



NEXT LEVEL ATHLETIC ACADEMY HANDBOOK

Where Innovation Fuels Excellence in Sports and Education.

**Next Level Athletic Academy
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2025–2026 Edition

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STUDENT-ATHLETE & PARENT HANDBOOK

Dear Student-Athletes and Parents,

Welcome to Next Level Athletic Academy (NLAA) 2025-2026, where innovation fuels excellence in sports and education.

We are honored to partner with you on a transformative journey that blends elite athletic training, learning support, and character development in a safe, positive, and forward-thinking environment. Whether you're a returning family or a first timer, you are now part of a movement designed to reshape the future of student-athletes locally, nationally, and globally.

At NLAA, we recognize that the traditional model doesn't work for every student-athlete. That's why we've created a unique platform for homeschoolers and nontraditional learners to thrive on the court, in the classroom, and beyond. Our academy is built on discipline, integrity, accountability, and relentless work ethic-principles that prepare our student-athletes not just for the next game, but for life.

This handbook serves as your comprehensive guide for expectations, procedures, and resources throughout the year. It outlines the policies that govern our learning support and athletic operations, while also highlighting the standards that set NLAA apart.

We encourage every student-athlete and parent to read this handbook carefully, as it is a vital tool for your success within our program. Open communication, mutual respect, and full commitment from both student-athletes and families is essential to maximizing the opportunities this academy provides.

As you embark upon this journey you must remember that you are not just preparing for the next level, you are becoming the next level.

We look forward to an impactful, inspiring, and empowering year ahead.

With purpose and passion,

Kwan L. Johnson Sr.

Founder & Director

Next Level Athletic Academy

NextLevelAthleticAcademy.org

EXPECTATIONS FOR STUDENT-ATHLETES AND PARENTS

The obligation of every student-athlete and parents/guardians utilizing the NLAA program is they will abide by and adhere to all the rules, policies and procedures contained in this Student-Athlete & Parent Handbook (“Handbook”).

NLAA student-athletes and parents/guardians are asked to support NLAA and its mission and to acquaint themselves with and abide by the contents of this Handbook. The Handbook is only meant to be used by those utilizing the NLAA program. It is not intended to create, nor does it create a contract or part of a contract in any way, including, but not limited to, between NLAA and any parent, guardian, or student-athlete affiliated with or utilizing the NLAA program. The terms and conditions of the Program Agreement signed define the relationship with NLAA. NLAA may, in its sole discretion, amend, and/or discontinue NLAA policies before, during, and after the program duration and such updates need not be incorporated into this Handbook during the 2025-2026 program year. These guidelines and protocols may be communicated to student-athletes and families through other channels and not through updates to this Handbook.

Our expectation is that every student-athlete and parent review and familiarize themselves with the contents of this Handbook and agrees to abide by NLAA’s rules, policies and procedures, as outlined herein.

NEXT LEVEL ATHLETIC ACADEMY STUDENT-ATHLETE & PARENT HANDBOOK 2025–2026

INTRODUCTION

A. DISCLAIMER

The Next Level Athletic Academy (NLAA) Student-Athlete & Parent Handbook (the "Handbook") provides key information on NLAA's programs, policies, and expectations. All student-athletes, parents/guardians, faculty, and staff should familiarize themselves with its contents to fully understand NLAA's guidelines and responsibilities.

NLAA reserves the right to revise, interpret, and implement its rules, policies, and procedures at any time, in the best interest of NLAA and its community. This Handbook is not a binding contract, and updates or changes may be made without prior notice.

B. MISSION, PHILOSOPHY, and CORE VALUES

Mission

At NLAA, our mission is to provide a world-class athletic development experience for homeschool, nontraditional, and international student-athletes. We are dedicated to empowering athletes to reach their full potential both on and off the court through personalized basketball training, athletic enhancement, mental conditioning, and learning support integration. Our academy fosters a supportive community where student-athletes grow in leadership, sportsmanship, and perseverance.

Philosophy

NLAA is driven by a commitment to holistic development, believing that true athletic success is built on the foundation of physical, mental, and academic growth. Our philosophy emphasizes:

- **Comprehensive Development:** Training the mind and body to perform at their peak, both in sports and in life.
- **Level-Specific Training:** Group sessions are organized by skill level—beginner, intermediate, and advanced—to ensure each athlete receives appropriate challenges and support tailored to their current stage of development.
- **Community Support:** Building a supportive environment where athletes, coaches, and families work together towards success.

- **Integrity and Excellence:** Upholding high standards in both athletic performance and personal character.
- **Learning Support:** Academic check-ins, mindfulness workshops, and tutorial support to assist learning goals and help keep student-athletes on a successful academic track.

Core Values

At NLAA, we adhere to a set of core values that define our culture and drive our mission:

- **Excellence:** We strive for continuous improvement and high standards in all aspects of life - athletics, academics, and personal growth.
- **Leadership:** We aim to develop leaders who inspire, motivate, and guide others on and off the court.
- **Integrity:** We act with honesty, responsibility, and respect, both as individuals and as a community.
- **Sportsmanship:** We value respect for the game, opponents, teammates, and coaches, fostering an environment of mutual respect.
- **Growth Mindset:** We embrace challenges, learn from feedback, and constantly seek opportunities for growth.
- **Diversity and Inclusion:** We celebrate diverse backgrounds, perspectives, and experiences, ensuring every athlete feels valued and supported.

