

OTA
Operations and Administration
Section 6:
After School Program and System

- OTA Ingredients
- ASP Catalogue
- Instructors
- Class Procedure
- Program Formula and System
- Partnership Process

OTA Ingredients

Our menu of program divisions provides a lot of options for revenue streams and flexibility for Franchise Territories to pursue profitability, but since OTA's inception, After School Programming has been considered the "core business". Developing partnerships with schools achieves a number of goals. Revenue opportunities, marketing and advertising base, community partnership credibility, and often a previously established path to securing business and running programs to name a few.

The success of the Overtime Athletics After School Program is based on a number of ingredients. These include the ASP Catalogue of program choices, our workforce development program, signature ASP Class Procedure system, and our sales formula for lining up partnerships. Becoming an expert on each of these "ingredients" serves to strengthen both sales and operations efforts.

ASP Catalogue

The OTA Program Catalogue (or offerings) has changed over the years and will continue to change. We have added, adjusted, and subtracted programs based on customer interest, ability to staff, equip, and execute in a cost-effective and safe way. Even different territories focus on different offerings based on local or regional factors (weather, sports interests, etc.). What OTA has strived to do is create a program catalogue with a broad appeal so as to give contacts and parents options for their children.

You will notice the Program Catalogue split up into categories. These categories are "WINNERS", "CLASSIC: Traditional Sports", and "FAVORITES". The Program Catalogue has been organized this way for a few reasons. The first is to make it easy to review for decision makers. The second is to demonstrate a variety of options (something for everyone). The third is to assist in the sales process. Upselling is the easiest and most impactful way to grow business. Selling more to existing customers is a far easier path than acquiring new customers. Because the catalogue is split up in such a way, it's easier to have a conversation with a sales target to sign up additional programs – perhaps something from each category.

Couple Notes:

- The Sports Spectacular Program is OTA's variety class. It's the most popular sign up and something that all Franchisees should get in place with each partner.
- Be sure to review each description carefully. You should know these like the back of your hand in order to sell them properly. A priority of Program Management is to make sure that the service being provided matches the description of what was sold. This is so important for meeting customer expectations and deriving repeat business (retention).

**What follows is the current OTA ASP Catalogue. Recognize that offerings and descriptions change. Be sure to continually check the OTA Website to make sure you are current. We of course always announce any changes to our Franchise Partners.*

Overtime Athletics Curriculum Table of Contents

1. Rules of the Game
2. General Games (warm up games):
 - Tag Games/Ball Games/Elementary Games/Motion Games/Big Games
 - Low Intensity/Rainy Day Games
3. Sports Spectacular Variety Program
4. Gotime (Game Play and Scrimmaging)
5. Fast Break Basketball
6. Shooting Stars Soccer
7. Go Long Flag Football
8. Big Swing Wiffle Ball
9. Lax-Tastic Lacrosse
10. Slap Shots Floor Hockey
11. Kids Tennis Club
12. Pitch and Putt Golf
13. Kaboom Kickball
14. Heads Up Dodgeball
15. Jump for Joy Jump Rope
16. Cheer-IT With Spir-IT Cheerleading and Jump Rope
17. iSprint Speed and Agility
18. HIGH FIVES Running Club
19. Parachute Play
20. Scooter Dash
21. Countdown (Minute To Win It)
22. Connect 4 vs Checkers
23. OTA Field Day
24. Double Play

*Each Section of the curriculum has four parts:

1. Program Description and Outline
2. Skills/Drills
3. Games
4. Sample PDC's (Programming Day Cards)

After School Programs – Catalogue

WINNERS:

Sports Spectacular Variety Program

Let's Play! Save the best for last by finishing up the school day with Sports Spectacular, a variety athletic program that features different sports throughout the session. Participants will practice skills and play games in both traditional sports and playground favorites. The Sports Spectacular Variety Program features the best "to-do" list ever – Basketball, Soccer, Flag Football, Kickball, Capture the Flag, Wiffle Ball, Bump and Bite, Knights and Dragons, Numbers Game, Tag Games, Safe Base and MORE! OTA covers all the bases with our emphasis on playing, teamwork, sportsmanship, and fitness. Don't miss out on the FUN!

