the local community and its efforts to promote soccer participation among youth of diverse backgrounds. By partnering with NAA & AYSO can leverage resources together to expand our reach, engage more players, and make a positive impact on the development of soccer in our community.

Inclusive and Accessible Programs: AYSO and NAA is committed to providing inclusive and accessible sports opportunities for children of all backgrounds and abilities. We share this commitment to diversity and equity and believe that partnering with us will help us create welcoming and inclusive environments where every child can thrive.

We are excited about the prospect of partnering with together to enhance sports programming in our community. We would welcome the opportunity to discuss potential collaboration opportunities further and explore how we can work together to promote youth sports participation and development in schools.





REQUEST FOR PROPOSAL – AFTER SCHOOL PROGRAM

Program start date: Fall 2024

Nordic American Athletics would like to submit a proposal for an after school program starting approximately Fall 2024. This program would be run through NAA and AYSO. The coaches and equipment will be supplied for the program by NAA.

The program offered is soccer. Partnering with NAA is exactly what elementary school's needs. Our mission is to see the success of local schools through the extension of NAA through our service to public schools.



What this comes down to is the relationship. The key value is the relationship between the partnership. This will be cultivated on multiple levels in the school system. This program will be mutually beneficial and easily sustainable. NAA partnering with AYSO can make this program successful and easy. Accessibility is key therefore creating it as an after school program. NAA takes the love of the sport and combines it with preparing player's soccer skills, athleticism, and sportsmanship. We tailor to each individual needs and skill for the sport.

After a day of academics, the program offers plenty of time with friends designed to gain exercise balanced with growth and development. Utilizing the location on the premises of the school makes this is the most effective opportunity, and convenience. Many kids do not have the advantage to participate in extracurricular activities due to travel time. Having an after school program soccer program will give huge advantages to kids pursuing sports alongside their continued education. This will enhance the value of the school and students.



OPPORTUNITY



Boys and girls will be organized into separate groups to ensure tailored coaching and an inclusive environment for all participants.

Schedule

- Days: Monday through Friday - 1 day of the week
- Times: The program is flexible, with the day and times adjustable based on availability.
- Location: The program will take place on the grass field of the school.
- Duration: Each session will last 1 hour on weekdays, with 1 game scheduled either Saturday or Sunday. The program will run from Fall 2024 until the end of the school year. (will be determined)
- Fees: Participants can enroll in a 13-week cycle for \$12 per child per class. (Please note that this fee is subject to adjustments as necessary.)

Donations and Partnership Benefits

- This partnership with NAA promises support to the school through donations. The specific amount to be donated by NAA will be determined following the program's approval.

Regarding the partnership, the financial aspect of our collaboration with NAA, including any potential profits or contributions, remains open for negotiation. We are committed to establishing a mutually beneficial arrangement that supports the program's objectives and ensures its sustainability.



SHARED VISION

Shared Vision: The partnership with NAA will enhance the student's experience at school. NAA will be communicative, trustworthy, and will be based on a mutually beneficial program to both entities. We come with professional expertise, and practical curriculum. We often see sports are missing from schools.

Soccer is in such high demand in the school system and publicly. Parents and kids face a challenge currently of waitlist for soccer. Los Angeles being a densely populated region with high levels of youth sports participation, the demand for AYSO programs exceeds capacity, resulting in waitlists for registration. To address waitlists and accommodate more players, AYSO and NAA are leaning into schools as a way of expansion. We stand on the values that everyone can play and afford to play.

Providing this vision in alliance with N.A.A will provide students with support to transition within school and outside school with athleticism, and quality ethics of a developing child.

- **As a potential partner the school can receive a percent of proceeds (From net profit.) as donations. As a vendor for the school and families pay.**
- **A 2nd option can be positioned as a program funded from the schools funding through extra curriculum activities.**



LAST CALL

Your elected elementary school will benefit significantly from this collaboration, viewing it as an investment in the school's future and in the personal development of its students. This initiative is a contribution not only to education but also to nurturing the individuality of students. Nordic American Athletics along with AYSO Play will similarly be rewarded with an opportunity for growth and expansion within the community, allowing us to showcase our strengths, and most importantly making soccer more accessible at an affordable cost.

