

# Sacramento Speed Factory

Sacramento Speed Factory  
3429 Jola Circle, Sacramento CA, 95832  
[www.sacspeedfactory.com](http://www.sacspeedfactory.com)  
(916) 469-7965

Dear Local Business Owner:

The Sacramento Speed Factory is a community based track and field program established to benefit low-income school aged youths in the greater Sacramento area. Our program targets 1<sup>st</sup> – 12<sup>th</sup> grade school aged youths in high poverty regions of the greater Sacramento area. Our program provides a positive and productive activity that combats juvenile delinquency and community deterioration while offering an activity designed to build character and self-confidence through success in the sport of Track and Field. The Sacramento Speed Factory boasts an experienced coaching staff. Our two head coaches are each United States of America Track & Field (USATF) Level One certified, and former Division I NCAA Track and Field athletes. Our coaching staff promotes: Athletic Growth and Success, Personal Accountability, Higher Education, Independent Thinking, Stress Management, Good Sportsmanship, Community Ownership, Self Motivation, Good Health, Integrity, and a Drug-Free Lifestyle through the sport of Track and Field.

Our team is a Non-Profit 501(c)(3) organization; our status can be verified through the California Secretary of State at: <http://kepler.sos.ca.gov/cbs.aspx>. We are sanctioned and insured by the USATF Pacific Association. We are currently seeking sponsorships and/or donations to assist in the funding of our 2016 track and field season. Our 2016 sponsorship package includes the following:

- Sacramento Speed Factory Executive Summary
- Donation/Sponsorships Form

Please contact Terrance Early, Team President at [coachtearly@yahoo.com](mailto:coachtearly@yahoo.com) 916-469-7965 or John Knowles, Head Coach at [coachjknowles@aol.com](mailto:coachjknowles@aol.com) 916-469-7965 with any questions or concerns.

Thank you for your consideration and time regarding the accomplishment of our goals.

Sincerely,



Sacramento Speed Factory Track and Field Team  
Enclosures (4)

# Sacramento Speed Factory Track and Field Team



## **Introduction**

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The Sacramento Speed Factory is a community based track and field program established to benefit low-income school aged youths in the greater Sacramento area. Our program targets 1<sup>st</sup> – 12<sup>th</sup> grade school aged youths in high poverty regions of the greater Sacramento area, the majority of who attend schools unable to offer after school athletic programs. Our program provides a positive and productive activity that combats juvenile delinquency and community deterioration while building a youth's character and self-confidence. Our program provides positive role models who promote: higher education, independent thinking, stress management, good sportsmanship, community ownership, self motivation, good health, integrity, and a drug-free lifestyle through the sport of Track and Field.

## **Our Coaches**

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The Sacramento Speed Factory is staffed by experienced and former Division I NCAA Track and Field athletes, and Semi-Pro football players who are dedicated to giving every individual youth the coaching and attention required for them to succeed.

### John Knowles, Head Coach

Coach Knowles is a USATF Level One Certified coach, and comes to us by way of Fairfield, CA where as a youth he competed in Football and Track & Field. As an adult Coach Knowles competed as a Division I NCAA Track and Field athlete, and as a Semi-Pro Football player.

Coach Knowles is a former member of the Positive Coaching Alliance, and many years dedicated to

coaching the sport of Track and Field. He has coached athletes for: Fairfield City Parks and Recreation Department, Sacramento City Parks and Recreation Department, Florin High School, Sacramento Heat Track Club, and the Sheldon Jr. Huskies Football Team.

### Terrance Early, Head Coach

Coach Early is a USATF Level One certified coach, and comes to us by way of San Jose, CA where as a youth he competed in Baseball, Football and Track & Field. As an adult Coach Early competed as a Division I NCAA Track and Field athlete, and as a Semi-Pro Football player.

Coach Early is a former member of the Positive Coaching Alliance, and has many years dedicated to coaching the sport of Track and Field. He has coached athletes for: Sacramento City Parks and Recreation Department, Florin High School, Consumnes River Parks and Recreation Department, West Sacramento Parks and Recreation Department, and the Sheldon Jr. Huskies Football Team.

## **Our Mission**

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Our mission is to provide youth in the greater Sacramento area an opportunity to participate in a sport team/activity rooted in their community through which they can continue to evolve as positive, productive, healthy and well rounded individuals/athletes. With the schools in the greater Sacramento area as a whole suffering from the State of California's current financial crisis, and many losing the means to provide after school activities in the form of athletics we thought a program that promoted athletic fundamentals interpersonal growth would be a benefit to youth and the community as a whole.

