



Dear Past & Present Clients,

Sports Reality Performance Training is excited to announce some very exciting changes happening at our facility.

First we would like to thank our Director of Sports Performance, Josh Bush for his years of service as he will be transitioning into a new position outside of Sports Reality. His last official day will be October 19th so be sure to wish him well in his new endeavors.

Taking over our performance and fitness programming will be former University of Richmond Assistant Strength and Conditioning Coach, **Jeff Appel**. Jeff is currently the Director of Sports Performance at Fork Union Military Academy, and will be writing and working closely with our staff to ensure a top level of programming remains the standard at Sports Reality.

In addition to coordinating all of our Sports Performance programs, Appel will be introducing Conditioning, Functional Mobility (Balance & Flexibility), In-Season Training, and Fitness Development programs to go along with our Core Strength and Speed & Agility classes. These classes will be offered in a new calendar of offerings that will begin on November 1st.

In conjunction with the new calendar, Sports Reality will also begin to service the general fitness community as of November 1st. During our new evaluation process, clients will be assessed into either the Sports Performance category for athlete specific training or into a fitness & wellness category for people that have fitness specific goals. Once assessed, clients will now be able to choose their level of service which is described in detail below:



Sports Performance Athletes

Training designed to improve measurable performance in speed & agility, and strength in current or future athletes. Combination of Olympic and Powerlifting techniques coupled with programming to develop dynamic speed and agility movements.

Basic Subscription: 6 month/ 12month: \$150/ \$125/ month

Offered to the self-driven athlete that demonstrates proficiency in the weight room during the performance evaluation. A personalized weight training plan will be written by SR professionals which is customized for the individual to reach the goals set forth in the assessment. Quarterly testing will take place to monitor the athlete's progress and adjustments will be made as needed.

Group Training: Current Pricing Structure/ Per Session Pricing

Offered to beginner through proficient athletes that are looking to improve in the areas of strength, speed, and agility. Group Training classes are offered for Middle School, High School, and Collegiate athletes.

Semi- Private Training: \$30.00 per session

Offered to small group of 4 or less people that typically have similar goals and skill level. Small groups improve accountability, and help people develop relationships that improve their chances of reaching their performance goals.

Private Training: 1-on-1 \$40.00 per session

Take advantage of Sports Reality's training expertise with a fully customized training program specifically designed and coached by our professionals.



Fitness & Wellness

Customized fitness programming designed to help clients reach their fitness goals through a combination of strength & cardiovascular training. Sports Reality incorporates the use of body weight, resistance bands, free weights, iso-lateral plate loaded machines, and our 32,000 square feet of field turf into our clients personalized training program.

Basic Subscription: 6 month/ 12month: \$150/ \$125/ month

Offered to the self-driven athlete that demonstrates proficiency in the weight room during the performance evaluation. A personalized weight training plan will be written by SR professionals which is customized for the individual to reach the goals set forth in the assessment. Quarterly testing will take place to monitor the athlete's progress and adjustments will be made as needed.

Semi- Private Training: \$30.00 per session

Offered to small group of 4 or less people that typically have similar goals and skill level. Small groups improve accountability, and help people develop relationships that improve their chances of reaching their performance goals.

Private Training: 1-on-1 \$40.00 per session

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Basic Subscription clients will be able to come and go during Sports Reality's open gym times (**M-F 9a-3p; 6-9p; Sat 8-11a**) in which a weight room monitor will be present. We look forward to these exciting new changes and being able to service every member of the family for their specific athletic and fitness goals.

Call us and Sign-up by November 1st to take advantage of our early bird pricing of 10% off you next package. 804-730-6420

Sincerely,

The Sports Reality Staff