C. NON_DISCRIMINATION POLICY

NLAA admits qualified student-athletes of all races, colors, national or ethnic origins, sexes, sexual orientations, genders, religions, and mental or physical disabilities. We are committed to providing an inclusive environment where all student-athletes are afforded the rights, privileges, programs, and activities available at NLAA.

NLAA does not discriminate based on race, color, national or ethnic origin, sex, sexual orientation, gender, ancestry, religion, mental or physical disability, or any other status protected by applicable law. This non-discrimination policy applies to all aspects of admissions, and the administration of educational, athletic, and other programs.

D. HONOR CODE

As a member of the NLAA community, each student-athlete is expected to treat all people with respect, including fellow student-athletes, campers, guests, NLAA staff, and NLAA partners. Student-athletes are responsible for informing the appropriate NLAA staff

member if they see or learn that a fellow student-athlete is involved in, has been involved in, or is planning any action that is or may be (1) harmful to the student-athlete, another student-athlete, or the NLAA community; or (2) illegal or in violation of NLAA's codes, rules, or policies.

NLAA believes that honesty and trust are essential for people to live together in a peaceful, harmonious, and productive manner. If a student-athlete is questioned by an NLAA administrator, employee, or other staff member, the student-athlete is expected to tell the truth. Refusing to answer or not disclosing the truth may result in disciplinary action that may include, but is not limited to, suspension or dismissal from NLAA. Truthfulness is held in the highest regard at NLAA and failure to be truthful is considered a major offense violation.

NLAA encourages student-athletes to adhere to the motto "see something, say something." If student-athletes notice something that they do not think should be there - or someone's behavior that does not seem quite right - they are encouraged to share this information with a trainer, coach, mentor or other trusted adult. By doing so, we all help play a role in keeping our community safe.

E. CODE for RESPONSIBLE BEHAVIOR

At NLAA, we believe that true growth extends beyond athletic performance to encompass personal development and character. Our goal is to help each student-athlete become a responsible, self-motivated, and caring individual. Responsible behavior is a core aspect of that growth, and it involves actions that fulfill a person's needs and goals without depriving others of their rights and opportunities.

NLAA holds its student-athletes to high standards of conduct, both on and off-site. We expect all student-athletes to demonstrate common sense, courtesy, and respect for others. The following guidelines clarify what NLAA expects of each student-athlete:

- **Maximize Learning Opportunities:** Strive to make the most of your time at NLAA by embracing opportunities to learn valuable life skills while growing both athletically and academically.
- **Respect Others:** Treat fellow student-athletes, coaches, trainers, staff, and the wider community with respect and consideration.
- **Follow Policies and Codes:** Adhere to the rules and guidelines set forth in this Handbook to ensure the well-being of the entire NLAA community.

- **Contribute to the Community:** Share your talents, whether in athletics, learning support, leadership, or other areas. By contributing to the academy, you enhance not only your own growth but also the growth of those around you.
- **Student-athletes in violation:** Student-athletes who do not abide by these expectations of responsible behavior may be subject to suspension, permanent dismissal, and termination of the agreement.

F. FITNESS TO PARTICIPATE POLICY

At NLAA, the health and safety of our student-athletes are of paramount importance. Before participating in any NLAA programs, all student-athletes are required to provide medical documentation verifying their fitness to participate. This documentation must be completed by a licensed medical practitioner in good standing with their regulatory board.

NLAA may request additional medical documentation or testing at any time during the year if further evaluation is deemed necessary. Student-athletes and families are expected to cooperate with any requests for additional evaluations, which may include physical and psychological assessments or other relevant tests.

If, following evaluation, NLAA determines that a student-athlete is not fit to participate, the student-athlete may be required to:

1. Follow a NLAA-approved medical or psychological treatment plan.
2. Be excluded from participation in NLAA programs, which may be temporary (e.g., suspension from sports) or permanent (e.g., dismissal from the Academy), at the sole discretion of NLAA.

All medical records, testing, or other information related to a student-athlete's medical conditions or diagnoses will be kept confidential in accordance with applicable privacy laws.

G. EXPRESSING CONCERNS TO NEXT LEVEL ATHLETIC ACADEMY STAFF

Parents/guardians and student-athletes are encouraged to express their concerns directly to those staff members involved who will review and respond to the concern. If the matter is not resolved, concerns may be elevated to the next tier of the applicable area or program as listed below.

Student-athletes and parents/guardians are expected to communicate concerns and issues with NLAA through appropriate and established methods of communication such as emails, phone calls, and conferences, using the tier system set forth below.

Using social media, news outlets, or direct mail to NLAA constituents or customers to express concerns or raise issues with policies or personnel are not appropriate methods of communication and, at the sole discretion of the NLAA Director, may result in a student-athletes dismissal and the termination of the agreement.

Likewise, misuse or unauthorized appropriation of the NLAA name, logos or marks to create social media accounts which are disruptive or derogatory to NLAA's business practices will be grounds for dismissal of the student-athlete and termination of the agreement.

