

STUDENT ATHLETES IN ARIZONA

Professional Parent Education & Partnership Guide

Powered by GSS Benefits | Coach Keith Gilbert

protectmyathleteaz.life

Arizona — NOW Is The Time

*"We are not selling insurance to schools.
We are helping Arizona families become better informed
and better prepared for year-round athletics."*

School may be out for summer, but student athletes never stop. Training, camps, travel teams, conditioning, tournaments, and year-round competition continue long after school ends. This guide helps parents, coaches, athletic directors, and community leaders understand athlete preparedness and the resources available to protect Arizona families.

3.5M+

Youth Sport
Injuries / Year

60%

Families
Under-Prepared

5-18

Ages With
Coverage Options

AZ

Arizona
Focused Service



Connect with GSS Benefits today.
Protect their future before
the next play begins.

Why This Matters

One unexpected injury can create significant emotional and financial stress for any family. Many parents assume all athletic activities are fully covered — but coverage situations can vary widely depending on the activity, organization, and personal circumstances. **Protect My Athlete AZ** was created to help families become proactive *before* injuries happen.

The Reality Arizona Families Face

- More than 3.5 million youth sport injuries occur every year in the United States.
- Many school and travel-team policies contain gaps that parents are unaware of.
- Summer and off-season activities often fall outside standard school coverage windows.
- Emergency room visits from sports injuries can cost families thousands of dollars.
- Early preparation is the #1 way to reduce financial and emotional impact.

"Protect their future before the next play begins."

Benefits of Working with GSS Benefits

✓ Athlete-Focused Solutions	✓ Personalized Support
✓ Ages 5–18 Coverage Options	✓ Arizona-Focused Service
✓ Family Coverage Reviews	✓ Fast Enrollment Opportunities
✓ Educational Resources	✓ No Cost to Schools

A Message for Athletic Directors

*We are not selling insurance to schools.
We are a community education resource for your families.*

Athletic Directors play a critical role in student athlete safety and family preparedness. GSS Benefits and Protect My Athlete AZ are here to **support your mission** — not to create additional work or liability for your school.

What We Offer Your School Community

- Free Parent Education Nights — we bring the presentation, you open the doors.
- Student Athlete Awareness Presentations for your athletes and their families.
- Booster Club Workshops to empower your parent volunteers.
- Printed resource guides available at no cost to your athletic department.
- Community outreach events tied to your school calendar.
- Zero obligation — no contracts, no fees, no sales pitch to students.

Who We Partner With

Athletic Directors	School Districts	Booster Clubs
Youth Sports Organizations	Travel Teams	Community Leaders
Coaches	Parent Groups	Recreation Centers

Ready to schedule a free event at your school?

Contact Coach Keith Gilbert: 480-799-1748 or visit protectmyathleteaz.life

Parent Education Guide

As the parent of a student athlete, you invest enormous time, energy, and love into your child's athletic journey. This guide is designed to help you ask the right questions and make informed decisions — **before** an injury puts your family in a difficult position.

Questions Every Parent Should Ask

- Is my child covered during summer camps, travel leagues, and off-season training?
- What does our current coverage actually pay — and what does it leave out?
- How do I file a claim if my child is injured at an away tournament?
- Are there coverage options that fill gaps without breaking the budget?
- What preventive steps can our family take right now?

Year-Round Activity Coverage Awareness

School Season	✓ Typically best-covered period
Summer Camps	■ Coverage may vary by camp/organization
Travel Teams	■ Often requires separate review
Off-Season Training	■ Often overlooked by families
Community Leagues	■ Coverage depends on organization

***A GSS Benefits family review is FREE, fast, and pressure-free.
Call 480-799-1748 or visit protectmyathleteaz.life to get started.***

Booster Club & Community Partnership Guide

Booster clubs are the backbone of student athletics. You fund equipment, travel, uniforms, and more. Partnering with Protect My Athlete AZ gives your booster club a meaningful, no-cost way to serve your families *beyond* fundraising.

How Booster Clubs Can Partner With Us

- Host a free Athlete Preparedness Workshop at your next booster meeting.
- Distribute our family resource guides at games, tournaments, and events.
- Feature our QR code in your program, newsletter, or digital announcements.
- Invite Coach Keith to speak at your annual kick-off event.
- Add a 'Family Preparedness' page to your booster club website with our link.

Available Partnership Programs

Program	Format	Cost to You
Parent Education Night	In-Person Presentation	FREE
Student Athlete Awareness Talk	School Assembly / Team Meeting	FREE
Booster Club Workshop	Meeting Presentation	FREE
Community Outreach Event	Community Fair / Expo	FREE
Resource Guide Distribution	Printed Materials	FREE
Athlete Preparedness Campaign	Digital + Print	FREE

Arizona Student Athlete — By The Numbers



Year-Round Sports Participation in Arizona

Arizona's warm climate means sports never truly stop. Student athletes compete and train throughout the calendar year across dozens of sports and activity types:

• Football	• Basketball
• Baseball & Softball	• Soccer
• Track & Field	• Swimming & Diving
• Cross Country	• Wrestling
• Volleyball	• Tennis
• Golf	• Lacrosse
• Cheer & Dance	• Club & Travel Teams
• Summer Conditioning Camps	

Every sport above represents a family that deserves to be informed, prepared, and protected.

About Coach Keith Gilbert

Coach Keith Gilbert is the founder of **GSS Benefits** and **Protect My Athlete AZ**. With a background in athletics and a deep commitment to Arizona families, Coach Keith built this initiative to bridge the gap between athletic participation and family preparedness.

His Mission

"My mission is to help Arizona families become informed, prepared, and proactive regarding student athlete protection and year-round participation."

— Coach Keith Gilbert, Founder, GSS Benefits

What Coach Keith Brings to Your Community

- Real-world experience as a coach and athlete advocate.
- Deep knowledge of the Arizona athletic landscape — school, club, and travel.
- Plain-language education that empowers parents without overwhelming them.
- A trusted, relationship-first approach to community outreach.
- Zero pressure — every conversation is about education, not sales.

Coach Keith by the Numbers

AZ
Arizona-Based &
Arizona-Focused

100%
Parent Education First
Approach

0
Cost to Schools or
Families

5-18
Ages Served by GSS
Benefits

Take Action Today

1	Schedule a Free Parent Education Night We come to your school, booster meeting, or community event at no cost.
2	Request Family Resource Guides Beautiful printed guides for your athletic families — free of charge.
3	Book a Student Athlete Awareness Presentation Powerful, age-appropriate content delivered directly to your athletes.
4	Share Our QR Code Point families to protectmyathleteaz.life for instant access to resources.

CONTACT US

Coach Keith Gilbert

GSS Benefits | Protect My Athlete AZ

■ 480-799-1748

■ protectmyathleteaz.life



Protect Their Future Before The Next Play Begins.