



I Love Water Polo

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Water Polo Canada

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Introducing 'I Love Water Polo' (ILWP) To Your Community

➤ Logistics

- Train your staff as ILWP instructors and then **administer your own program, just like swimming lessons.**
- **Four skill levels with ten lesson plans provided for each** (ideally 45-60 minute lessons), which can be adjusted to fit your program schedule.
- Lessons include elements of water polo, swimming skills, and passing, shooting and mini games.
- **Flexible pool space**; chest deep water suffices and pool space can be shared with another compatible use (i.e. learn-to-swim, private lessons, or a leadership class). Works well in both indoor and outdoor pools.
- Junior size Water Polo balls are required. Nets and hats are optional. Minimal storage space required.

➤ Program Promotion

- Water Polo Canada (WPC) can assist with organizing free **participant clinics** to help promote your program.
- WPC has a one-pager outlining **Skill Levels and Competencies**, as well one entitled '**What is I Love Water Polo?**' Both are appropriate for publishing in leisure guides or for parents.
- T-shirts, whistles, and other **promo items** are available, some at no cost and some for a small fee.

➤ Benefits

- Extends pool usage and offers **variety**; another aquatic program option to keeps kids in the water!
- FUN, exciting and **unique! Promotes improved swim skills, physical fitness, balance and coordination.**
- Something new for pool patrons to try. Great for those kids ages 8-12 years of age who have completed all the learn-to-swim levels they can for their age group and are looking for an alternate aquatic activity.

➤ Instructor training

- **National Coach Certification Program (NCCP) clinic**, available through WPC, can be offered right in your facility. **Train instructors quickly** (4 hours pool / 4 hours classroom time) and **inexpensively** (\$40 per candidate).
- Water polo experience is not required, making it **appropriate for aquatic staff**, older teens, parents, camp counselors, etc.
- Trained Instructors are ready to implement a new program immediately.

➤ Financial Considerations

- Revenue potential from a brand new program that is likely unknown to your current users.
- Can be offered on a cost-recovery basis to cover program costs: staff training, pool time, equipment, staff wage, program materials.
- Minimal equipment required (merchandise for sale at WPC):
 - Water Polo balls, starting at \$20 each for Junior size
 - Set of hats, \$250+ (optional)
 - Nets (optional)

Contact us today about initiating 'I Love Water Polo' in your community!

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