For concerns regarding NLAA Basketball Development Program:

Parents/guardians and student-athletes are expected to follow the guidelines listed below for "Appropriate Communication", when addressing concerns:

- Tier 1 – Coach/Trainer and Parent/Student-athlete may meet to address the concern.
- Tier 2 – If the issue is not resolved, then the Assistant Director meets with Coach/Trainer and Parent/Student-athlete.
- Tier 3 – If the issue is not resolved, then the Director of Athletics (or Director's designee) may review all documentation surrounding the matter and may issue a written resolution to the Parent/Student-athlete. The determination of the Director is final.

ACADEMY OVERVIEW

A. ABOUT NLAA

Next Level Athletic Academy (NLAA) is a premier training and academic enhancement institution designed to meet the unique needs of homeschoolers, nontraditional, and international student-athletes. At the core of NLAA is a bold mission: to transform the future of athletics and education by providing a global gateway where elite performance training, academic flexibility, and competitive excellence converge.

Founded by a family of former professional athletes and seasoned educators, NLAA is not just a program—it is a movement. We are redefining what it means to be a student-athlete by removing traditional barriers to success and creating a platform where students can excel academically, athletically, and personally without compromise.

Through a culture built on discipline, innovation, and opportunity, NLAA equips students with the tools to thrive on and off the court, preparing them for college athletics, professional opportunities, and leadership in life.

B. PROGRAMS OFFERED

NLAA offers elite basketball development and learning support programs designed to maximize the potential of every student-athlete:

1. **Elite Basketball Training** - Our signature basketball development program combines high-level skill enhancement, tactical IQ, position-specific drills, and performance metrics to prepare athletes for collegiate and professional competitions.
2. **Learning Support & Academic Accountability** - Students benefit from individualized learning support generated through weekly academic progress check-ins, tutoring, and accountability systems that allow them to meet academic benchmarks while pursuing athletic excellence.
3. **Performance & Conditioning** - Led by Certified Performance Enhancement Specialists, this program focuses on injury prevention, speed and agility, strength training, flexibility, and mental toughness - giving athletes the edge they need in today's competitive environment.
4. **College Prep & Recruitment Guidance** - From highlight video development to college tours and recruitment mentorship, NLAA provides comprehensive support for athletes with collegiate aspirations, helping families navigate the scholarship and recruitment process with confidence.

5. Travel Tournaments & Showcases - NLAA student-athletes may be given the opportunity to compete in high-level tournaments, exposure events, and regional/national showcases that elevate visibility and competitive experience.
6. Leadership & Life Skills Development - We believe athletic ability is only part of the equation. Our academy instills values of leadership, discipline, responsibility, time management, financial literacy, communication, and community service - developing well-rounded leaders for life beyond sports.

At NLAA, we don't just train athletes - we shape the next generation of changemakers. Every program is administered with the understanding that our students are future college athletes, professionals, and leaders who will represent themselves, their families, and our academy with excellence.

PROGRAM OVERVIEW

The NLAA program is designed to optimize both learning support and athletic development. We recognize that each student-athlete progresses at a different pace, which is why we offer tiered training sessions—**Beginner, Intermediate, and Advanced**—ensuring appropriate challenge, growth, and mastery for every participant.

Our balanced daily schedule runs **Monday through Thursday from 9:30 AM to 3:00 PM**, providing a comprehensive blend of academic reinforcement, skill development, and performance training. Every student receives targeted instruction and support in both their academic journey and athletic progression.

A. ATHLETIC PROGRAM INCLUSIONS

- Fundamental Skills (Ball handling, shooting, footwork, defense)
- Game Situational IQ & Decision-Making
- Position-Specific Training
- Strength & Conditioning
- Speed, Agility & Injury Prevention
- Competitive Scrimmages & Film Review

B. LEARNING SUPPORT PROGRAM INCLUSIONS

- Core Subject Monitoring (Math, Science, English, Social Studies)
- Access to Supplemental Learning Assistance, i.e. tutoring
- Study Skills & Time Management
- Leadership & Mindfulness Workshops (virtual, in-person, on and off-site)
- Goal Setting & Progress Tracking

PROGRAM SCHEDULE & ACADEMIC SUPPORT

A. DAILY SCHEDULE

Day	Beginner	Intermediate	Advanced
Monday	9:30a - 10:45a	11:00a - 12:30p	12:45p - 2:45p
Tuesday	9:30a - 10:45a	11:00a - 12:30p	12:45p - 2:45p
Wednesday	9:30a - 10:45a	11:00a - 12:30p	12:45p - 2:45p
Thursday	9:30a - 10:45a	11:00a - 12:30p	12:45p - 2:45p

Session assignments are based on skill level and coach evaluation. Sessions are subject to change; please check the NLAA website regularly for the most current updates.

B. LEARNING SUPPORT LAB

Learning Support Hours: 10:30 AM – 2:30 PM (Monday–Thursday)

Students are scheduled into dedicated learning support periods, around their athletic training blocks.

