

*Home of Rusty Shealy Pole Vault*



121 Crockett Road  
Columbia, SC 29212  
Rusty@ShealyAthletics.com  
(803) 315-5998

## **Pole Vault Families**

SHEALY ATHLETICS  
121 Crockett Road  
Columbia, SC 29212  
(803) 315-5998  
[Rusty@ShealyAthletics.com](mailto:Rusty@ShealyAthletics.com)  
[www.ShealyAthletics.com](http://www.ShealyAthletics.com)

.....



August 29, 2022

Reference: 2022/23 Price changes and equipment fees.

Dear Pole Vault Families:

I consider it an honor and a privilege to be your pole vault coach. I have tormented myself over needing to increase coaching fees for years. In fact, we haven't increased clinic fees since about 2004. In that year, we had two separate parents tell me I wasn't charging enough. One said, "If you had any idea how much we have been spending on gymnastics and cheerleading, and those places are plentiful... but not many specialize in doing what you do." I was told at that time in 2004 that I should charge \$50 per clinic, and I thought no way. We went up, but not that much. I had fought raising it for nearly two decades, until we haven't any choice.

Unfortunately inflation has been coming fast in every aspect of our lives. The cost of poles and equipment for coaching pole vaulters has shot up, in some cases 25% and more. Through the years, I have purchased \$300,000+ in practice poles. We break poles every year. When practice poles break, I pay out of my pocket to replace them. Having an equipment fee will cover part of the cost. However leasing poles are different, since whomever leases the pole is responsible for broken, lost, or damaged poles with replacement cost at my dealer cost. Though I absorb the freight to get a new one here which is \$200-\$300.

In addition, I would like to add much more for training, like another runway for pole runs, slide box, and sled... improving the ring vault landing area... clearing more trees and bringing dirt in to have a great grass area to run on... and running electrical underground to the back for lights (extension chords now). Even the pole vault pit is showing lots of wear because we jump on it year-round. The weather cover, top pad, and even the base pads are needing TLC... and in the not to distant future we will need to replace the entire landing system. As much as having a barn

.....

August 29, 2022

Page 2

or shed roof over us would be very nice, I don't see that anytime soon without a generous benefactor.

It's probably easy to see how much I love what I do for everyone. It's easy for me to lose sight that it is still a business. If I don't treat it as such it does none of us any good.

I have spoken with coaches nationwide to get their thoughts and business models, and after much thought and prayer this is what I have come up with...

After remaining the same for nearly two decades, the clinic fees are going up. In addition, rather than asking for a higher once a year equipment fee from everyone, we will break it up by adding a \$30 per month equipment fee to be included in the monthly registrations.

Here are the clinic basics, all of which include the equipment fee:

- 1) One day per week (4x). You choose day/time. \$225/month.
- 2) Two days per week (8x). You choose days/times. \$325/month.
- 3) Single sessions \$60 each.
- 4) Private session: One hour \$90 per; Two hours \$135 per.

If I can answer any questions, please do not hesitate to contact me.

Sincerely,

Rusty Shealy  
Shealy Athletics  
121 Crockett Road  
Columbia, SC 29212  
[Rusty@ShealyAthletics.com](mailto:Rusty@ShealyAthletics.com)  
803-315-5998