

NIKE PRO TRAINING CAMP: NFL CLASS OF 2012



SPARQ AND NIKE FOOTBALL PARTNERED TO HOST THE 2ND NIKE FOOTBALL PRO TRAINING CAMP AT NIKE WHQ FROM JUNE 25TH - JUNE 29TH, 2012.

THE WEEK FOCUSED ON OUR COMMITMENT TO BUILD BETTER ATHLETES THROUGH PERFORMANCE TRAINING AND INNOVATION.

SPARQ ASSEMBLED A TEAM OF WORLD RENOWNED EXPERTS TO ASSESS, ANALYZE AND IMPROVE 9 NFL ATHLETES. THE NFL ATHLETES WERE ALSO OUTFITTED IN NIKE'S BEST-IN-CLASS AND MOST INNOVATIVE PRODUCT.

THE NIKE FOOTBALL PRO TRAINING CAMP IS ANOTHER EXAMPLE OF OUR EVOLUTION AND CONTINUED DEDICATION TO BUILD THE FASTEST ATHLETES IN THE GAME.

FAST IS FASTER.

ATTENDEES

NDAMUKONG SUH
DETROIT LIONS

JERMICHAEL FINLEY
GREEN BAY PACKERS

ED DICKSON
BALTIMORE RAVENS

DARNELL DOCKETT
ARIZONA CARDINALS

ADRIAN WILSON
ARIZONA CARDINALS

CAMERON JORDAN
NEW ORLEANS SAINTS

KAM CHANCELLOR
SEATTLE SEAHAWKS

DENNIS DIXON
FREE AGENT

LAWRENCE JACKSON
DETROIT LIONS





TRAINING STAFF

- 1. PAUL WINSPER**
SPARQ PERFORMANCE DIRECTOR
- 2. KEITH D'AMELIO**
SPARQ PERFORMANCE
- 3. JON TORINE**
NFL PERFORMANCE DIRECTOR
- 4. CHARLIE WEINGROFF**
FUNCTIONAL MOVEMENT
- 5. ROB BUTLER**
K-LAB DUKE UNIVERSITY
- 6. DUANE CARLISLE**
PURDUE S&C DIRECTOR
- 7. TOM SHAW**
SPEED COACH
- 8. MATT JAMES**
SPARQ PERFORMANCE
- 9. GARY KILGORE**
AQX DIRECTOR
- 10. JOHN BERARDI**
NUTRITION EXPERT
- 11. MIKE GERVAIS**
MENTAL PREPARATION EXPERT
- 12. VAL NASEDKIN**
OMEGAWAVE FOUNDER

OBJECTIVES

BUILD BETTER ATHLETES AND ENABLE THEIR OWN EPIC TRANSFORMATIONS

CONTINUE TO POSITION NIKE WHQ AS A PERFORMANCE TRAINING DESTINATION FOR OUR NIKE ATHLETES

INTRODUCE OUR MOST INNOVATIVE PERFORMANCE PRODUCT

MOTIVATE AND INSPIRE OUR ALPHA FOOTBALL ATHLETE THROUGH BRAND MEDIA CONTENT

LEVERAGE PRO CAMP TO AUTHENTICATE NIKE+ TRAINING

THE FAST IS FASTER JOURNEY

GEAR UP

- EQUIPPED WITH OUR NEWEST AND MOST INNOVATIVE PERFORMANCE/TRAINING PRODUCT

ASSESS & ANALYZE

- IDENTIFY EACH ATHLETE'S OPPORTUNITIES

IMPROVE

- SEE IT FASTER, MOVE FASTER, RECOVER FASTER, DO IT FASTER

NIKE+

- INTRODUCE THE FIRST WAVE OF NIKE+ TRAINING





GEAR UP

NFL LICENSED APPAREL

PERFORMANCE/TRAINING FTWR



ASSESS & ANALYZE

*"IN ORDER TO HELP YOU IMPROVE,
WE FIRST MUST KNOW WHERE YOU'RE STARTING FROM"*

-PAUL WINSPER



ASSESS & ANALYZE

Y-BALANCE (MOVE)

OMEGAWAVE (ENERGIZE)

OMEGAWAVE WORK CAPACITY (ENERGIZE)

SPARQ SENSORY PERFORMANCE (SENSE+PROCESS)

DYNAMIC MOVEMENT ASSESMENT (MOVE)



IMPROVE

*“ONCE WE IDENTIFY A POSSIBLE LIMITING FACTOR
WE NEED TO DO EVERYTHING POSSIBLE TO REMOVE IT”*

-KEITH D'AMELIO



IMPROVE
MOVEMENT PREP
WEIGHT TRAINING
SPEED SESSIONS
AQX POOL SESSION
NIKE VAPOR STROBE TRAINING



NIKE+
FUEL BAND SEEDING
TRI+ TECH SESSION
'CHALLENGES' SHOOT
THIRST THURSDAY
EMPLOYEE EVENT



BRAND CONNECTIONS

AQ&
ZERO IT

The high of victory comes to players willing to get low. All Summer Long. @camjordan94 at NPTC. pic.twitter.com/bpkKC8Jn

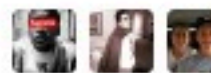
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39 RETWEETS

9 FAVORITES



9:35 PM - 27 Jun 12 via SPRINKLR Football



Nike Football

@usnikefootball

Keep up with the latest from Nike Pro Training Camp. @kam_chance @adrian_wilson gonike.me/60 pic.twitter.com/WnLWD8a5

Reply Retweet Favorite



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24 RETWEETS

11 FAVORITES



4:25 PM - 27 Jun 12 via SPRINKLR Football · Embed this tweet



Nike Football

June 28

Nike Pro Training Camp 2012 (63 photos)

A week inside Nike World Headquarters training with the best.