The **Learning Lab** includes:

- **Weekly check-ins with Academic Mentor (AM), to review weekly core course progress and assess areas of concern that may be supported through individual or small group tutorials.**
- **Tutoring & Enrichment - coordinated through AM and NLAA representative, at the request of and in collaboration with the student-athlete and parent/guardian.**
- **Mindfulness/"Real World" workshops - emphasizing the importance of leadership and life skills application.**
- **Quiet Study Environment**

AMs work in collaboration with families to ensure each student meets their academic requirements while maintaining a high level of athletic engagement and accountability.

At NLAA, we believe in **educating the whole athlete**—mind, body, and character. Our schedule is intentionally structured to provide the **perfect balance of athletic intensity and elite learning support**, setting our student-athletes on a path toward college, career, and championship readiness.

POLICIES & PROCEDURES

A. ATTENDANCE POLICY

Student-athletes cannot extend or reschedule a training session due to tardiness or absence. Training sessions will be administered according to the designated training pkg that has been purchased. No exceptions will be made.

B. DRESS CODE

Tops must always be worn, comfortable, allow for extreme movement, and fully cover one's chest. Shorts should be comfortable, not too short, allowing private areas to remain fully covered, especially during athletic drills that require dynamic stretching technique. Shoes should be comfortable with streak-less rubber bottoms, sox must be worn with shoes. No wrist bands allowed.

C. ATHLETIC EVALUATION

Progress and performance will be measured through various methods including consistent attendance – you must be present, first and foremost, to gain experience and build upon previous lessons; skill assessments – to test decision making abilities, situational management effectiveness, confidence in execution; mentality assessments – to determine discipline under pressure, focus, instruction processing, overall mental toughness and leadership capabilities.

D. ACADEMIC ACCOUNTABILITY

If a Student-athlete utilizing NLAA learning support services falls below a C grade in any core class, at any point during their agreed upon training program with NLAA, the student must pause their training and utilize supplemental learning support provisions to improve their grade before resuming their training session. **Student-athletes will have one month to improve their grade, otherwise their training program will be cancelled and non-refundable.**

E. EMERGENCY PROTOCOLS: What to Do in Case of an Injury or Emergency

Step 1: Stay Calm and Alert a Coach/Trainer Immediately

- If you or someone else gets injured, do not panic.
- Call out to or get the attention of the nearest coach, trainer, or staff member immediately.
- If the injury is serious (e.g., head injury, broken bone, unconsciousness), do not move the injured person unless there is immediate danger (fire, falling equipment, etc.).

Step 2: Stop Activity Right Away

- All nearby activity should pause so the injured person can be assessed safely.
- Teammates or other athletes should give the injured person space.

Step 3: Alert Emergency Services If Needed

- Staff will determine if 911 should be called.
- If you are the one making the call, clearly say:
 - Your location
 - What happened
 - The condition of the injured person (e.g., breathing, consciousness, bleeding)
 - Follow the operator's instructions carefully.

Step 4: Follow First Aid Procedures

- A certified staff member will:
 - Perform first aid or CPR if needed.
 - Use the AED (Automated External Defibrillator) if it's a cardiac emergency.
 - Control bleeding, immobilize injury, or assist with ice packs, etc.
 - **If you're not trained, do not attempt first aid beyond basic help (like getting supplies or keeping the person calm).**

Step 5: Notify Parent/Guardian or Emergency Contact

- Staff will immediately contact the athlete's parent or guardian.
- Athletes should always have up-to-date emergency contact info on file.

Step 6: Document the Incident

- Coaches or staff will complete an incident report including:
 - Name of injured person

- What happened
- Where and when it occurred
- Who was present
- Action taken

Step 7: Resume Activity Only with Clearance

- The injured person can only return to training or play with clearance from a healthcare professional (if required).
 - Staff will monitor the area to ensure safety and proper recovery procedures are followed.
-

General Safety Reminders for All Athletes

- Always warm up and cool down.
- Wear proper athletic gear (shoes, mouthguards, etc.).
- Report any pain or discomfort immediately—don't push through it.
- Stay hydrated and rest when needed.
- Respect boundaries and instructions from coaches and trainers at all times.

ATHLETE CODE OF CONDUCT

Please review **section D. HONOR CODE (pg.7)** and **section E. CODE for RESPONSIBLE BEHAVIOR (pg.8)** in the Handbook, for Athlete Code of Conduct expectations.

PARENT/GUARDIAN RESPONSIBILITIES

At NLAA, we recognize that the success of each student-athlete is a shared effort. Parents and guardians are essential partners in fostering a positive, safe, and empowering environment—both on and off the court. Your engagement, support, and communication help us cultivate a next-level experience for every member of our community.

A. SUPPORTING YOUR STUDENT-ATHLETES

Parents/guardians play a vital role in supporting their child's holistic development—academically, athletically, and emotionally. We encourage you to:

- Stay informed about your child's academic and athletic progress.
- Promote balance between training, schoolwork, rest, and family time.
- Reinforce the values of discipline, respect, sportsmanship, and accountability.
- Encourage resilience and a growth mindset in moments of challenge or adversity.

