

Erasmus + Sportsproject


Parkour in a club context



What is Parkour?



- Parkour or Freerunning?
- Why Parkour in a sportsclub?



Why parkour and why parkour in a sportsclub?

- Creativity
- Progression
- Friendship
- Safety
- Respect for each other/ environment
- Fun
- Young mindset

Some numbers

- According to We Are Freerunning: 45 Clubs that offer parkour and 8 clubs that offer ONLY Parkour



- According to the Gym Federation, more than 2.200 members



Example Clubs

- Gymclub Tienen (500 members)



- Circusschool Salto (450 members)



Gymclub Tienen

- 71 members (only parkour)
- 1 day a week, every Saturday
- Parkour 1, 2 (beginners + advanced 1h)
- Parkour 3 (more then 2 to 3 years experience)
- Parkour 3 is only after selection



Gymclub Tienen

- Vision: Increasing the physical health of all its members by offering a wide choice of different gymnastic disciplines. The activity targets at competitive and not competitive gymnasts regardless of their age, gender and origin



Circusschool Salto

- 90 members (only parkour)
- 1 day a week, every tuesday evening
- Parkour 1 (7 – 10)
- Parkour 2 (11 – 13)
- Parkour 3 (14 - ...)



Circusschool Salto

- Vision: relaxing, physical lessons in a non competitive context, moving without competition is their motto.



How do we attract possible members?

- Open lessons/ Try outs
 - First two weeks of september
 - Let them feel comfortable, no pressure
 - Talk to the parents
 - Start with simples excercices with a lot of succes experience

How do we attract possible members?

- Initiations
 - At schools, sportsdays, familydays
 - Learn them some basic tricks so they are curious to learn more
 - Take some promomaterial with you, be visible
 - Try to network with people that can be important for the club and for parkour in the club

How do we attract possible members?

- Events
 - Organise sportsevents with your club to let people see that you offer parkour
 - Make footage of these events as proof of the succes of the events

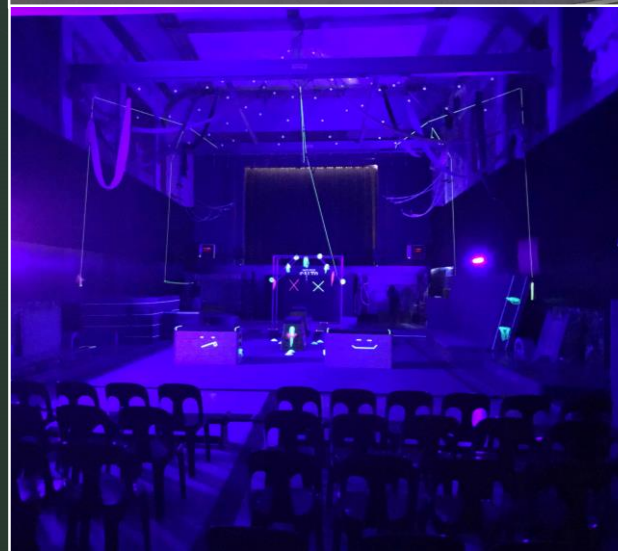
How do we attract possible members?

- Example Gymshow (Gymclub Tienen)
- Entrance fee
 - 1.200 spectators
 - Most of them are parents, family, friends who are interested
 - Make it spectacular so the spectators talk about it
- Word to mouth advertisement



How do we attract possible members?

