



OLÉ PREMIER ACADEMY

2012 Student-Athlete Info Pack



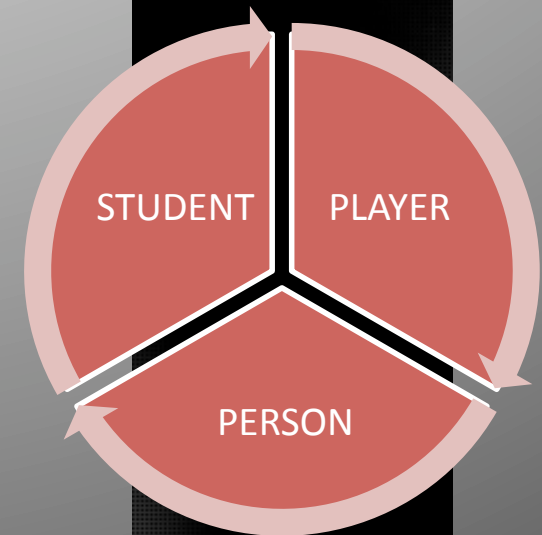
OVERVIEW

In January 2012 Olé Football Academy will launch the new Olé Premier Academy. The Premier Academy will combine NCEA Level education with a full time, year round, high performance football training programme. This is the next step for Olé in creating an environment where the players who graduate to elite levels are not the exception, but the norm.

The Olé Premier Academy leverages our unique resources to deliver a superior environment for young men to develop as students, players, and people. Selected student-athletes will study and train twice a day at the best football specific facility in New Zealand. They will learn from an internationally qualified full time coaching staff, with a proven history of developing and placing elite players – over 20 players and \$3 million in US University scholarships or professional contracts awarded since 2009.

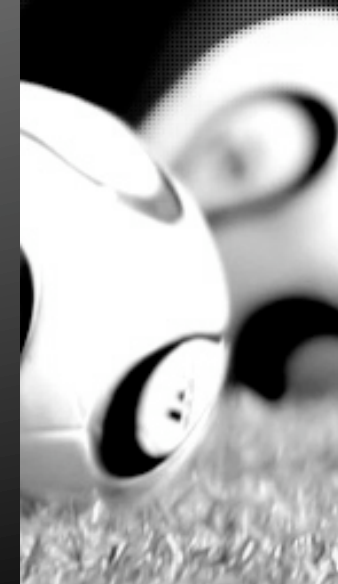
Most importantly by combining school and football, we break down traditional barriers that prevent many young players from reaching their potential - club vs college conflicts, transportation, poor facilities, limited time for training/studying, half-year programmes, multiple coaches, etc.

The Olé Premier Academy is a proven formula for success that Olé is excited to bring to New Zealand's next generation of elite footballers.



THE OLÉ WAY

A balanced and holistic approach to development that prepares young men to succeed in both football and life.



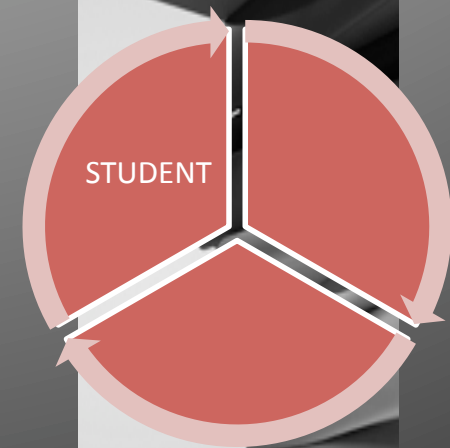
STUDENT

The objective for all Olé Premier student-athletes is to reach a level of excellence on the field, and in the classroom, that enables them to earn a US University scholarship upon graduating from the programme.

The Olé staff is made up of former professional players, who earned US University degrees, and we understand the importance of education. Therefore all players must fulfill their responsibilities in the classroom to be eligible to participate in football training/matches.

Olé Premier Academy students will take online classes, under the guidance of qualified teachers, to earn NCEA credits at our facility. Students will receive guidance and course schedules to ensure they are taking the appropriate coursework to gain NCAA (US University) eligibility. This is the same format that elite NZ golfers, swimmers, and tennis players have been using for many years.

Additionally students will receive special tutoring for the SAT test, a mandatory US University entrance exam, which is often a tough challenge for non-American students.