B. COMMUNITY CONDUCT EXPECTATIONS

As members of the NLAA community, all parents/guardians are expected to conduct themselves in a respectful, honest, and trustworthy manner toward:

- Fellow parents
- Student-athletes
- NLAA staff and volunteers
- Guests and visiting teams
- NLAA partners and supporters

To maintain the safety and integrity of our community, parents/guardians are expected to:

- Communicate concerns respectfully and directly with the appropriate NLAA staff member.
- Report any actions, behaviors, or information that may be:
 - Harmful to a student-athlete or other community members

- Illegal or inappropriate, or
- In violation of NLAA codes, rules, or policies

By doing so, you help us maintain a safe, supportive, and high-character environment for all.

C. VOLUNTEER OPPORTUNITIES & INVOLVEMENT

NLAA welcomes and values parent involvement in our events, tournaments, and academy initiatives. Whether assisting with logistics, hospitality, or community outreach, your participation helps elevate our programs and strengthen the NLAA family.

To learn more and get involved, please visit the [Parent/Guardian Involvement page \(coming soon\)](#) at NextLevelAthleticAcademy.Org/parent-guardian

Together, we are building more than athletes - we're building leaders. Thank you for your partnership and commitment to excellence.

Health & Safety Protocols

A. MEDICAL FORMS & HEALTH CLEARANCE

To participate in training at NLAA, all athletes must submit the following documentation prior to engaging in any physical activity.

1. Completed Medical History Form

- Includes past injuries, surgeries, allergies, and chronic conditions.
- Must be signed by a parent/guardian.

2. Proof of Physical Examination (within the last 12 months)

- Must be completed with the signature of a licensed healthcare provider.
- Clearly indicating the athlete is **cleared for sports participation**.

3. Parental/Guardian Consent Form

- Grants permission for the athlete to participate in training and conditioning activities.
- Includes emergency contact information and consent for emergency medical treatment.

4. Emergency Medical Authorization Form

- Authorizes staff to seek medical attention on behalf of the athlete if a parent/guardian is unavailable.

5. Liability & Media Waiver

- Participants (and their parent/guardian, if under 18) acknowledge and accept full responsibility for any risks or injuries associated with participation in NLAA activities, training sessions, events, and programs.
- NLAA, its staff, partners, and facilities are not liable for any injuries, accidents, or personal property loss.
- Additionally, participants grant NLAA permission to capture, use, and publish photographs, video, or audio recordings taken during events or sessions for promotional, educational, or commercial purposes across all media platforms, without compensation.

Note: Athletes will not be allowed to participate until registration form is completed, submitted, reviewed, and approved by facility staff.

Injury Protocol

Please review **Emergency Protocols (pg.15)** for important injury management and procedures.

B. ATHELTE NUTRITION & HYDRATION RECOMMENDED GUIDELINES

Proper nutrition and hydration are essential for athletic performance, safety, and recovery. Below are the foundational guidelines all athletes are expected to follow.

Pre-Workout Fuel (30–60 mins before training)

- Light meal/snack high in carbs and moderate protein.
- Examples: Banana with peanut butter, granola bar and yogurt, fruit smoothie.
- Avoid heavy or greasy meals before practice.
- For longer workouts (over 60 mins), consider an electrolyte drink.

Post-Workout Recovery (within 30–60 mins after training)

- Include protein + carbs and fruit to support muscle recovery
- For longer workouts (over 60 mins), consider an electrolyte drink

We encourage athletes to keep a nutrition & hydration log during the season to build strong lifelong habits.

**Avoid High-caffeine drinks, sugary or carbonated beverages before or during training.*

Recommended Daily Nutrition and Hydration Basics - Balanced Meals may Include:

- Lean proteins (chicken, fish, eggs, tofu, beans)
- Whole grains (brown rice, oats, quinoa, whole wheat pasta)
- Fruits & vegetables (aim for color variety)
- Healthy fats (avocado, olive oil, nuts, seeds)
- Drink water throughout the day to remain hydrated

**Avoid excessive sugar (sodas, candies, energy drinks), fried foods, junk snacks, and processed meals.*

FINANCIAL INFORMATION

Financial Information

At NLAA, we are committed to providing elite athletic training and holistic educational support while maintaining financial transparency and flexibility for our families. Below you will find important information regarding fees, available services, and payment options.

A. ATHLETE PROGRAM FEES

NLAA offers dynamic training opportunities that suit all interests and skill levels. Packages such as **Testing the Waters** allow clients a short-term experience to assess their overall commitment and readiness. Our **Grind to Greatness** and **Exposure Accelerator** programs provide cost effective long-term training opportunities guaranteed to improve overall basketball skillset and game IQ.

- **Flexible Payment Plans:** We offer customized payment options to make access to our programs attainable for more families.
- **Setup Process:** To begin your plan, visit NextLevelAthleticAcademy.org to fill out our payment inquiry form or contact us directly. An NLAA representative will assist you in building a payment schedule that works for your household.

B. LEARNING SUPPORT PROGRAM FEES & INCLUSION

Our Learning Support Services are built to ensure that non-traditional student-athletes thrive academically while pursuing athletic excellence.

