



AIM

Golf Academy
at Royal Ashburn



AIM MONTHLY COACHING MEMBERSHIPS *Launching May 2021*

PGA of Canada Professional, Brandon McLeod, AIM's founder and Director of Instruction has partnered with Honsberger Physiotherapy, an industry leading sports physiotherapy clinic in Canada and with Lou Berkovits, a certified fitness, yoga and Pilates instructor and Lululemon Legacy Ambassador. The AIM professional team will work together to help our members play the best golf of their life and become stronger, more flexible and reduce aches and pains. Join our AIM community and bring out the athlete within you.

Our specialized AIM monthly plans begin with a Biomechanical assessment completed by the Honsberger physiotherapy team, followed by a swing analysis by our Director of Instruction. The swing analysis utilizes the Trackman 4 system, V1 video analysis and the V1 pressure mat. The AIM assessments provide an in depth understanding of the member's swing and how their body contributes to the success or detriment of their swing. Our team will provide a clear path for the golfer to develop the correct motor patterns and sequencing for the golf swing. Members will learn the movements without a golf club to speed up the incorporation of the new movement in their golf swing.

AIM monthly coaching and instructional programs are structured to provide a minimum of one lesson and one practice session with the Trackman system. The practice time allows the member to work on monthly lesson concepts and drills. All monthly programs include weekly AIM Movement classes. Classes can be taken at Royal Ashburn with our trainers or at home by downloading each week's movement practice. Our holistic approach to teaching will help members gain accurate control of new motor patterns and own their swing.

Our AIM movement program is unique and one of a kind. It was developed by our team specifically for the golfer. It was designed to help beginner golfers and aspiring professionals or elite amateurs to maximize their skills and performance on the course!

THIS IS NOT YOGA OR PILATES! IT'S AIM MOVEMENT!

The AIM Movement program is a robust series of movement practices specifically designed to enhance the golfers performance, mobility skills and body awareness. At the AIM Academy we believe that every golfer is an athlete and everyone is able to do athletic things. What distinguishes one player from the other is their desire to excel to their highest level of performance.

AIM Movement program is built on 3 principle foundations:

- AIM to BREATHE
- AIM to MOVE
- AIM to REST & RESTORE

AIM movement programs are based on the ancient concepts of “yin and yang”, creating balance and harmony. We strive to create exceptional golfers through specific and purposeful movements and actions, thoughtful golfers through rest and self reflection.

Drawing from various yoga and Pilates influences the AIM Movement sequencing programs are very unique and are intended to cultivate the body’s ultimate range of motion, body awareness and ultimately fine tuning the golfer’s mind-body connection.

AIM ASSESSMENT / MEMBER FEE: \$199.99

Membership fee includes:

Biomechanical Assessment by Honsberger Physiotherapy – *Value of \$105.00*

Swing Analysis – *Value of \$100*

Dial your bag session – *Value of \$75*

AIM Swag Bag – *Value of \$100*

MONTHLY MEMBERSHIP PLANS:

AIM PAR PLAN: \$199.99 / month

- 1 hour lesson per month.
- 1 Trackman 4 practice session.
- Access to weekly AIM movement classes.
- Monthly progress reports to track your progression through the program.
- V1 Game analysis program available. Talk to your pro about how you can incorporate into your program.
 - > Enter in your shots during your round using the app.
 - > Stats are uploaded to your pro to provide further insight to your play on course.
 - Your pro will analyze your stats to determine where you are wasting shots during your rounds. This information will tailor your coaching plans and focus your instruction and practice where you need it the most.

AIM BIRDIE PLAN: \$329.99 / month

- 2, one hour lessons per month.
- 2 Trackman 4 practice session per month.
- Access to weekly AIM movement classes.
- Monthly progress reports to track your progression through the program.
- One wedge gapping session for use during the season.
- V1 Game analysis program available. Talk to your pro about how you can incorporate into your program.
 - > Enter in your shots during your round using the app.
 - > Stats are uploaded to your pro to provide further insight to your play on course.
 - Your pro will analyze your stats to determine where you are wasting shots during your rounds. This information will tailor your coaching plans and focus your instruction and practice where you need it the most.

AIM EAGLE PLAN: \$449.99 / month

- 2, one hour lessons per month.
- 1, thirty minute lesson.
- Four Trackman 4 practice session per month.
- Access to weekly AIM movement classes.
- Monthly progress reports to track your progression through the program.
- Free club fitting and wedge gapping session per season
- V1 Game analysis program available. Talk to your pro about how you can incorporate into your program.
 - > Enter in your shots during your round using the app.
 - > Stats are uploaded to your pro to provide further insight to your play on course.
 - Your pro will analyze your stats to determine where you are wasting shots during your rounds. This information will tailor your coaching plans and focus your instruction and practice where you need it the most.

MONTHLY MEMBERSHIP ADD ONS

- Unlimited practice time on the range: \$75/month
- Unlimited practice time and evening golf course access: \$200/month
- Honsberger Physiotherapy treatment: \$75 / session
- AIM Private movement workshop: \$80 / session
- AIM Private lesson add on: \$80 / session
- 9 hole playing lesson: \$300