

# Marketing the Sport

A Generation Divided



# Roland Brent – Bio

## ◆ **Athletic Experience**

- Bloomington High School – State Qualifier
- Parkland College – Decathlon
- Masters – National Champion TJ – 2<sup>nd</sup> Place LJ

## ◆ **Coaching Experience**

- 13 Years Summer Track AAU/USATF
- USATF Level I
- 3 Years Bloomington Central Catholic
- 6 Years Bloomington High School

## ◆ **Administrative Experience**

- USATF Youth Coordinator
- IHSA Advisory Committee
- ITCCCA-South Officer
- Illinois Prep Track & Field (IPTF)

# The Sport

- ◆ Among the oldest of all sporting competitions
- ◆ Running, jumping and throwing are natural and universal forms of human physical expression.
- ◆ Ancient Olympic Games 777 BC – Olympia, Greece
- ◆ The Amateur Athletic Association was established in England in 1880 as the first national body for the sport
- ◆ The United States also began holding an annual national competition – the USA Outdoor Track and Field Championships – first held in 1876 by the New York Athletic Club.
- ◆ Most Popular Sport amongst HS students –NFHS
- ◆ Masters Events, Special Olympics
- ◆ International expansion

# Track Organizations

- ◆ AAU
- ◆ USATF
- ◆ IAAF
- ◆ ITCCCA



# Track Media



◆ [Flo Track](#)

◆ TrackGeek

◆ Athletic.net

◆ DyestatIL – ESPN Rise

◆ Illinois Prep Track & Field

◆ Social Media



# Challenges to the Sport

- ◆ English vs. Metric
- ◆ Recruiting Challenges
- ◆ Work Ethic
- ◆ Club Sports
- ◆ 3<sup>rd</sup> Sport Season
- ◆ Weather
- ◆ Doping
- ◆ Administrative Red Tape



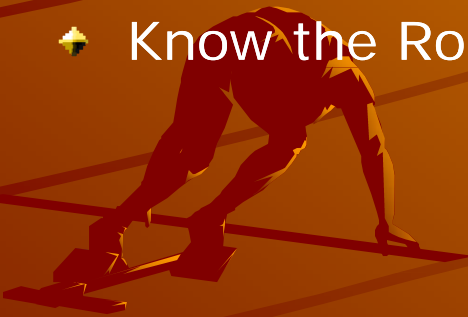
# Administration

- Pre-Season Meeting
- Post-Season Meeting
- Posters at School
- Announcements
- Emulate Football/Basketball
- Coaching Clinics
- Booster Club
- Use of Facilities
- Condition of Facilities



# Parents

- ◆ Fundraising
- ◆ Support System
- ◆ Promoters
- ◆ Apparel
- ◆ Community Support
- ◆ Non Parent View of Athlete
- ◆ Know the Role



# Athlete

- ✦ Development Plan
- ✦ Competitive Opportunities
- ✦ College Opportunities
  - Ashley Szabo
  - Josh Brent
- ✦ Alumni Base
- ✦ Self Promotion
- ✦ Professional Opportunities



# Coach

Community Support  
Athlete Reflection  
Meet Schedule  
Athlete Recognition  
Parent Officials  
Mentoring Responsibility



# Home Meets

Athlete

Coach

Officials

Announcer

Awards

Concessions

Meet Program

Remember the Spectator

Flow of the Meet

Bloomington Invite Story



# Coaching Challenges

- ◆ Challenge your Coaching Comfort Zone
- ◆ Speak at Elementary School

## ◆ Submit to IPTF

- Meet Schedule
- Staff
- Roster
- Home Meet Information
- Heat Sheets
- Meet Results

## ◆ During the Season

- Team Rankings
- Conference Athlete of the Week

# Illinois Prep Track & Field

What is it?

Why should I be involved?

Contact Information

◆ [www.illpreptf.com](http://www.illpreptf.com)

◆ 309-287-3413

◆ @outdablocks

◆ IPTF Facebook Page