- Example open show (Circusschool)
- No entrance fee
- Most of the spectators family and friends, still important for word to mouth advertisement
- The show is free so the threshold is lower

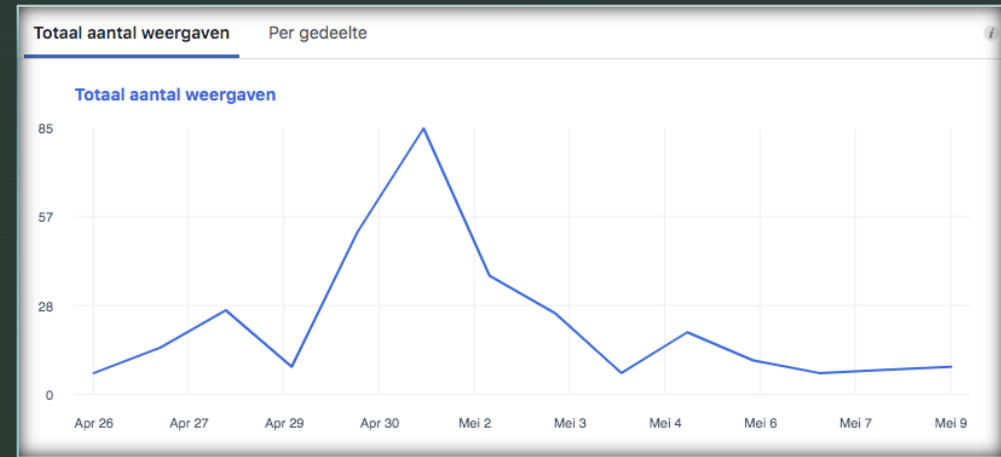


How do we attract possible members?

- Social Media
 - Very important for attracting youth
 - Most used and popular platforms are Facebook and Instagram
 - Stay active (contentplan)

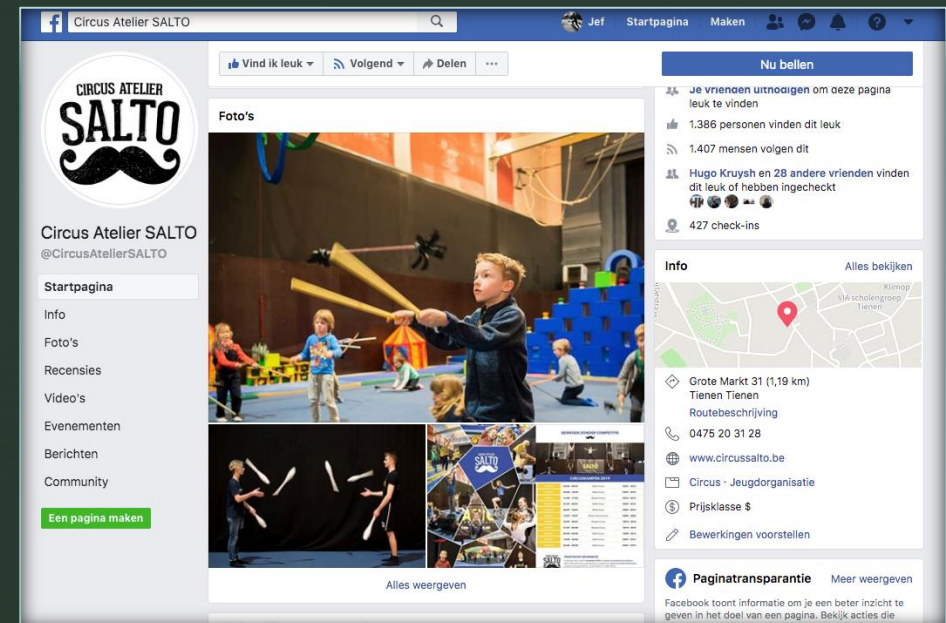
How do we attract possible members?

- Example Gymclub Tienen



How do we attract possible members?

- Example Circusschool Salto



How do we attract possible members?

- E – Mail
 - A more common way of communication
 - Newsletters, invitation and extra information

How do we attract possible members?

- Word to mouth advertising
 - most important type of advertisement
 - easy to spread
 - needs a lot of repetition
 - have a standard text in your head but adapt it to the “consumer”

How do we attract possible members?

- Combine all strategies
- Parkour is already popular
- Make them clear that you don't have to be really sporty



Are there Questions?

- For more questions feel free to contact me at jefdenruyter12@gmail.com