



PROJECT
BLUE LINE

SERVICE & PROGRAM GUIDE

STRONGER. HEALTHIER. SAFER.



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WHAT IS PROJECT BLUE LINE?

Project Blue Line (PBL) is a youth sport education and culture development initiative that helps organizations create safer, healthier, and more positive environments for athletes, families, coaches, and communities. Originally launched with support from the National Hockey League Foundation and the Chicago Blackhawks Foundation, the program is named after hockey's iconic blue line: a symbol of both boundaries and transition. Through evidence-informed training, organizational support, and community engagement, Project Blue Line helps sport organizations strengthen relationships, promote athlete well-being, and build cultures rooted in trust, respect, accountability, and safety.

Purpose & Vision

We envision a sports environment where all youth can experience the joy of the game in a culture rooted in trust, inclusion, personal growth, and safety. Project Blue Line was created to serve as a scalable, community-centered program that advances that vision through proactive, measurable tools.

Who is PBL For?

Project Blue Line serves our athletic environment as a whole.

Our programs benefit:

- Athletic departments
- Youth sport organizations and clubs
- Coaches and coaching staffs
- Youth athletes
- Parents and caregivers
- Organizational leaders and boards
- Governing bodies and leagues

Why is PBL Important?

Strong relationships are the foundation of positive sport experiences. Project Blue Line helps organizations strengthen communication, leadership, and culture to create environments where athletes, coaches, and families can thrive.

By focusing on people, not just performance, organizations build healthier, safer, and more impactful sport communities.



PROGRAM HIGHLIGHTS

Research-Informed

Built on established research and evidence-based practice from positive youth development, social work, psychology, and coaching science.

Community-Centered

Designed alongside coaches, parents, athletes, and organizational leaders to reflect the real challenges and opportunities within sport.

Practical & Actionable

Focused on tools, strategies, and conversations that participants can immediately apply within their teams, organizations, and communities.

Adaptable & Scalable

Programs can be customized to fit the needs of individual teams, clubs, school districts, governing bodies, and sport organizations of all sizes.

Relationship-Driven

Grounded in the belief that healthy relationships are the foundation of positive sport experiences, culturally-responsive care, and long-term athlete development.

PROGRAMS & SERVICES

EDUCATION AND TRAINING

Flagship Series:

The Culture You Create

Comprehensive coach development program delivered through a hybrid learning model that combines live workshops, online learning, and practical application.



**BUILDING
STRONGER
COACHES,
HEALTHIER
RELATIONSHIPS,
AND SAFER
SPORTING
ENVIRONMENTS**

Ideal For:

- Coaching Staffs & Leadership Teams
- State & Local Sport Associations
- Clubs Seeking Organizational-wide Implementation

Format:

- Interactive Asynchronous Modules
- Live Workshops
- Downloadable Workbook Resources
- Continuing Education Certificate
- Optional Follow-up Support

Focus Areas - By participating in this program, coaches will:

- Write Comprehensive Coaching Philosophy Statements
- Implement Positive Youth Development Frameworks
- Practice Relationship-Centered Coaching Practices
- Utilize Strategies for Communicating Effectively with Parents, Athletes, & Administrators
- Learn Steps to Ensure Athlete Safety & Wellbeing

Pricing:

SMALL CLUB: \$3,000

MID-SIZE CLUB: \$5,000

LARGE CLUB: \$7,500

COACH LEADERSHIP WORKSHOP

A focused leadership experience designed to help coaches strengthen their ability to lead athletes, influence culture, and build accountability.

Ideal For:

- Coach Meetings & Retreats
- Coaching Symposiums
- League-wide Education Events
- In-season Professional Development Opportunities

Format:

- Virtual Trainings (Live or Scheduled)
- Standalone Workshop Experience
- Supporting Workbook Materials
- Optional Follow-up Support
- Online, Self-paced Modules
- Continuing Education Certificate

Focus Areas - By participating in this program, coaches will:

- Grow in the Leadership and Development of Team Culture
- Practice Effective Communication & Conflict Resolution Skills
- Improve Accountability & Decision-Making
- Build Positive Parent Relationships

Pricing:

VIRTUAL: \$750

IN-PERSON: \$1,500

CONFERENCES STARTING AT: \$2,000





ALIGNING ADULTS AROUND ATHLETE DEVELOPMENT

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PARENTS OF ATHLETES WORKSHOPS

Designed to improve communication, reduce conflict, and establish healthy boundaries between coaches and parents. Created to offer strategies for maximizing a parent's role in supporting their youth athlete's success.

Ideal For:

- Season Launch & Alignment Meetings
- Parent Education & Engagement Sessions
- Organizational Culture Development Programs

Format:

- Virtual Training Sessions (Live or Scheduled)
- Standalone Workshop Experience
- Supporting Workbook Materials
- Optional Follow-up Support
- Online, Self-paced Modules
- Continuing Education Certificate of Completion

Focus Areas - By participating in this program, parents will:

- Define Parent Roles & Responsibilities
- Set Boundaries
- Practice Conflict Prevention
- Strategize for Engaging in Difficult Conversations

Pricing:

VIRTUAL: \$750

IN-PERSON: \$1,250 - \$2,500



PROFESSIONAL SUPPORT WHEN YOU NEED IT MOST

NAVIGATOR SUPPORT SERVICES

Project Blue Line Navigators serve as trained support partners who help organizations navigate culture-building efforts, communication challenges, and community concerns.

