

EDMONTON SOCCER ACADEMY

Eagles Voice Challenge – Official Launch

Dear ESA Families,

After the success of our 12-Week Challenge, we are excited to officially launch our new leadership and confidence program:

The Eagles Voice Challenge

A 12-Week Confidence, Communication & School Growth Program

This program is designed to help our players grow not only as athletes, but as confident communicators and leaders — at school, at home, and on the field.

Program Duration

Start Date: Mar 1, 2026

End Date: May 23, 2026

Length: 12 Weeks

Each week, players are invited to submit **one short video (30–60 seconds)** reflecting on their week.

Parents are welcome to record and may also participate in reflections.

Videos can be sent weekly to admin@edmontonsocceracademy.com

Video names have to be formatted as follows: ChildFirstName_ChildLastName_Date(YYYYMMDD)

For Example: Mark_Holland_20260324

Purpose of the Program

- Build public speaking confidence
- Strengthen school accountability
- Encourage reflection and gratitude
- Connect ESA training with real-life growth
- Teach positive digital presence

This is a leadership development initiative — not a popularity contest.

Video Guidelines

- 30–60 seconds
- Vertical format
- Positive and respectful

- Submitted by Sunday evening each week
- ESA may edit and combine multiple players into one weekly video

Parent media consent is required for posting.

Prize Structure (Total Program Budget: \$3,000)

We are keeping what worked last time — **everyone who commits wins** — while also recognizing individual excellence.

1 Participation Pool – \$1,500

Players who submit at least **8 out of 12 weekly videos** will qualify to share a \$1,500 prize pool.

The \$1,500 will be divided equally among all qualified participants.

Example:

- 30 qualifiers → \$50 each
- 25 qualifiers → \$60 each
- 20 qualifiers → \$75 each

There is no ranking within this pool.

Commitment and consistency are what matter.

2 Individual Leadership Awards – \$1,000 Total

Four individual awards of \$250 each will be selected by ESA coaches:

-  Most Confident Speaker
-  School Growth Award
-  Leadership & Character Award
-  Most Improved on Camera

Selection Criteria:

- Consistency
- Personal growth
- Effort and authenticity
- Demonstrated leadership

Selections are made solely at the discretion of ESA coaching staff.

Coach decisions are final.

3 Community Engagement Bonus – \$500

Each week, ESA will post combined videos featuring multiple players.

At the end of the 12 weeks:

The ESA weekly video that receives the highest verified organic engagement (likes, shares, comments combined) will earn a \$500 team bonus.

The \$500 will be divided equally among the players featured in that specific video.

Important:

- Engagement must be organic (no paid promotions or artificial boosting).
- ESA reserves the right to audit engagement authenticity.
- This is a team-based bonus, not an individual contest.

Important Program Notes

- Participation is voluntary. By participating, you give Edmonton Soccer Academy the right to edit, distribute and post the videos to different social media platforms.
- Videos must reflect positive character and respectful communication.
- ESA reserves the right to edit content for clarity and professionalism.
- Prize amounts are fixed within the \$3,000 total budget.
- Engagement bonuses are calculated based on ESA platform analytics.
- ESA reserves final authority on eligibility and award decisions.



Weekly Reflection Prompts

To make it simple, each week will have a focus theme.

You may follow the weekly theme or speak generally about your growth.

Week 1 – My School Win

What did I improve in school this week?

Week 2 – ESA Training Focus

What did I work on at ESA?

Week 3 – Leadership Moment

How did I show leadership this week?

Week 4 – Overcoming a Challenge

What was difficult and how did I handle it?

Week 5 – Gratitude

Who helped me this week and why am I thankful?

Week 6 – Focus & Discipline

How did I stay focused?

Week 7 – Teamwork

How did I help a teammate or classmate?

Week 8 – Confidence

When did I feel proud of myself?

Week 9 – Respect

How did I show respect at school or training?

Week 10 – Responsibility

What responsibility did I take seriously?

Week 11 – Growth Mindset

What mistake helped me learn?

Week 12 – My 12-Week Transformation

How have I changed over these 12 weeks?

Final Message

At Edmonton Soccer Academy, we believe strong athletes become strong leaders.

This program connects:

 Soccer

 School

 Confidence

 Character

We are excited to see our Eagles grow both on and off the field.

Let's build confident leaders together.

— Edmonton Soccer Academy  