ULTIMATE EDUCATION

www.ultieducation.com

ULTIMATE FRISBEE IN P.E.

WHO IS ULTIMATE EDUCATION INC.?

- Nonprofit whose mission is to **EMPOWER** and **EQUIP** K–12 teachers with the training, curriculum, and equipment they need to introduce ultimate frisbee — and its values of integrity, teamwork, and fair play — to every student.
- Company designed to teach ultimate in a scalable and economically sustainable model
- Group focused on teaching ultimate during "in-school" periods

WHY SHOULD DISC ORGS PARTNER WITH US?

- Our mission to create more fans of ultimate and to deliver them to LDOs and other partners for future participation opportunities (e.g., leagues, camps, clinics, etc.)
- Our desire is to **ELEVATE** your business thru best practices
- We will foster ongoing interest in ultimate by providing annual updates to the curriculum and additional video content
- We will serve as a sounding board for the teachers and schools on how we can best deliver the sport to the students and families
- Our program has been endorsed by USA Ultimate and has support from all the pro teams in North America

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HOW DOES A PARTNERSHIP WORK?

- **PHASE 1:** We have a joint discussion about the schools in your area to determine a game plan. Key items to understand - how many teachers can we reach, when/how can we reach these teachers, who makes decisions on whether we can present to the teachers, and what financial resources do the schools have for funding the training.
- **PHASE 2:** We determine dates and resources that will be required to professionally deliver the training; if schools can't fund everything, we look at alternatives (e.g. grants, donations, and sponsorships). Ultimate Education takes the lead on delivering the training but often needs assistants from the LDO to support the sessions.
- **PHASE 3:** Once the teacher training is complete and ultimate has been taught to the students, the LDO takes the contact information from the schools and works on conversions to after-school programs. These could include clinics, camps, and competitive leagues.
- **PHASE 4:** Ultimate Education and the LDO stay in touch as we continue to gather feedback from the teachers on how we can improve the curriculum and expand the number of students who want to engage in ultimate.

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