



Dear Youth Sports Coaches,

As a coach, you are a tremendous influence on the character development of the young athletes that you deal with. I cannot think of a more important investment of your time and energy than to make a TOTAL commitment to fully developing these athletes, not only in skills development -- but also by using a character development plan that emphasizes the importance of good character, not only in athletics, but in all walks of life!

That is why I fully support the **CHAMP Elite Team Award!** The CHAMP Elite Team Award can be earned by youth athletic teams that demonstrate a commitment to character development by involving their whole team community (coaches, players and parents) to emphasize, require and recognize good character through a commitment to sportsmanship, teamwork and community.

At Colorado State University, the coaching staff works hard to develop the character of our college athletes so that they make the connection between lessons learned in athletics and application in real life. Please join me in developing these young athletes to their full character potential for success in every area of their lives.

Go Rams!

Sonny Lubick  
Head Football Coach  
Colorado State University



**CHAMP is a program of the Greater Fort Collins Community of Character Initiative.**  
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