



# NATIONAL ACADEMY OF ATHLETICS



## Building Healthy Bodies, and Happy Hearts®

The National Academy of Athletics exists to ensure every child has access to safe, affordable, and inspiring sports and enrichment experiences. By partnering with schools, cities, and communities, we combat childhood inactivity and obesity, promote equity in youth sports, and help kids from all backgrounds develop confidence, resilience, and lifelong healthy habits. Using our talk.teach.PLAY!® philosophy and Proximal Play framework, we go beyond the game—helping children build teamwork, leadership, and social-emotional skills that prepare them to thrive both on the field and in life.

### Municipalities

The NAofA partners with cities to offer top-quality youth sports programs that enhance community wellness—all while helping municipalities manage or even reduce costs.

### Schools

The NAofA provides Physical Education supplementation to schools, establishes dynamic after-school sports clubs, and organizes sports camps during school breaks.

### Leagues

The NAofA Recreational League Program introduces kids to competitive play with a fun, balanced approach. We combine skill-building and game experience to provide an enjoyable start to sports.

**Our athletic programs are crafted to foster positive mental and physical development, deliver in-depth sports fundamentals, and create an engaging, enjoyable experience for all participants.**



## GET IN TOUCH



 **866-90-SPORT**



 **franchise@naofafranchise.com**

 **NationalAcademyofAthletics.com**

# The National Academy of Athletics (NAofA) is widely regarded as one of the best youth sports franchises for many reasons:

## A Trusted & Established Brand

Founded in 2012, the National Academy of Athletics has earned a powerful reputation in the youth sports industry. Known for high-quality programming, professional coaching, and exceptional community partnerships, NAofA is a brand parents, cities, and schools actively seek out—and return to again and again.

## A Proven, Scalable Franchise Model

NAofA offers a turnkey, scalable franchise opportunity designed for entrepreneurs who want to make an impact in their community and generate year-round revenue streams. Franchisees complete a streamlined onboarding process that includes:

- A 2-day immersive visit to the corporate headquarters
- 24/7 training via our proprietary Intranet
- Live executive Zoom trainings
- In-field, hands-on sales training in your territory
- Most franchisees complete onboarding within 30 days, with ongoing support from our corporate team at every step

## Leadership You Can't Replicate

Founder & CEO Coach Aaron Locks brings more than 40 years of experience in youth sports. A father, author, speaker, and nationally respected coach, Aaron has worked with legendary organizations and coaches, including the LA Lakers, Golden State Warriors, San Francisco Giants, John Wooden, Pat Riley, Greg Popovich, and more. His leadership, credibility, and vision set NAofA apart—there is simply no substitute.

## FUN First. Always.

Kids today are under enormous pressure—and they're quitting sports because of it. NAofA flips the script. Our programs are led by NAofA-Certified coaches trained in our trademarked talk.teach.PLAY!® method, creating an environment where kids learn fundamentals, build confidence, and most importantly—have fun.

*Kids having fun, keep playing. Happy parents come back. That means strong retention and repeat business for franchisees.*

## The #1 Youth Sports Coaching Certification

Developed by Coach Aaron Locks and refined with top educators and safety experts, NAofA's Coach Certification Program is one of the most respected in the country. So effective that competitors have asked us to train their coaches.

## Experienced Executive Support

Our executive leadership team brings unmatched experience in youth sports, operations, sales, marketing, branding, and franchise development. You're never on your own—NAofA is a true partnership.



## Two Franchises in One

Unlike competitors, NAofA does not require separate franchises for different age groups. Franchisees are trained to serve both: Ages 3–5 through our Junior Academy  
Ages 6–14 through our core NAofA programs  
No added fees. No limitations. Maximum opportunity.

## NAofA offers a wide range of programs, including:

- Camps & clinics
- Physical Education supplementation
- After-school sports
- League support & management

## One Vendor. Every Sport.

Unlike single-sport providers, NAofA offers 12 sports, creating more programming opportunities for each Community Partner, more registrations for each child, and greater camp participation throughout the year.

## Offering multiple programs through one organization.

NAofA allows Community Partners to rely on a single trusted provider instead of coordinating with several vendors. For franchisees, this creates flexibility, scalable growth, and stronger long-term partnerships.

## Proprietary Teaching Method

NAofA is the only youth sports franchise with a trademarked teaching method. talk.teach.PLAY!® is rooted in child development science and proven to increase engagement, learning, and enjoyment—positioning franchisees as the clear leader in their territory.

## A Connected Franchise Family

Distance never means disconnection. Franchisees collaborate through our Intranet, receive weekly strategy updates via the NAofA CEO Weekly, and seasonal team meetings. This keeps our franchisees informed on industry trends, operations, and growth opportunities. You'll always feel supported, informed, and empowered.