Potential Support Areas:

- Conflict Resolution Support
- Leadership Consultation
- SafeSport Collaboration
- Ethics & Accountability Processes
- Culture Implementation Support
- Crisis Response & Recovery Support

Who are Navigators:

- Respected, trusted & experienced members of the coaching community
- Field experienced social workers
- Trained & certified by S4C + UK College of Social Work on conflict resolution, reporting practices, crisis management, and PBL best practices

Navigator services may be provided as a standalone engagement or integrated into larger organizational partnerships.

Pricing:

SEASONAL SUPPORT: \$3,000

ANNUAL SUPPORT: \$6,500

CONSULTING & ASSESSMENTS

Organizational Culture Package

A comprehensive evaluation process designed to assess the health, strengths, and opportunities within a sport organization.

Ideal For:

- Youth Clubs & Community Sports Organizations
- Sports Associations & Leagues
- Governing Bodies & Administrative Organizations
- School Athletic Departments

Assessment Areas:

- Organizational Culture
- Coaching Practices
- Parent Engagement
- Communication Systems
- Health & Safety Policies
- Rules & Ethics Structures

Deliverables:

- Organizational Review & Analysis
- Executive Summary with Strategic Recommendations
- Action Planning & Implementation Support

Pricing:

SMALL ORGANIZATION: \$4,500

MID-SIZED ORGANIZATION: \$6,500

LARGE ORGANIZATION: \$9,500

**HELPING
ORGANIZATIONS
UNDERSTAND
WHERE THEY ARE
AND WHERE THEY
WANT TO GO.**



STRATEGIC PLANNING, ORGANIZATIONAL DEVELOPMENT, AND PROGRAM ASSESSMENT

Customized consulting support for organizations seeking to strengthen systems, improve culture, and establish long-term development plans.

Focus Areas:

- Organizational Growth
- Leadership Development
- Community Engagement
- Safety Planning
- Program Evaluation
- Strategic Initiatives

Expected Outcomes:

- Clear Organizational Direction
- Stronger Leadership Alignment
- Improved Communication
& Collaboration
- Increased Community Engagement
- Sustainable Growth & Development
- Greater Organizational Impact

Example Deliverables:

- Strategic Planning Sessions
- Leadership & Stakeholder Workshops
- Organizational Development Roadmap
- Priority & Goal Alignment Process
- Action Plan Development
- Ongoing Implementation Consultation

Pricing:

ONE-DAY PLANNING

SESSION: \$3,000

MULTI-SESSION PROCESS:

\$6,500-\$9,500



**INFORMED. PURPOSEFUL.
EVIDENCE-DRIVEN. GROWTH.**

ADVOCACY, AWARENESS, EDUCATION

Speaking & Events

Project Blue Line presentations bring evidence-informed insights, practical strategies, and real-world experiences to conferences, associations, leagues, and community events.

Keynote Presentations

Engaging presentations designed to challenge thinking, inspire action, and strengthen sport communities.

Conference Workshops (Starting at \$2,000)

Interactive learning experiences that provide participants with practical tools they can immediately apply within their own organizations.

Custom Presentations

Project Blue Line can develop customized presentations and educational experiences tailored to the unique needs of organizations, associations, conferences, and communities.

Ideal For:

- Conferences
- Annual Meetings
- Leadership Summits
- Coaching Clinics

Popular Topics:

- Positive Youth Development
- Leadership in Sport
- Building Healthy Team Cultures
- The Future of Youth Sports
- Relationships as a Competitive Advantage
- Cultivating the Role of Parents in Sport



Pricing:

LOCAL KEYNOTE: \$750

REGIONAL KEYNOTE: \$1,500

NATIONAL KEYNOTE: \$2,500+

PRICING & CONSIDERATIONS

Workshops & Training - Starting at \$750

Organizational Assessments - Starting at \$4,500

Strategic Planning & Consulting - Starting at \$3,000

Speaking & Events - Starting at \$750

**Packages requiring travel incur additional costs. Cost typically ranges from \$1,000 to \$2,000.*

Tier	Teams	Athletes	Coaches	Parent Household
Tier I	1-10	Up to 200	Up to 20	Up to 200
Tier II	11-25	201-500	21-50	201-500
Tier III	26-50	501-1,000	51-100	501-1,000
Tier IV	50+	1,000+	100+	1,000+

Coach Leadership In-Person Workshop	
Coaches	Fee
0-20	\$1,250
21-50	\$2,250
51-100	\$3,250
100+	Custom

Service	Tier I	Tier II	Tier III	Tier IV
The Culture You Create	\$3,000	\$5,000	\$7,500	Custom
Coach Leadership Workshop	\$1,250	\$2,250	\$3,250	Custom
Parents Workshop	\$1,250	\$2,000	\$2,500	Custom
Navigator Services (Annual)	\$3,000	\$6,500	\$9,500	Custom
Organizational Culture Package	\$4,500	\$6,500	\$9,500	Custom
Strategic Planning	\$3,000	\$6,500	\$9,500	Custom
Keynote Presentation	\$750	\$1,500	\$2,500	Custom
Conference Workshop	\$2,000	\$3,000	\$4,500	Custom

**Prices represent starting rates or typical investment levels. Custom quotes are provided based on organizational size, scope, and travel requirements.*

CONTACT US

Schedule an introductory meeting to learn more!

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