General Learning Support Includes:

- Quiet, focused study environment (Monday–Thursday, 10:30 AM – 2:30 PM)
- At least one check-in per week with Academic Mentor (AM) to:
 - Review Core Course Progress
 - Assist minor academic concerns
 - Address ongoing academic difficulties
 - Tutorial Coordination (see member and non-member tutorial fee structure below)
- Flexible Scheduling Around Training & Travel
- Study Skills & Test Prep Mentorship
- College Readiness Assessment (11th & 12th grade)
- Mindfulness Workshops

- NCAA Guidance
- Individualized attention
- Holistic development (mind + body)
- Academic accountability with mentorship
- Virtual & In-Person Support Available

Service Fee for members (NLAA basketball training participants) and non-members:

- \$25/per day for members, \$40/day for non-members
- \$50/week for members, \$80/week for non-members

**Pricing is based on daily or weekly access and will be finalized during the enrollment process.*

Academic Escalation & Tutoring Support

If an Academic Mentor identifies a need for additional support beyond weekly check-ins:

1. The AM will notify an NLAA representative.
2. A representative will promptly contact the parent/guardian to discuss options.
3. Personalized or small-group tutoring will be coordinated as needed.

On-Site/Virtual Tutoring Fees for members (NLAA basketball training participants) and non-members:

- Individual Tutoring: \$18/hour for members, \$22/hour for non-members
- Small Group Tutoring (3-5 students): \$11/hour per member, \$16/hour per non-member

**Prices subject to change depending on the complexity of student support required.*

Payments & Support Contact

For all inquiries regarding learning support, pricing, payment processing, or to build a custom package:

Visit our website and scroll to the bottom to request a free consultation at:

<https://nextlevelathleticacademy.org/learning-support>

Important Reminders Regarding Payments/Fees

- All payments must be kept up to date to ensure uninterrupted participation.
- Payment plans must be approved and confirmed in writing.
- Learning Support fees are separate from athletic program costs unless otherwise noted in a bundled plan.

Let us help you build a path to success - athletically *and* academically.

MENTAL TRAINING PROGRAM OVERVIEW

At NLAA, we believe elite performance begins in the mind. That's why our **Mental Training Program** is a core pillar of our athlete development model - delivering tools that fuel confidence, focus, emotional resilience, and leadership on and off the court. Unlike traditional programs that only emphasize physical skills, NLAA empowers athletes to master the **mental edge** that separates good from *great*.

A. CORE COMPONENTS OF THE MENTAL TRAINING PROGRAM

Goal Setting & Visualization

Athletes are guided through structured, measurable goal-setting exercises to create personal and athletic roadmaps. Through visualization training, they learn how to mentally rehearse success before it happens.

Confidence Building

We use proven sports psychology strategies to help athletes improve self-efficacy, overcome negative self-talk, and trust their preparation. This enables them to perform with clarity - especially under pressure.

Stress & Pressure Management

High-level competition creates intense mental demands. Athletes are taught breathing techniques, mindfulness practices, and refocusing drills that help reduce anxiety, control adrenaline, and thrive in high-stakes moments.

Focus, Discipline & Mental Toughness

From pre-game routines to in-game composure, athletes develop techniques to sharpen focus, block out distractions, and respond with discipline - no matter what the challenge.

Resilience, Grit & Growth Mindset

Athletes are trained to bounce back from mistakes, embrace challenges, and see adversity as a pathway to growth. Through consistent coaching and reflection, they become more mentally durable and emotionally intelligent.

B. WHAT SETS NLAA APART

While other academies may touch on mindset briefly, **NLAA fully integrates mental performance training into our weekly curriculum**. Our athletes receive regular sessions led by experienced mentors and certified professionals, ensuring that mental development is treated with the same importance as skill work and strength training.

This **whole-athlete approach** prepares our student-athletes not just for wins on the court, but for leadership, excellence, and impact in life.

“Mental fortitude is what carries you to the NEXT LEVEL where talent and physical strength alone cannot.” - NLAA Core Principle

INTERNATIONAL STUDENT PROGRAM

International Student Participation

At NLAA, we welcome student-athletes from around the world who are committed to elevating their performance and pursuing academic and athletic excellence in the United States. Our international program provides a supportive, high-performance environment designed to help overseas athletes transition smoothly—on and off the court.

Whether you're pursuing advanced basketball development, U.S. exposure opportunities, or a structured gateway to college recruitment, NLAA offers an elite training experience shaped by top-tier coaches, professional-level resources, and a holistic development model.

A. CUSTOMIZED SUPPORT FOR INTERNATIONAL ATHLETES

We understand the unique needs of international student-athletes and provide **customized packages** that may include:

- **Safe and reliable housing arrangements** (discounted extended-stay lodging through Brittain Resorts Hotel Management)
- **Local transportation** to and from training sessions, events, and airport pick-up/drop-off
- **Visa guidance** and official documentation support (e.g., support letters for U.S. visa applications)
- **Meal planning** and dietary support for student-athlete nutrition
- **Cultural adjustment coaching** and academic guidance (for homeschool or online academic platforms)

B. WHY DO INTERNATIONAL ATHLETES CHOOSE NLAA:

- Access to U.S. college and prep-level basketball exposure
- High-level training from nationally certified coaches and former professional athletes
- Participation in tournaments, showcases, and live-streamed events for global visibility
- Emphasis on total athlete development: skill, strength, mindset, and character
- A diverse and inclusive training environment that promotes global community

C. HOW TO APPLY OR INQUIRE

International students interested in attending NLAA should visit

NextLevelAthleticAcademy.org, and complete our **International Student-Athlete**

Interest Form with a detailed message outlining your athletic background, needs (lodging, meals, transportation, etc.), and goals.

