

Sweetheart Shootout '21 - PANDEMIC EDITION -

Powered by the Institute for Arts & Academic Leadership and Athletic eXcellence – AALAX
for [Name of host school/program - TBN]

What: Girls HS/Grassroots Fundraising Platform

When: Valentine's Day Weekend - *[Due to COVID-19 Pandemic, dates are expanded to include the entire month of February 2021]* Can be conducted before, during, or after regular season competition during the month of February only.

Who: Limited to **10** host programs for 2021, **selected** Girls High School Varsity programs as well as grassroots [AAU, Travel, etc. organizations aged 15U and up with varsity level players] are eligible to participate.

How: 4 Models or a combination of the following:

1. One Game/ Showcase
2. Round Robin
3. Shot Contest Per Pledge [Free throws, Three pointers, Mikan Drill/Layups, Two Ball]
4. Tournament - single or multiple venues [to adhere to COVID-19 CDC guidelines]

Details:

- **One Game/Showcase-** game powered by AALAX where host team raises money using their facility or an agreed upon facility and have a game to raise fund and play a scheduled opponent.
- **Round Robin-** Multi Game shootout involving multiple teams in a facility with more than one gym/fieldhouse setting with COVID guidelines/social distancing in mind. Entire weekend branded.
- **Shot Contest Per Pledge** - Gather pledges for donations and shots as individuals and/or as a team Corresponding with the pledges. Ex: 10 makes for a \$10 donation for a \$1.00 pledge
- **Tournament** - Branded tournament style weekend where 4-8 teams play for the Sweetheart Shootout title.

Where: Services/Branding available anywhere in the US for selected programs

Services provided by AALAX: Branding materials, Custom Sweetheart Shootout T-Shirts for teams and for fundraising, Multi-Media and E-Marketing, Game Operation staff, Administrative support, Human Capacity building support [Security, concessions, volunteers, etc.]

Fees: No cost for selected host sites. Host Site Head Coach and/or AD determines fees for participation of visiting teams/programs. Host team receives ALL proceeds from the event excluding operating expenses.

Go to www.CoachLeah.net for more information. Tune in to **The Chop Shop HTX** 12-2PM CST for **WOMEN ROCK WEDNESDAY** on Facebook Live or YouTube Live for Sweetheart Shootout locations, updates, and weekly insights.