GOtime (Game Play and Scrimmaging)

Play Ball! Come join OTA for our ALL games ALL the time after school program. GOtime's exclusive game-play format features a variety of sports (Basketball, Soccer, Flag Football, etc.) and will be structured as a REAL GAME from start to finish. Loosen up, warm-up, and choose up sides, then get ready to play! Coaches will organize each game to teach kids the rules of competition, team play, and sportsmanship. We have always believed athletes get better the more they play. Here is your chance! This organized scrimmage every week will give players the opportunity to test new skills and get more comfortable in game situations. Come be a part of our TEAM!

CLASSIC: Traditional Sports

Fast Break Basketball

3-2-1...Swish! Join us for Fast Break Basketball where we'll "cross-over" between GAME PLAY and skills stations. The games within the game are where we will expose players to HOOPS skills like dribbling, passing, shooting, rebounding, and defense. Test your abilities having fun scrimmaging or playing games like Dribble Scribble, King of the Court, Hot Shot Shooting, Knock Out, and MORE! Be ready to take that last second shot, make that extra pass, and block that go ahead basket while learning the fundamentals of Basketball and the concepts of team work and sportsmanship in one of the world's most popular games.

Shooting Stars Soccer

GOOOOOOOOOAAAAAALLLLLLL! Take your game to the next level! Join us for Shooting Stars Soccer and learn to play Soccer like the pros! Coaches will teach you skills like dribbling, passing, trapping, shooting and defense. This program emphasizes fitness, teamwork and sportsmanship. Have a blast and make new friends playing World Cup Tournament, Battle Balls, Trapper 500, Corner Kick Challenge and Soccer Knockout. Don't miss out on what the rest of the world already knows; it's a beautiful game - sign up today!

Go Long Flag Football

Huddle Up and get ready for Flag Football to become an instant classic. Kids are lining up to score touchdowns and get a taste of the most popular game in the country! Players will get a chance to be running backs, wide receivers, defensive ends, and corner backs. Learn to pass, catch, run routes and punt like the pros! We'll practice these skills while playing Button Hook, Down & Out, Pitch & Run and First & Ten. Scrimmages and Red Zone Challenges will test your skills, promote teamwork and encourage sportsmanship. ARE YOU READY FOR SOME FLAG FOOTBALL!?! Sign up today and score a touchdown with OTA!

Big Swing Wiffle Ball

This program isn't baseball – its better! Everyone gets hits and no one strikes out in this version of our nation's favorite pastime. The fundamentals of throwing, catching and hitting are taught through games like Soft Toss, Base Runners, Home Run Derby and 500. We've injected some new energy into this old favorite by speeding up the game with fast paced rules and our Coaches enthusiastic encouragement. No real baseball equipment is used to ensure a safe playing environment. Sign up today before it's going, going, GONE!

Lax-Tastic Lacrosse

Come play the fastest game on two feet! Our Coaches will teach you the skills you need to play Lacrosse; cradling, passing and catching, scooping, shooting and defense. We'll even provide the sticks for this introduction to the game and exposure to the basics of Lacrosse! Capture the Lax Ball, Ground Ballhogger and Dodger are some of our favorite games to play. This perfect mix of scrimmaging and stations allows players to interact with Coaches and teammates in a fun and exciting way. Come catch the fever that is Lacrosse, one of the fastest growing sports today! Sign up now!

Slap Shot Floor Hockey

You shoot, you SCORE! No longer just a game for a frozen pond, Floor Hockey is a one size fits all game of speed, coordination, and thrills. This gym class favorite is now available after school. Game Play and skill work to include stick handling, dodging, ball control, and of course shooting will be introduced and practiced from week to week. Learn the different ways to put a shot on goal by incorporating wrist shots, slap shots, snap shots, and the backhand. Slap Shot Floor Hockey just might be the first stop on the road to the Stanley Cup... All aboard!