A member of our international relations team will respond promptly to work with you in developing a tailored package and pathway that meets your needs and supports your transition to the U.S.

NLAA is committed to building a global gateway where elite training and educational opportunity knows no borders.

ATHLETE DEVELOPMENT PACKAGES (Ages 8–13)

Triple Threat Package – *Intro to Greatness*

\$120 Total — \$40 per session

- **3 total sessions**
 - Ideal for first-time athletes or short-term scheduling
 - **Must be completed within **2 weeks** of purchase*
-

Testing the Waters Package – *Foundation Builder*

\$280 Total — \$35 per session

- **8 total sessions** (2 sessions per week recommended)
 - Designed for developing rhythm, skill confidence, and consistency
 - **Must be completed within **4 weeks** of purchase*
-

Lionheart Package – *1-Month Unlimited Access*

\$350 Total — Estimated \$25/day

- **Unlimited sessions for 1 month** (14 training days)
 - 3–6 sessions per week | 1–2 sessions per day
 - Build toughness, discipline, and next-level intensity
 - **Must be completed within **5 weeks** of purchase*
-

Grind to Greatness Package – *3-Month Unlimited Access*

\$840 Total — \$280/month | Approx. \$20/day

- **Unlimited sessions for 3 months** (Minimum 14 days/month)
 - 3–6 sessions per week | 1–2 sessions per day
 - Long-term development for athletes ready to separate from the pack
 - **Must be completed within **3 months and 5 days** of purchase*
-

Exposure Accelerator Package – *6-Month Unlimited Access*

\$1,260 Total — \$210/month | Approx. \$15/day

- **Unlimited sessions for 6 months** (Minimum 14 days/month)
- 3–6 sessions per week | 1–2 sessions per day
- Maximize growth, consistency, and visibility with long-term commitment
- **Must be completed within **6 months and 5 days** of purchase*

ATHLETE DEVELOPMENT PACKAGES (Ages 14 – 18)

Each package is strategically designed to match the commitment, intensity, and growth level of each athlete - from early development to elite preparation.

Triple Threat — *Introductory Package*

3 Sessions | \$150 Total

- \$50 per session
- Ideal for first-time participants or those seeking focused skill refinement
- **Must be completed within **2 weeks** of purchase*

Start strong. Build confidence. Get a feel for the grind.

Testing the Waters — *Foundational Progression*

8 Sessions | \$360 Total

- \$45 per session
- 2 sessions per week
- Designed to establish core fundamentals and begin measurable improvement
- **Must be completed within **4 weeks** of purchase*

Consistent reps. Real-time results. Next-level readiness begins here.

Lionheart — *1-Month Unlimited Access*

\$420 Total | \$30/Day Value

- Up to **14 training days**
- 3–6 sessions per week
- 1–2 sessions per training day
- **Must be completed within **5 weeks** of purchase*

Unleash your inner warrior. High-volume training for maximum transformation.

Grind to Greatness — *3-Month Unlimited Access*

\$1,050 Total | \$350/Month | \$25/Day Value

- 3-month program

- 14 available training days per month
- 3–6 sessions per week
- 1–2 sessions per training day
- **Must be completed within **3 months and 5 days** of purchase*

Relentless consistency. Structured intensity. Championship mindset.

Exposure Accelerator — 6-Month Unlimited Access

\$1,680 Total | \$280/Month | \$20/Day Value

- 6-month program
- 14 available training days per month
- 3–6 sessions per week
- 1–2 sessions per training day
- **Must be completed within **6 months and 5 days** of purchase*

Elite-level commitment. Max reps. Max exposure. Your future starts now.

BASKETBALL TEAM TRAVEL & TOURNAMENT GUIDELINES

At NLAA, our travel basketball program is designed to give student-athletes the opportunity to compete at the highest levels while showcasing their skills to coaches, recruiters, and college programs across the country. While our **Travel Program is currently in development**, we are laying the foundation for an elite, year-round competitive structure that reflects our mission: To create a national and international gateway for nontraditional student-athletes.

A. TRAVEL TEAM DEVELOPMENT TIMELINE

- **Tryouts Begin:** August (details TBA via website & social media)
 - **Fall Debut:** Fall-Fest Hoop Tournament
 - **Winter Season:** Formal competition begins (local, regional, and exhibition)
 - **Spring & Summer:** Full travel ball schedule (AAU circuits, exposure tournaments, and collegiate showcases)
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B. COMPETITIVE STRUCTURE & UNIQUE OPPORTUNITIES

NLAA Travel Teams will include both **boys' and girls' programs**, featuring multiple age divisions from **U13 through U17**. Athletes will be grouped by skill, performance, and developmental need to ensure high-impact team chemistry and growth.

