

SOME OF OUR CLIENTS



PRICE QUOTES

AAI Charges Per Day,
Not Per Presentation

- 1 Day: \$2,500 Plus Travel Expenses
- 2 Days: \$4,000 Plus Travel Expenses
- 3 Days: \$5,000 Plus Travel Expenses
- 4 Days: \$6,000 Plus Travel Expenses
- 5 Days: \$7,000 Plus Travel Expenses



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**ONE NIGHT OF DRINKING
CAN ERASE AS MUCH AS
2 WEEKS OF ATHLETIC
TRAINING... ..**

**WHAT GAME ARE YOU
PLAYING?**



ABOUT THE AMERICAN ATHLETIC INSTITUTE

ABOUT AAI

The American Athletic Institute is a Sport Consulting Firm that is committed to helping people both in and out of sport. We provide programs and services that are designed to help the athlete and non-athlete alike. Whether it is in a proactive capacity or in response to a specific problem or incident the American Athletic Institute can offer valuable insight, education and strategies to administrators, coaches and athletes on a vast array of issues ranging from Drug and Alcohol Abuse, Hazing and Sportsmanship to Youth Sport and Childhood Obesity.

AAI's FOCUS

The American Athletic Institute's primary focus is the education of athletes on the dangers of drugs and alcohol. Our presenters are substance abuse prevention professionals who were also once professional and world class athletes. It is this combination of experience coupled with our own scientific research that makes us unique in the prevention/education field and the world of sport. We understand athletes, the dangers of drugs and the volatile mix the two present when combined.

AAI's MISSION

We want to present the most pertinent prevention/intervention information to selected audiences in a manner that will effect positive change. To achieve this objective, the staff at the American Athletic Institute is dedicated to creating and providing quality educational-training programs that address the ever changing; needs of people and norms of society, both in and out of sport.



What is the Life of an Athlete Program?

Life of an Athlete Training. Every school year, millions of student athletes across the country sign a code of conduct. This is done with the hope and expectations that chemical health violations and other behaviors of concern will be brought into check. Life of an Athlete prevention/intervention series is a five phase school program designed to confront chemical health issues and impact the problems that face today's student-athlete. Below are brief descriptions of this five phase plan.

Phase 1 - Mandatory Pre Season Meetings for Entry Level Athletes and Parents

Phase 2 - Modern Athletic Codes of Conduct Conditions of Environment; Increasing Consequence Beliefs

Phase 3 - Coaching Effectiveness Training to Confront Chemical Health Issues

Phase 4 - Developing Student Athletic Leadership to Confront Behaviors of Concern

Phase 5 - Blue Print for Stakeholder Unity



Why Athletes?

Athletes the Largest Target Population

Athletics is the largest target population that exists in any school. In small rural schools we have seen 60-90% of students involved in at least one sport per school year, while in the largest schools 40-55% of students are involved in sports.

This is your opportunity to use mandatory meetings to get 40-90% of your school/community parents into a venue to show them valuable prevention data, strategies and educate them to the concerns facing their children during these high risk years.

Learning Objectives

Communities learn how to use athletics as a venue for prevention and intervention work. Communities increase vigilance, create awareness and gain stakeholder unity in supporting clear and consistent boundaries for their largest target population (athletes). Communities learn how to institute a five year program to deter drug use and out of character behaviors and increase positive behaviors.

The Game Plan

This program has been so successful in NY that it is was mandated by the New York State Public High School Athletic Association, as the yearly chemical health program for more than 700+ school districts and 585,000 athletes. NY State coaches have also been trained and these materials have been shown across the state to parents of athletes.

This new approach initiated in 2002 targets a five phase program for male and female adolescent athletes, coaches, parents, athletic directors and communities. It is based on the realization that in order for an interscholastic athletic program to function, all stakeholders must take an active and vigilant role. It is supported by non-negotiable conditions for involvement which are established as clear and consistent boundaries for running a program of excellence. The program itself begins at the beginning, working with modified age (7th -8th grade) athletes and establishes a sound basis for participation in athletics, by setting the foundation for ownership, focus, dedication, purpose, goals, collective and personal responsibility. A high school (9th -12 grades) program is used for older athletes. Establishing greater knowledge of positive athlete lifestyle is paramount in this program.