Kids Tennis Club

Keep your eye on the ball and join Overtime Athletics for the fast paced game of Tennis! You'll learn the rules of the game, grip, serving, volleying, forehand and backhand strokes. This class will work on hand eye coordination, footwork and concentration while participating in game play and stations. Player favorites like Gladiator, Fill It Up, and Safe Base will keep classes energized and FUN and give beginner players plenty of opportunities to build their confidence! Students must bring their own racket...Game, Set, Match.

Pitch and Putt Golf

Finally a format that keeps the FUN of golf, but gets rid of the frustration. Pitch and Putt Golf has all the kids chirping like birdies! Our program, powered by SNAG Golf Equipment, is a safe and encouraging game that introduces new players to the joy of golf. The SNAG® system of golf is a fun, easy to use equipment for beginner golf that combines simplified rules and terminology to learn golf anywhere and at any age. Each segment of our program has players implementing the skills they have been taught including GRIP, STANCE, AIM, SWING, and PUTTING. Players rotate through stations and contests that keep them fist pumping all day long. Everyday players will “walk the course” to test their skills on the “SNAG Golf Trail” and the “Goofy Golf Putt-Putt Course” to see how they stack up. We have taken the fastest growing game in the world (GOLF) and made it “ready to use” for all beginners and youth players with our SNAG Golf Trail, and we have taken the most popular activity for kids (Miniature Golf/Putt-Putt) and put our own spin on it with our Goofy Golf Course. The combination is a hole in one!

A Note about SNAG Golf Equipment:

SNAG® equipment and training tools are specifically designed to simplify the learning process. SNAG® only has two clubs: the Launcher™ is used to launch, pitch, and chip the ball; like a putter, the Roller™ is used to roll the ball toward the target. All shots other than rolling (putting) are played off of a mat and tee called the Launch Pad™. This ensures that the player will have an optimal lie every time. The target, called a Flagsticky™, also differs from anything else in golf, as it is not a hole with a cup inside but rather an above-ground weighted cylinder covered with a hook material. The SNAG Ball™ is slightly smaller than a tennis ball and is covered with a loop material. Unlike golf, where you finish by putting your ball into the cup, in SNAG®, you finish by sticking your ball to the Flagsticky™. Because of the mobile Launch Pad™ and Flagsticky™, SNAG® is portable and playable just about anywhere.

FAVORITES:

Kaboom Kickball

Join OTA for this playground favorite! Knock it out of the park with a big kick and use those same feet to motor around the bases. This program is all about playing the game. More game time equals more fun! The class will focus on teamwork and sportsmanship, topped off with some HIGH FIVES! Sign up today!

Head's Up Dodgeball

Throw'm! Catch'm! Dodge'm! Grab a group of friends and test your agility and accuracy in a fast paced game of Dodgeball! Coaches will discuss the safety and game rules at the beginning of each class. Soft, foam balls are used for player's protection. Learn techniques like Peek-A-Boo, Tip-Flick and Psych-Out or make up your own strategy! Come be a part of the fun and games and really learn what it means to be on the edge of your seat and the tips of your toes! Join the game today!

Jump For Joy Jump Rope

Jump up! Jump out! Jump for joy! Join Overtime Athletics for our energetic and exciting jump rope program. You'll learn the basic skills of jumping using long and short ropes. We'll begin with solo jumping and from week to week sprinkle in some trick jumping as skills improve. We'll play games and learn jumping rhymes like "Cinderella", "Bubble Gum", and "Miss Mary Mack". An activity good enough for boxers and ballerinas alike, come see why the American Heart Association outreach and awareness program is driven by Jump Roping! Health. Moves. Minds. Let's GO!

