

Cold Lake Fighter Jets Business Plan

Executive Summary

The Cold Lake Fighter Jets Football Club is a nonprofit society for men's recreational football in Cold Lake Alberta, and other interested parties. CLFJ football club works to provide men, 18 years of age or older, an opportunity to continue playing competitive football post high school, junior or university. The CLFJ roster includes men from all areas of the Lakeland with the majority coming from Cold Lake and the Military. With 15 players being offered CFL camp invitations we the CLFJ's look to add to that number in the coming seasons with a structured recruiting package by advertising the City of Cold Lake's training facilities.

The Organization

CLFJ was created in March 2019, with a board of 5 directors working collaboratively as a group to provide insight on the teams best interests on a business level. A Head Coach, a Defensive Coordinator, and Offensive Coordinator manage the team level. The team president represents the CLFJ at all league board meetings with an AGM held in the winter after each season's conclusion.

Services

CLFJ provides a variety of advertising opportunities for small to large business's in the Lakeland during our season by branding our sidelines, facility and social media platforms with there logo's and partnerships. As well the CLFJ's look to inspire the youth football programs in the area to strive for the next level of football after the high school level. We look to get involved in adding to the coaching staff of the youth football programs in the area which include an off season training camp. Community involvement will be something the CLFJ's seek to give back to the fans, which supports the team so well.

In addition we look to provide an entertaining evening of football for all ages during the summer months on Saturdays, which include bounce houses for the youth, picnic areas for the families, and beer gardens for the adults. The goal is to create a festival around the game to allow those to enjoy the game while learning how the game is played. With strong community support and amazing training facilities the ultimate goal is to put Cold Lake on the stage showing the Country of Canada that Cold Lake is a men's football powerhouse that can develop CFL athletes while strengthening the economy by adding another major tourism activity during the vibrant summer months.

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