

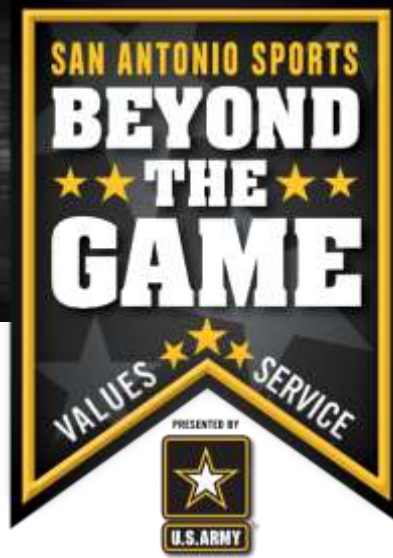
San Antonio Sports and U.S. Army team up to encourage teams to go Beyond the Game

The goal of this program is to encourage high school and middle school athletic teams to model the values and the principles of going Beyond the Game. Hall of Fame Coach Grant Teaff's book; A Coach's Influence – Beyond the Game encourages coaches to positively influence their athletes to model key values and serve others. This initiative is intended to grow the number of student-athletes who use their talents and time to help others and learn values that will help them in their life's journey.

Teachers, coaches, parents, and community leaders will be invited to submit nominations of middle and high school athletic teams that have modeled key values (RESPECT, SELFLESS SERVICE, INTEGRITY, CARING, PERSONAL COURAGE, SPORTSMANSHIP) through community service, mentorship and stories of strength in the face of adversity. (Projects from 2016-17 or 2017-18 school years are acceptable)

Submissions will be entered at SanAntonioSports.org and a panel of representatives will review nominations. Teams will be recognized on-air in TNL game broadcasts. San Antonio Sports will work together with school district athletic directors to arrange banner presentations for teams that shared outstanding experiences.

During the San Antonio Sports All-Star Football Game on January 6, four outstanding teams will be invited to the game to be recognized in front of fans and on the television and radio broadcasts at the end of each quarter.



KEY DATES

Beyond the Game Campaign: 8/31- 12/4

- **September 6:** Communication to athletic directors detailing the program guidelines for “Beyond the Game” nominations. Athletic Directors email program details to high school and middle school coaches and encourage participation. Please copy Melanie Tennant at mtennant@sanantoniports.org.
- **Every TNL game** to include 2-3 “Beyond the Game” team acknowledgements shown during halftime of TNL game broadcast. Banner presentations to schools TBD.
- **November 1 – March 31:** featured segments for outstanding nominees on KABB’s Daytime @ Nine and WOAI’s San Antonio Living
- **August 31-March 31:** Mentions during Max Sports and News 4 Sports
- **December 4 –** Nomination Deadline
- **December 12:** Selection Committee meeting to decide four impactful “Beyond the Game” team initiatives.
- **January 6, 2018:** Four teams to be honored during the All-Star Game, between each quarter or at halftime.