Cheer-IT with Spir-IT Cheerleading & Jump Rope

Motion creates Emotion! Take your spirit to a higher level! Learn routines, cheers, motions and jumps that promote teamwork, fitness and FUN. We'll work on basic cheer and dance movements that have participants smiling from ear to ear and bouncing from head to toe! We bring the sidelines to center stage with cheers that include: "Who Rocks the House", "G-O Yell GO", "Dynamite", and many more. Our pyramid of activity will include cheers, routines, jump roping, and warm up games. Come be a part of something bigger, sign up today!

iSprint Speed and Agility Program

Take the first step to a faster step! Come join us as we go up and down, left and right, back and forth all the way to the finish line. OTA will implement its signature curriculum for teaching the latest techniques in athletic skill development. This "one stop shop" for improving as a soccer player, basketball player, football player, baseball player, lacrosse player, field hockey player, tennis player, volleyball player, and playground champion will include games, track and field contests, and a field day atmosphere every class! This program will include elements of the Presidential Fitness Challenge and Road Runners Course Program. The only question that will be asked, "Can you beat who you were on the first day, when you play on the last day?" Sign up to find out!

Scooter Dash

Everything is better on WHEELS! Scooter Dash can prove it. This program is designed to provide a new twist on old habits. If you think Freeze Tag is fun, try it on a scooter. If you love an obstacle course, see what it's like when you roll on through it. This gym class favorite has made its way to after school and Overtime Athletics is ready to put you in the driver's seat!

Parachute Play

Get ready to float away with parachute-play! The parachute is a great way to help develop arm and shoulder muscles. This program will improve endurance and stamina. The parachute can be used to teach teamwork and group cooperation and will also improve basic motor skills and a sense of rhythm. But more importantly, the parachute unleashes the elementary school students laughter and imagination! This cross-over activity weaves athletics and creativity together to combine for an unforgettable way to end your school day.

HIGH FIVES Running Club

Kids are natural runners, but spend a lot of time hearing “No Running!” How many times does a child hear this? No running in the halls... No running in the house... No running at the pool... It goes on and on. The HIGH FIVES RUNNING CLUB puts a stop to the “No Running” and let’s the kids fly! Crawl, Stand, Walk, Jog, Run... Gradually developing the habit to run can change and impact ones life forever. This program will bring a shot of energy with the daily warm-up game, then blast off with the daily workout. Our goal for the HIGH FIVES RUNNING CLUB is to get heart rates raised and to increase endurance.

Countdown (Minute To Win It)

Ready, Set, Go! 60 seconds can feel like an eternity or slip away in a blink of an eye. Are you cool under pressure? Come join the Game Revolution and find out what it really means to be connected. No screens, no tablets, no controllers, just quick reflexes and even quicker minds. Each class will feature a series of challenges. It’s simple to rack up the points: If a player attempts the game he/she automatically receives 3 points, and if they were able to complete the task in under a minute they receive 5 points. The only thing racking up more than points is the laughter...

Connect 4 vs Checkers

Here’s a chance to get your “ducks in a row” and to “put your pieces in place”! These classic games are being introduced with a new twist for a fun, entertaining, and competitive after school program. Outsmart, outwit, and out move your opponent to get to the top of the PYRAMID. Each class will be a sprint to the top. The “pyramid game” keeps players rotating and angling to move up the ladder! With someone always to challenge and someone always ready to accept the challenge, the PYRAMID feature for a Connect Four and Checkers tournament keeps everyone involved and having fun.

Double Play

No more “**Eeny, meeny, miny, moe**”... just go with the COMBO! Can't decide on just one program? Create a Double-Play! You can choose two programs to run as a combination class. The sports will be alternated each week to keep class fresh, exciting and new! Choose your Double Play from the “Classic” and “Favorites” programs listed in our catalogue and our team of instructors will be ready to TURN TWO!

Instructors

The second key ingredient for OTA's core business (After School Program) is the Instructor. Bottom line, if a territory does not have quality Instructors and Coaches to run programs, no growth is possible. Recruiting and selecting employees is a primary function of a Franchisee/Program Director. Who are OTA Coaches? This is one of the primary questions and concerns from partnerships and parents. Being prepared to answer this question and then deliver on your answer is key to achieving the goals of a Franchise.

Who Are OTA Instructors?

Who is on the OTA team?

