



PERFORM ELITE
— FOOTBALL ACADEMY —

PLAYER & PARENT HANDBOOK

Building Strong Athletes. Building Better People.

Academy Policies, Expectations & Important Information

DISCIPLINE • RESPECT • GROWTH • COMMITMENT • COMMUNITY



[01]

Welcome To Perform Elite

OUR MISSION & VALUES

Welcome to the Perform Elite family. Our academy develops not only athletes, but strong young people — through discipline, respect, and growth. This handbook outlines the expectations, values, and policies that apply to every player and family. Reading it together is the first step in our partnership.

Our Mission

To empower youth through education, training, and mentorship — building confident footballers and better people, on and off the field.

Our Core Values

Value	What It Means At Perform Elite
Discipline	We show up on time, prepared, and ready to work — every session.
Respect	We treat teammates, coaches, referees, opponents, and families with respect, always.
Growth	We embrace mistakes as part of learning and compare players only to their past selves.
Commitment	We give consistent effort over the long term — development is a journey, not a sprint.
Community	We support each other, celebrate each other, and represent Perform Elite with pride.



[02]

Player Code Of Conduct

WHAT WE EXPECT FROM EVERY ATHLETE

As a Perform Elite player, I will:

- Respect my teammates, coaches, referees, and opponents at all times.
- Arrive on time, in proper gear, and ready to train.
- Bring a positive attitude, effort, and focus to every session and match.
- Listen to and follow my coaches' instructions.
- Keep my gear clean and look after academy equipment.
- Report any injury to my coach right away.
- Support my teammates — we win, lose, and learn together.
- Take responsibility for my own growth and consistency.

Zero Tolerance

Bullying, profanity, disrespect, or any behaviour that makes others feel unsafe or unwelcome will not be tolerated — on the field, off the field, or online.

[03]

Parent Code Of Conduct

PARTNERS IN DEVELOPMENT

Parents and guardians are partners in every player's journey. We ask that you:

- Encourage effort and bravery over results — praise the attempt, not just the goal.
- Cheer positively for all athletes, including opponents.
- Let coaches lead sessions — please avoid coaching from the sidelines.
- Communicate with coaches and staff respectfully, away from players, and during appropriate hours.
- Avoid confrontations with coaches, referees, other parents, or players.
- Model the values we teach: discipline, respect, growth, commitment, community.



[04]

Attendance & Communication

SHOWING UP IS HALF THE BATTLE

Attendance

- Players are expected to attend all scheduled sessions and matches.
- If your child cannot attend, please notify the academy at least **24 hours in advance**.
- Frequent unexplained absences may affect program participation and development.
- Arrive 10 minutes early so sessions can start on time.

Communication

- All communication should remain professional and respectful.
- Please send messages during appropriate hours; we respond as quickly as possible.
- Questions about your child's development? Request a quick chat — we're happy to talk away from session time.
- The academy will notify families promptly of any schedule changes.

Contact Us

Email: Info@performeliteacademy.ca • Phone: 647-830-8036

[05]

Uniform & Equipment

COME PREPARED, EVERY TIME

Required Every Session	Notes
Official Perform Elite gear	Worn to all sessions and matches; keep it clean and presentable.
Shin guards	Mandatory for every session and game — no shin guards, no contact play.
Proper footwear	Cleats for grass; flats or turf shoes for indoor sessions.
Ball	Bring your own properly inflated ball, labelled with your name.
Water bottle	Full at the start of every session — hydration is part of training.
Positive attitude	The most important piece of equipment we own.



[06]

Safety, Weather & Injury

SAFETY ALWAYS COMES FIRST

Injuries

- Players must report any injury to their coach immediately — no matter how small it seems.
- Players returning from significant injury may require medical clearance before full participation.
- Any player suspected of a concussion is removed from activity immediately and follows return-to-sport protocols (see our waiver and Rowan's Law guidance).

Weather

- Training may be adjusted, relocated, or postponed due to unsafe conditions (lightning, extreme heat or cold, poor field conditions).
- Families will be notified promptly of any cancellations or changes.
- Sessions cancelled by the academy will be rescheduled where reasonably possible.

Drop-Off & Pick-Up

- Parents/guardians are responsible for players before sessions begin and after they end.
- Please pick up players promptly and tell us in writing if someone else will be picking up your child.

[07]

Refund Policy

FAIR & TRANSPARENT

- Refunds are not issued once a program has begun.
- Credits may be considered for verified injury or relocation, at the academy's discretion.
- Programs cancelled entirely by the academy are refunded.
- Missed sessions may be rescheduled at the academy's discretion, with no guarantee.



[08]

Discipline Policy

CLEAR, CONSISTENT, FAIR

To protect our standards and our environment, Perform Elite follows a clear three-step framework. Respect and sportsmanship are non-negotiable.

Step	Action	What It Means
1	Verbal Warning	A coach addresses the behaviour directly and privately with the player.
2	Written Warning	The academy documents the issue and informs the parent/guardian.
3	Suspension or Removal	Repeated or severe issues result in suspension or removal from the program without refund.

Severe behaviour (violence, bullying, discrimination, or anything endangering others) may skip steps and result in immediate suspension or removal.

[09]

Social Media Policy

REPRESENT THE BADGE WELL

- Use social media responsibly — what you post represents you, your family, and Perform Elite.
- Negative or harmful posts about teammates, coaches, families, or the academy are prohibited.
- Positive sharing of achievements, team moments, and milestones is encouraged.
- Parents: please respect our photo/media consent choices — only share images of other players with their family's permission.



[10]

Player Development Expectations

THE LONG-TERM JOURNEY

Our development model builds the complete player across five pillars. Every player is expected to take ownership of their growth — development is a long-term journey, and effort plus discipline leads to excellence.

Pillar	What We Develop
Technical Mastery	Ball mastery, first touch, passing, dribbling, finishing — both feet.
Physical Strength	Coordination, balance, speed, and age-appropriate athletic development.
Mental Toughness	Confidence, focus, resilience, and bouncing back from mistakes.
Teamwork	Communication, supporting teammates, and playing for each other.
Leadership	Responsibility, accountability, and setting the example on and off the pitch.

Our Final Message

Perform Elite is built on respect, discipline, and a shared vision. When players, parents, and coaches pull in the same direction, every athlete thrives — on and off the field. Thank you for trusting us with your child's development. Let's build something special together.

HANDBOOK ACKNOWLEDGMENT

We have read and understood the Perform Elite Player & Parent Handbook and agree to uphold its expectations and policies.

Player Name: _____

Date: _____

Parent/Guardian Signature: _____

Date: _____