Like · Comment · Share

Jennifer Hooson and 3,149 others like this.

View all 56 comments



DARNELL DOCKETT @ddockett
 We out chea! Nike team! @adrian_wilson24 @bambamkam @jermichaelf88 @ndamukong_suh @ Jake's Famous Crawfish
instagr.am/p/MUbCOgFmK4/
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25 Jun

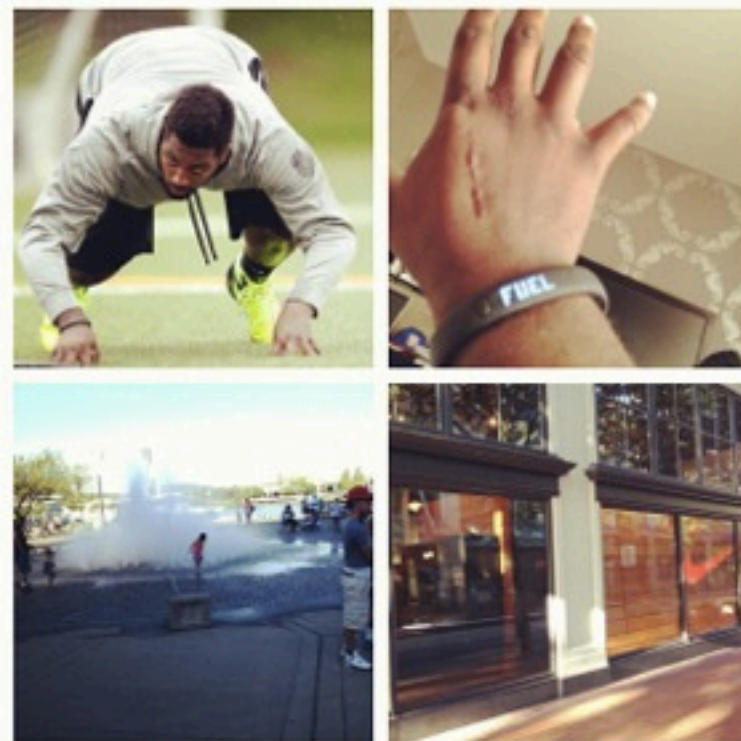


cameron jordan
 @camjordan94

Following

Does this describe my day 3 of training at #nike hq instagr.am/p/MZ81fsnzZG/

Reply Retweet Favorite



Jermichael Finley
 @Jermichaelf88

Following

I want to Thank @Nike for the love they showed me here at the #NikeProTrainingCamp. Nike is the Best!

Reply Retweet Favorite



Kameron
 @Kam_Chancellor

Follow

They worked some new muscles on me yesterday because I'm sore as crap..

Reply Retweet Favorite

10:08 AM - 27 Jun 12 via Twitter for iPhone - Embed this Tweet

Kameron
 @Kam_Chancellor

Learning my body Nike pro training camp instagr.am/p/MhHW7fEY4q/

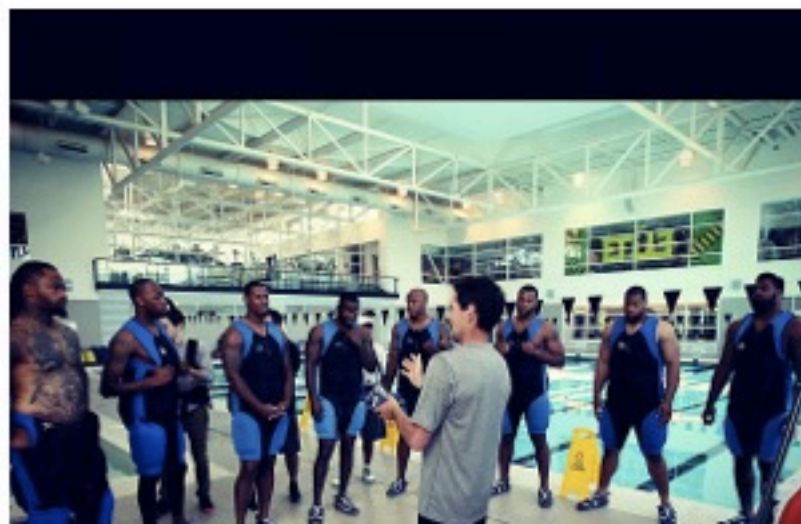
Reply Retweet Favorite



Kameron
 @Kam_Chancellor

Gettin ready for the pool workout instagr.am/p/MhHs-OkY4-/

Reply Retweet Favorite



Ndamukong Suh
 @ndamukong_suh

Following

Fresh Nike Lunar TR1+ coming out this Friday 6/29! Nice Lil shout out to the #CWS/#Nebraska! #NEBLove img.ly/k2lY

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A close-up, low-angle shot of Jermichael Finley in a gym, performing a bench press. He is lying on a bench, holding a barbell with both hands. His face is contorted with effort, and his mouth is wide open in a shout. He has large, intricate tattoos on both forearms. The lighting is dramatic, with strong highlights and deep shadows, emphasizing his physical exertion.

***"I CAN ALREADY TELL I'M GONNA BE
SPENDING A LOT MORE TIME HERE."***

-JERMICHAEL FINLEY GREEN BAY PACKERS