- Our staff primarily consists of undergraduate and graduate students from local universities and colleges.
- Our staff includes Teachers, Coaches, Youth Counselors, and Babysitters

How do you make the OTA team?

- Our Instructors have previous experience working with children.
- All of our coaches have athletic backgrounds.
- They have passed a background check.

What type of training do OTA Instructors go through?

- Our Instructors go through an extensive process including: hiring appointments, shadowing sessions, and multiple training appointments before they teach a class.
- They are experts on implementing the OTA Curriculum.
- They have completed our network of training videos, online platform of exercises, and reviewed all OTA Handbooks and Staff Manuals.
- They must periodically attend training sessions and complete tutorials throughout their OTA employment.

What is expected of an OTA Coach during class?

- They arrive 15 minutes before the class is scheduled to begin and stay until the last child is picked up.
- They will have the following things: a uniform, equipment, and a safety kit.
- They will have a completed programming day card (lesson plan) for the class/activity.

Class Procedure

The only way to make the OTA “secret sauce” is to achieve what all youth athletics programs work to do – program safety, program fun, program consistency. The OTA Class Procedure is designed to achieve all three. Training coaches and instructors to implement “The OTA Way” every class in all programs is so important towards achieving business goals. We have designed a repeatable model that can be utilized in every one of the programs offered in the OTA Catalogue. Deviating from the class procedure or taking shortcuts is a surefire way to miss the mark. A primary question from school partners and parents is about how we run our programs.

What's OTA's Class Procedure?

Step 1 – Arrive to School on Time

Wearing Uniform
In Possession of OTA Equipment/Instructor Bag/Instructor Folder
Programming Day Card (Lesson Plan)

Step 2 – Check in at School Office 15 Minutes Prior to Class

Step 3 – Make Sure Class Space is Safe

Step 4 – Set up Games, Drills, Stations, Equipment

Step 5 – Welcome Students / Line up Book Bags

Step 6 – Line-Up/Huddle-Up INTRO’s

Introduce Instructors
Introduce Program
Introduce Kids (Take Attendance)

Head COUNT

Step 7 – OTA RULES

Step 8 – Warm-Up

**HIGH FIVES/ Trivia*

Step 9 – Skill

**Water Breaks/ Trivia*

Step 10 – Drill

**1-on-1 Moment/ Trivia*

Head COUNT

Step 11 – Games/Scrimmages

**Sportsmanship/ Trivia*

Step 12 – Close Out

Line-Up/Huddle Up
Head COUNT
Themes Talk – Sportsmanship, Fair Play, Health/Nutrition, etc
Announcements and Handouts

Step 13 – Dismissal

Step 14 – Clean Up Space

Step 15 – If there was a Problem or Injury, notify PTA Coordinator/OTA Office

Step 16 – See Ya Next Time!

Program Formula and System

Developing a sales system with the least number of roadblocks to bring on new partners and customers is essential in a franchise system. Our formula and system are easy to communicate, easy to understand, and most importantly – easy to agree to. We want Sales Targets to be given a path to becoming an OTA partner. The “pitch” starts with the information that follows.

You want healthy, happy students

WE CAN HELP

OTA After School Programs

- Our curriculum is focused on getting kids moving and having fun
 - We provide all equipment
- Classes take place at your school, so children are in a safe and familiar space
- Our instructors are professionally trained and have passed a background check
 - Classes are separated by grade (K-2, 3-6)
 - We have a wide range of activities available in our catalogue

Try something new

Make friends

Practice teamwork

Learn new skills

Get fresh air

The Process....

- You choose the activities you would like provided at your school, the day of the week we'll come in, and the number of weeks the program will run (6-12 weeks)
- Secure the space needed (gym, outdoor field, cafeteria)
- We create flyers and provide you with copies to hand out to every child at school
- Parents register their children on our secure site, www.otaregistration.com
- We send the school a complete roster the day before class begins
- Our program director sends a welcome email to parents with instructions for the first day of class (where to go, what to wear)
- Day of the program—we arrive, ready to PLAY!