We plan to offer a high coach-to-child ratio, aiming for a 1:10 ratio in our sessions. All our coaches possess extensive experience in child development, sports, and coaching backgrounds. Having a soccer program at the school is an excellent offering. Given soccer's status as one of the most participated sports, this program is expected to significantly enhance the school's appeal. Let's cultivate this partnership with Nordic American Athletics, sowing the seeds for future success together.



LET'S CONNECT

PHONE

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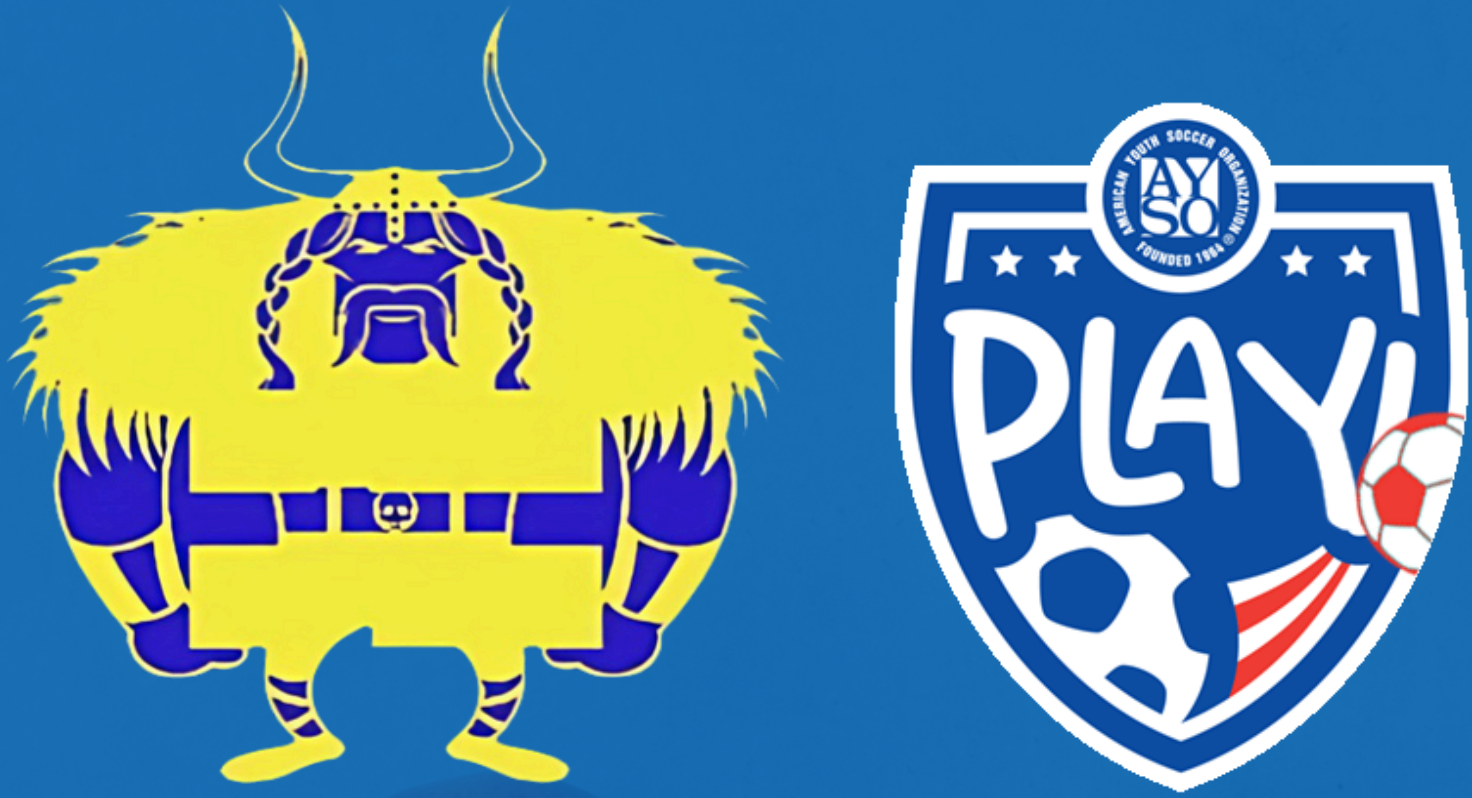
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THANK YOU

Fall 2024