



adidas 7v7 Virginia Championship

The Biggest 7v7 Event in Virginia

- What:** adidas 7v7 Virginia State Championship (for scholastic teams, **not** all-star teams)
- How Big:** Part of the Nation's Biggest 7v7 Platform that includes events in Florida, Georgia, Louisiana, California, NC/SC, Mississippi, New Jersey and Pennsylvania.
- Who:** 64 VA Prep 7v7 Teams (NO ALL-STAR TEAMS) competing in Two 32-team Regions (East & West) with an 8 team playoff series and state championship game.
- When/Where:** June 28 – 30, 2016; Dorey Park, 2999 Darbytown Road, Henrico, VA 23231
- Official Partners:** adidas and the Virginia High School Coaches Association
- Winning Teams:** Four (4) Teams per Region advance to State Championship Round
- Philosophy:** Advance the idea of VA coaches and athletes playing together during the off-season (instead of through "all-star" teams) under the third party exception.
- College Exposure:** Several national and regional recruiting companies with data to 350 colleges.
- Free Video Breakdown and Analysis:** Each coach will receive their 7v7 game film completely indexed, tagged and ODK'd on Krossover's football platform. Players will have access to create highlight reels and share content across social media platforms.
- Games:** Guaranteed minimum of 6 games
- Apparel:** **Teams will receive adidas compression jerseys (20 per team). The top 4 teams in each region, who advance to playoff rounds, will receive additional adidas-custom tech fit jersey, official game shorts, gloves, sack-pack and accessories.**
- Team Value:** \$599 Per Team (\$30 per athlete). Web-Site/Registration: www.airo7v7.com.
- Co-State Directors:** Coach Richard McFee; cell: (804) 690-2198 / Email: rmcfee@airo7v7.com.
Coach Brad Bradley; cell: (434) 238-6733 / Email: bbradley@airo7v7.com.





Coach,

We are excited to announce the creation of the first annual adidas 7v7 VA State Championship. The statewide event will feature 64 7v7 prep teams from the southern states competing in the Championship event on June 28 - 30 at Dorey Park, Henrico, VA. The competition will feature pool play, bracket play, an 8 team playoff and a state championship game.

Last year, the Series was launched in Georgia, Florida and Louisiana - selling out in each state. The winning teams competed in the Southeast Championship in Valdosta, Georgia. The Championship platform was officially supported by the each state's coaching associations, given our support of prep football coaches and scholastic 7v7. No all-star teams are allowed in any of our tournaments.

In 2016, the adidas State Championship Series will be the biggest 7v7 platform in the country. Besides Virginia, the Series will take place in Florida, Georgia, North Carolina & South Carolina, Louisiana, Mississippi, California, New Jersey and Pennsylvania. With more than 12,000 expected athletes, 3,000 prep coaches and 500 prep teams, the Series has become the national blueprint for 7v7 football. We anticipate adding a National Championship in the near future.

The Virginia High School Coaches Association (VHSCA) is proud to partner with Airo, the creator of this platform to make this event a success. The Airo principals are David Menard, a long time champion and pioneer of Florida 7v7 events, and Richard McGuinness, the creator of the U.S. Army All-American Bowl on NBC. Both men are excited about providing a first-class experience for our athletes and coaches.

The VHSCA has partnered with Airo to advance the idea of prep coaches and athletes, practicing and playing together during the off-season, under the third party exception. This platform also supports our belief in year-round skill development and competition in a first-class, safe and exciting environment.

We understand that prep coaches compete in 7v7 football to help their teams get better. New in 2016, we're excited to partner with Krossover, the leading video breakdown and scouting service. Krossover will analyze Airo7v7 games and provide tagged and searchable video to every coach and player, accessible on any device.

We will limit this event to just 64 prep teams on a first come basis.
Our Co-State Directors are Richard McFee; cell (804) 690-2198, and Brad Bradley;
cell (434) 238-6733, who will be coordinating the outreach to the teams from around the state.

We are excited to see you and your team this June to compete in Virginia's biggest 7v7 event.

Sincerely,

David Menard, Founder and Partner
Rich McGuinness, Partner

