Dear Principal/Sports Coordinator

I hope you are well and have enjoyed a successful and productive school year.

I am writing to take the opportunity to inform you of some exciting changes to our Junior Development Program in 2011 and beyond. As you may be aware, the Adelaide Football Club has successfully offered the “Crows in Schools” program in its current format for seven years and currently visits in excess of 150 schools each year.

The program has been hugely successful, connecting with almost 40,000 school students each and every year delivering key educational messages in an AFL context. The key message for 2011 will be Healthy Eating as this continues to be topical in today’s society.

The Crows in Schools program will provide two options in 2011.

**Option A:** Westpac Centre Tour (Adelaide Football Club) AAMI Stadium

**Option B:** In school Presentation and Coaching Clinic

**Option A: Westpac Centre Tour**

A guided group tour (for up to 45 x 2 groups of students at a time) taking in the following features:

- Viewing of the Premiership Cups.
- A short inspirational film in our 48 seat theatre.
- A visit to our interactive sports museum detailing the history of the Adelaide Football Club and its future plans for greater inclusion of the wider community. Also details on Sports Science, AFL Draft, and making your own Crows team.
- A walk through of the Replica Locker Room which feature memorabilia and small screens in every locker detailing the history and statistics of every player to have ever played for our Club.
- A visit to “Claude’s Zone” (named after our match day mascot – Claude the Crow). This area features a 3 minute film on healthy eating and presentations to the students that have excelled throughout the tour.
- The students will have an opportunity for a ticketing offer to a game.
- A walk down the players’ race to see AAMI Stadium for photos (subject to availability).
- A “kick and a catch” in the indoor training area where the current players also train.
- Compare yourself with the Crows players with the 20 metre Sprint test and Vertical leap on the shed floor.
- Questions and answer session with players depending on training schedule.
- An interactive student scrap book.
- Crows giveaways at completion of tour.
- Crows football featuring player’s signatures.
All inclusive Price: $7.50 per student.

Option B: Crows in Schools Visit:
Our Junior Development team will come to your school and deliver a specifically tailored presentation and coaching clinic for the students including:

- Crows in Schools presentation (Featuring section on Healthy Eating and also with some recipes tips for students)
- An interactive visit from the Club mascot Claude the Crow
- Coaching Clinic (Year 3-5) maximum 100 students
- An invite to Crows 9-a-side carnival at Max Basheer Reserve (Year 6-7)
- Crows giveaways and ticket promotions
- Merchandise
- AFC will provide all equipment eg Laptop, Projector, Speaker and Projector screen.

If your school is interested in either option please contact the Junior Development team at the Club on (08) 8440 6666, or alternatively complete the enclosed expression of interest and return to us.

Kind regards,
ADELAIDE FOOTBALL CLUB LTD

Jason Lehmann
JUNIOR DEVELOPMENT CO-ORDINATOR