

# SPIKE WEEKEND

GEAR UP THE TEAM **FLEET FEET**

## ATTENTION COACHES!

We're here to help with everything you need to make your upcoming season a success!

To get your team outfitted in the best manner possible, we'd like to offer a variety of options to be sure you get the service and selection you need.

### 1 - SEND YOUR TEAM IN FOR OUR UPCOMING SPIKE WEEKEND, MARCH 8-10.

Using our fit id technology, our Outfitters will fit your athletes for spikes and trainers, as well as any other training essentials. Dedicated Fleet Feet Outfitters will be on-hand to guide your athletes through their fitting process. BONUS: Send a copy of your roster to "programs@fleetfeetfoxvalley.com" prior to Friday, March 8. We'll be outfitting any coaches who send 30% or more of their team into Fleet Feet by business close on Sunday March 10.

### 2 - INVITE FLEET FEET TO ATTEND A WORKOUT THE FIRST WEEK OF YOUR SEASON.

We want to support you in whatever way feels right to you. We're happy to speak to your athletes directly about the importance of proper tools and can offer a mini foam rolling clinic and/or Good Form Running tips to reduce injury risk at the start of the season. These opportunities are limited, so please email "programs@fleetfeetfoxvalley.com" ASAP with your school name, meeting location, and preferred day/time so that we can get you on our calendar.

### 3 - STOP BY FLEET FEET AT A TIME THAT WORKS BEST FOR YOUR ATHLETES.

We know schedules are difficult! So, if it's easiest, have your athletes stop by Fleet Feet when it's most convenient for them. Included in this letter is a special offer to distribute to your team. Our Outfitters will give your athletes the personalized attention they need and make sure they are set for the upcoming season.

### 4 - SHOES/INSOLES FOR YOUR STRUGGLING ATHLETES.

Kids should never miss out on the opportunity to participate in track & field due to financial struggles in the home. We have established our Best Feet Forward (BFF) program to get shoes and insoles on anyone that needs them but cannot afford to make it a priority. Contact us at "outreach@fleetfeetfoxvalley.com" and we can walk you through how to get them outfitted in accordance with WIAA policies.

**See you on the streets!**

**-Leah and Jeremy Schapiro and the Fleet Feet Fox Valley Team**



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## NEXT STEPS: WHAT WE NEED FROM YOU FOR THE SEASON

### SEND YOUR ROSTER

When 30% of your team shops with us, we'll outfit YOU head to toe. Send a copy of your roster to "programs@fleetfeetfoxvalley.com" prior to Friday, March 8 to participate.

### SHARE OUR POSTER/FLIERS

Let your team know about the our event and resources. Make copies of the included flier, post it in the locker rooms, etc. If you need a copy emailed to you, just let us know. The more you talk about what we offer, the more effectively we can outfit your team.

### PICK A DAY/TIME.

Want us to join you Week 1 for a mini foam rolling clinic and/or Good Form Running? Send an email to "programs@fleetfeetfoxvalley.com" ASAP with your school name, meeting location, and preferred day/time so that we can get you on our calendar.

### IDENTIFY KIDS IN NEED

If you have 1 or 2 kids that \*need\* shoes please provide us with a name, gender, and shoe size at "outreach@fleetfeetfoxvalley.com". We will reach back and get them taken care of.