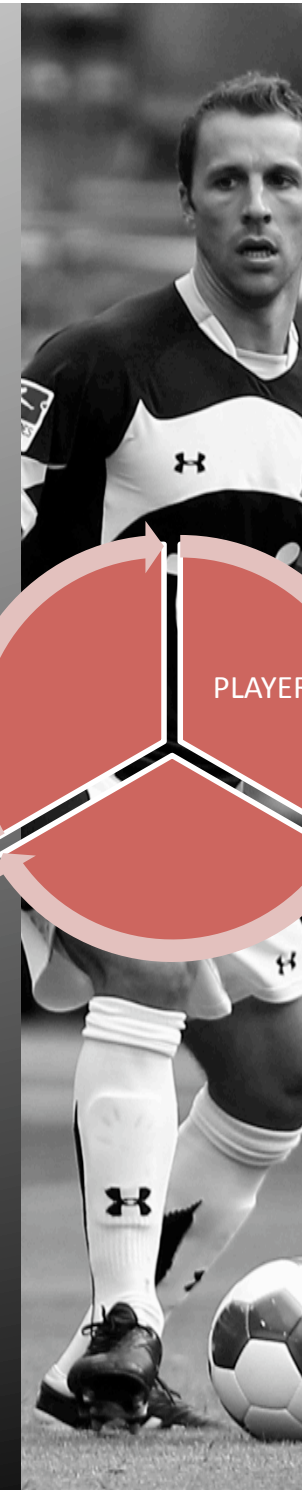
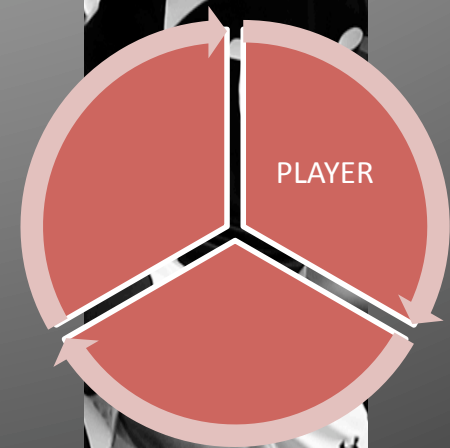
PLAYER

At Olé our success is not measured by the number of championships we win, but rather the number of our players who move on to play elite level football. Everything about the Olé Premier programme has been designed to help players achieve this objective.

Olé Premier players will train smarter, harder, and more often than any other young players in the country. They will train with, and play against, some of the best players in New Zealand, at the nations top football specific facility.

Each players strengths/weaknesses are diagnosed and individual training protocols are assigned to address all aspects of player development. Olé's methodology is based on international best practice and utilizes the latest in sports science including; video analysis, heart rate monitors, and performance metrics.

Olé Football Academy is the official partner of elite US youth club Rush and 2010 UEFA Champions League club AJ Auxerre of France. The partnership provides Olé Premier players the opportunity for international trips to play with, and against, world-class competition.



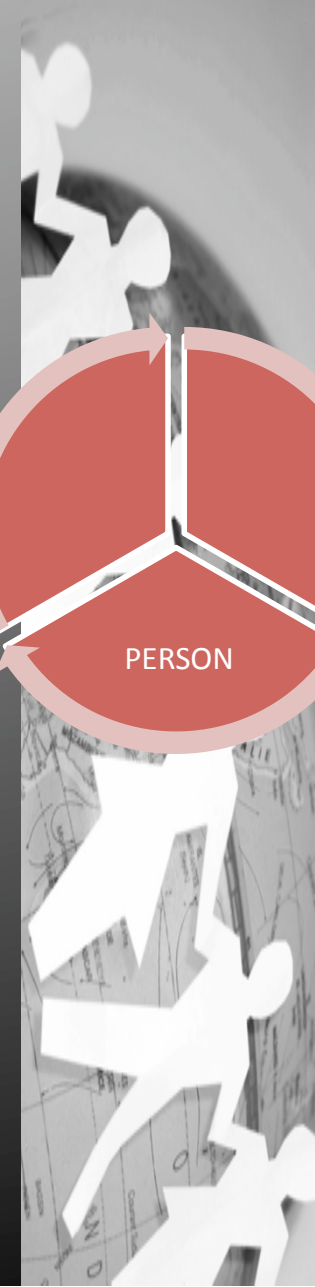
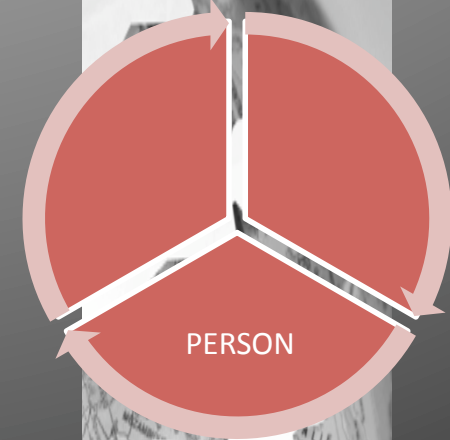
PERSON

Everything starts with the person; behind every great athlete is a person who has overcome a lifetime of personal and athletic adversity before rising to the top. One cannot help their team, or be an elite player, if they do not possess the passion, determination, and social skills to tackle the challenges that life and football present. Therefore it is paramount to our success as an academy to foster these personality traits in our players.

All student-athletes will be required to assist in the design and implementation of charitable initiatives each school term. Through this players will gain some perspective on how fortunate they are to be in a position to pursue their dreams.

Olé Premier students will also be exposed to additional lectures and seminars to enhance their overall life skills. Topics will include for example; nutrition, sports psychology, personal financial planning, relationship management, and yoga.

Olé is passionately committed to fostering a highly competitive, and supportive environment that prepares young men to be compassionate, intelligent, and socially responsible leaders of their families and communities in the future.



Selection

Premier Academy places are awarded by invitation only. The Olé staff is currently scouting for student-athletes, born 1993 to 1996, from all over New Zealand.

Players will be invited for trials beginning in October 2011, and the programme will officially start in January 2012. Boarding options are available for non-Wellington based players and scholarships are awarded on the basis of ability and need.

Interested players should contact Olé – admin@ole.co.nz

For more information on Olé Football Academy – philosophy, coaching staff, news, facility – please visit www.ole.co.nz

