

AIM | Golf Academy
at Royal Ashburn



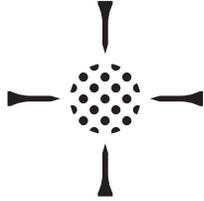
AIM ACADEMY COACHING PROGRAM (2022)

The AIM Golf Academy at Royal Ashburn 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, to provide AIM Academy Members a well rounded and complete holistic coaching program. The AIM Academy professional team work together to help our members maximize their golf potential, become stronger, more flexible and reduce aches and pains. Our coaching program is designed to be a perfect start to a beginner golfer embarking on their journey into golf all the way to the elite player looking to take their game to the next level. If you are a beginner, our program is perfect for you as we will build solid motor patterns for your golf swing right from the start!! Long before you build bad habits and then seek out a coach to help you correct the bad patterns engrained in your body. For those looking to take their game to the next level, we will show you exactly why your current swing is letting you down on the golf course and build a blueprint for success for you to help you take your swing from the range to the first tee. Join our AIM community and bring out the athlete within you.

Our specialized coaching plans begin with a combined Biomechanical assessment and swing analysis conducted by the Honsberger physiotherapy team, and our Director of Instruction or Head Golf Coach. The swing analysis utilizes the Trackman 4 launch monitor 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. During the assessment our team will determine each golfer's specific goals for the season. These goals will allow our team to build a customized road map for each member to follow, allowing for the best opportunity to reach those goals with their golf swing and on course play.

Our coaching programs will provide the golfer with a 5 or 10 package of one hour lessons. The road map for each of the lesson packages will be built based off of the initial AIM Assessment and goal setting discussion. Each package will begin with pattern work for the player and progress through to shot making and scoring on the golf course. Our pros will mix in mental game and on course strategy during the coaching program to help our players take their swing from the range to the first tee.

AIM coaching program include the option to add on our weekly AIM Movement classes. Classes are conducted via zoom to allow you to take part in the comfort of your home. Each class will be recorded and put onto our database for you to go back and review and retake the class any time you wish. Our holistic approach to teaching will help members gain accurate control of new motor patterns and own their swing quicker!



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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! This is AIM Movement!

The AIM Movement program is a robust series of movement practices specifically designed to enhance the golfer's 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:

1. AIM to BREATHE
2. AIM to MOVE
3. AIM to REST & RESTORE

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.

2022 PRICING

AIM ASSESSMENT MEMBERSHIP FEE: \$265

Membership fee includes:

Biomechanical Assessment by Honsberger Physio+ – *Value of \$120.00*

Swing Analysis – *Value of \$120*

Full bag club fitting – *Value of \$200*

AIM Swag Bag – *Value of \$100*

2022 COACHING PLANS

- 5 lesson package: \$550
- 10 lesson package: \$1,000

COACHING PROGRAM ADD-ONS

- Single AIM Project Session: \$115 add on to any session
- Add on lesson to package: \$100 / hr
- AIM Monthly Movement Class: \$60
- 9 hole playing lesson: \$300

**all prices will include a 2.5% for all credit card and debit card transactions*