What sets NLAA apart:

- **Top-tier teams may compete against High Schools, Junior Colleges, and select HBCUs** in sanctioned exhibitions and showcases.
 - Opportunities for athletes to gain **early exposure to collegiate-level intensity** and expectations.
 - Integration of **film study, performance training, and mental preparation** to elevate game readiness.
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C. TRAVEL, TOURNAMENTS & EXPECTATIONS

All student-athletes and families will receive a detailed seasonal packet outlining:

- **Travel Itineraries & Tournament Calendars**
- **Accommodation Options** (team hotel blocks or host family placement)
- **Transportation Plans** (van/bus rentals or parent carpools)

- **Participation Fees & Payment Schedules**
- **Uniform & Gear Requirements**
- **Code of Conduct & Team Policies**

Expectations:

- Athletes must maintain **consistent attendance**, demonstrate strong character, and uphold NLAA values on and off the court.
 - Family involvement is welcomed but must align with official team travel policies and procedures.
 - Athletes will be held to **academic and behavioral standards** that reflect their commitment to excellence and personal responsibility.

Stay Informed:

- All updates regarding tryouts, schedules, policies, and team announcements will be posted on our official website and social media platforms. Families are strongly encouraged to check regularly for the latest information.

D. SUMMARY

NLAA's basketball travel program is more than just competition — it's a platform to build leaders, scholars, and elite-level athletes who can succeed at the next level and beyond. As we grow, our commitment remains the same: to provide world-class opportunities, top-tier coaching, and exposure pathways that open real doors for our student-athletes.

Greatness doesn't travel alone — it travels with purpose, preparation, and a team built to rise.

COMMUNICATION PROTOCOLS

At NLAA, we deeply value our client relationships and the vibrant community we foster. Our foundation is built on trust, honesty, integrity, and mutual respect. While our goal is always clear and our intentions positive, we recognize that misunderstandings or occasional conflicts can arise. To address these moments constructively, we invite all members to engage in open, respectful dialogue.

Our Commitment to You

- **Respectful Engagement:** We ask that all communications be conducted with courtesy and respect.
- **Timely Follow-Up:** We are committed to responding to your inquiries within 48 hours—or sooner, whenever possible.

Stay Informed:

For the latest updates on schedules, events, projects, and other NLAA news, please visit nextlevelathleticacademy.org frequently. Additionally, we encourage you to subscribe to our social media channels to receive real-time notifications and important announcements.

FAQs

What does a typical day at the Academy look like?

At **Next Level Athletic Academy**, each day is intentionally structured to maximize athlete development based on skill level - from foundational basics to elite competition readiness. Our tiered schedule ensures each student-athlete trains in an environment that matches their pace, potential, and performance goals.

- **Daily Training Schedule (Monday–Thursday)**

Skill Level	Training Time
Beginner	9:30 AM – 10:45 AM
Intermediate	11:00 AM – 12:30 PM
Advanced	12:45 PM – 2:45 PM

- Each session includes a combination of **skill development, performance training, basketball IQ education, and competitive drills.**
- Training blocks are tailored to challenge athletes appropriately while promoting confidence, discipline, and growth.
- Sessions are led by experienced coaches and certified performance specialists who guide each athlete with intentional focus.

What should I bring for training?

To get the most out of each session at the **Next Level Athletic Academy**, athletes should come prepared - mentally, physically, and practically. Proper preparation ensures safety, performance, and a focused training environment.

Essentials to Bring:

- **Indoor basketball shoes** (clean and court-ready)
- **Athletic apparel** (breathable shirt, shorts, and supportive socks)
- **Personal water bottle** (labeled and refillable)
- **Towel** (for sweat management and personal hygiene)
- **Notebook or performance journal** (*recommended for full-time athletes to track goals, feedback, and progress*)
- **Any required medical items** (inhalers, braces, wraps, etc.)

Optional but Beneficial:

- Compression gear or recovery tools (if part of your recovery plan)
- Extra shirt or change of clothes
- Healthy post-training snack (protein bar, fruit, etc.)

Reminder: All athletes are expected to arrive early, dressed appropriately, and ready to train with focus and effort. The way you prepare is the way you perform.

Also see **Dress Code (pg.14)** and **Athlete Nutrition & Hydration Guidelines (pg.19)**.

Can I bring outdoor food/drink? Please do not bring food/drinks (bottled water is permissible) onto the basketball court. Tables and chairs are available outside of the basketball court area and athletic facility for your convenience.

Are laptops or other school supplies available in the Learning Support lab? No, students must bring all necessary learning materials/supplies with them. NLAA personnel & JTR personnel/facility are not responsible for misplaced or stolen personal materials/supplies; always keep your personal materials/supplies safe and secure.

CONTACT INFORMATION

Website:

NextLevelAthleticAcademy.Org/

NextLevelAthleticAcademy.Org/Contact – for general inquiries, comments, concerns, and group scheduling

Email or Call Us:

Kwan Johnson

Info@NextLevelAthleticAcademy.Org

843-809-7683

Amber Johnson – for academic support

Learning-Support@NextLevelAthleticAcademy.Org

***For documentation purposes, you will be asked to first utilize our website contact feature to share and address any concerns.**

Next Level App (coming soon)

Check us out on [FACEBOOK](#) ([Next Level Athletic Academy](#))