# Sacramento Speed Factory Track and Field Team

## Our Philosophy

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### Individual Attention

Having been athletes we know, value, and understand the difference between coaching and good coaching. That difference is individual attention, attention to detail, positive reinforcement, correction of bad habits - whether physical or mental, and a healthy coach/athlete interpersonal relationship. Most of these are key in athletic physical preparation, but all are essential in athletic mental preparation and growth.

### Catering To All Skill Levels

Whether we are training a seasoned veteran or someone new to the sport we will set their expectations and advance their workout regimen to a skill level best suited for their individual athletic growth and success.

### Improved Athleticism

Track and Field is a sport filled with events that encompass both essential and foundational elements of every other sport, to include: strength, speed, explosiveness, endurance, and mental toughness; therefore allowing Track and Field to be the perfect sport to improve all around athleticism.

### Measurable Growth

Track and Field is a unique sport as emphasis is placed on team success; with an even greater emphasis based on individual success. As a team, our success is measured by the overall success of each individual, but unique to Track and Field an athlete's individual success can be measured through the comparison of past performance to current performance. Each time an athlete

competes a time or distance is recorded, this allows for a very exact measurement of improvement.

This kind of measurable improvement promotes personal growth and increased self confidence. Although having the greatest time and/or distance on the team would be nice, improving one's own time and/or distance over the course of a season is the real goal.

### Nutritional Awareness

More so than in other sports, nutrition plays a very important role for a Track and Field athlete. If an athlete cramps up in the first minute of a football or soccer game he/she has one bad play; in Track and Field the event ends and no second chance is given. Energy and focus levels are affected greatly by proper nutrition the week before and especially the day of a track meet. Health and fitness education can have a lifelong impact, and if put into practice can lead to a longer and healthier life.

### Youth Specific Training

Having trained and coached at both youth and adult levels, we understand what it means to train each individual to their ability. Many workouts are designed for elite adult athletes who are much older, faster, and physically mature than a youth. Our program and its workouts are all designed in-house with an elite "Youth" athlete in mind. We understand the different energy systems (such as aerobic and anaerobic) used in Track and Field, and aim to use this knowledge to improve each youth athlete's performance accordingly.

# Sacramento Speed Factory Track and Field Team



[www.sacspeedfactory.com](http://www.sacspeedfactory.com)

~To be number ONE, you have to train like you're number TWO~  
Mo Greene

## DONATION/SPONSORSHIP FORM

To Whom It May Concern:

The Sacramento Speed Factory (SSF) is a community based track and field program established to benefit low-income school aged youths in the greater Sacramento area. Our program targets 1<sup>st</sup> – 12<sup>th</sup> grade school aged youths in high poverty regions of the greater Sacramento area, the majority of who attend schools unable to offer after school athletic programs. Our program provides a positive and productive activity that combats juvenile delinquency and community deterioration while building a youth's character and self-confidence. We promote higher education, stress management, good sportsmanship, community ownership, self motivation, good health, integrity, and a drug-free lifestyle.

The expenses required to fund such a program are considerable. Your tax deductible sponsorship/donation will make it possible for the program to purchase the necessary team uniforms and training equipment, pay the required training facility fees, and off-set program/participant travel expenses.

Your sponsorship will be greatly appreciated and you will be recognized as follows:

\$300.00 - \$500.00 \_\_\_\_\_ = Your company name and logo (digital copy provided by you) on the SSF team Website with recognition as a team sponsor

\$501.00 - \$1000.00 \_\_\_\_\_ = Your company name and logo (digital copy provided by you) on the SSF team Website with recognition as a team sponsor and advertisement and/or personal "Thank you" messages posted to our Team Facebook page and Twitter account

\$1001.00 or More \_\_\_\_\_ = Your company name and logo (digital copy provided by you) on the SSF team Website with recognition as a team sponsor and advertisement and/or personal "Thank you" message posted to our Team Facebook page and Twitter account; and a plaque of recognition from SSF

Your donation of any amount is also greatly appreciated; Donation Amount: \$ \_\_\_\_\_

Sponsor/Donator Name: \_\_\_\_\_

Address: \_\_\_\_\_  
street city state zip

Please make checks payable to: **Sacramento Speed Factory**  
Mail to: **3429 Jola Circle Sacramento, CA 95832, Attn: Terrance Early**

-OR-

You can Sponsor the Team by submitting your donation through the 'Donation' button found on our team website Home Page at: [www.sacspeedfactory.com](http://www.sacspeedfactory.com)

\_\_\_ Our company/organization is interested in continuing to support SSF in the future. Please contact us annually in the month of \_\_\_\_\_

\_\_\_ Our company/organization is unable to sponsor at this time. Please contact us next year during the month of \_\_\_\_\_

Contact email address: \_\_\_\_\_

**Sacramento Speed Factory is a Tax Exempt 501 (3) (c) nonprofit organization, E.I.N # 27-0729382**

