

La Costa Canyon Football
Kickoff Night
May 1, 2025



Agenda

- Director of Football Operations, Rachel Miller
 - Program Overview, parent involvement
- Concessions Czar, Tom Citrano
 - Volunteer Ask
- Head Football Coach, Sean Sovacool
 - Program Overview Coaches/Players Side



Director of Football Operations, Rachel Miller

- 6th season working with LCC Football
- 2 sophomores at LCC, 1 graduate (Class of 2024)
- Love high schoolers and football, an embarrassing amount
- Liaisons at every level to help meet each teams needs



Football Season Timeline - 111 Days Until KO!!

- Visit the Calendar - add to your phone!
 - www.lccfootball.com
- Flag football Camp: May 4 & 18 (current 6th-8th graders)
- Summer camp: June 10th - July 1st and July 7th - 11th
- Equipment hand out: July 9th
- Dead Period: July 14th - 28th (VACATION TIME!!)
- Fall camp: July 31st - **MANDATORY!!**
- Games start!
 - Frosh - August 21st
 - JV/Varsity - August 22nd



Summer Camp

June 10 - July 1 & July 7 - 10 (no camp on Friday's)

- JV/Varsity 8 - 11am
- Freshman 10am - 12pm

Camp includes:

- Live Workouts (led by LCC Football Coaches)
- Weight Training, Speed/Agility Training, Football Specific Work

Registration:

- \$325 fee
- [Registration Link available now](#)

- ✓ Pre- season camp (not mandatory but highly recommended)
- ✓ Registration Fees cover coaches/program fundraiser - LCC coaches do not get paid by the District for off-season activities.



Fall Football

MANDATORY PRACTICE STARTS JULY 31ST

- Required for CIF hours before live contact
- Practice times vary. Check calendar.

Registration:

- Through Sports Engine for communication/waivers/etc
- \$425 Donation Ask (\$400 if paid with summer camp registration)



Football Program Costs

For the Fall Football Season the District pays for 4 head coaches and 6 assistant coaches (we have 21 coaches). All other costs must be raised by the program.

Cost to run the football season is \$800 per player (we ask for a donation of \$425) and includes:

- 11 coaches stipends
- Equipment – Helmet, Pads
- Uniforms (game-day & practice), helmet decals
- Training equipment/field equipment, practice and game footballs
- HUDL / Game-day Video
- Game-Day Technology (live-stream, headsets, on-field film)
- Varsity Friday Team Meals/Weight Room Protein Bars & Drinks
- Team banquets/coaches gifts/volunteer gifts
- Team-Issued Gear
- Team Website
- Winter, spring, summer 7 on 7 tournaments
- Off-season strength trainer



Football Fundraising

Fundraising Goal is \$175,000 - The Football Program relies on fundraising activities and parent donations to fund the majority of the program.

Football Fundraising Activities:

- ✓ Parent Donations / Corporate Match of Parent Donations
- ✓ Snap Raise
- ✓ Youth / Football Pre-Season Summer Camp
- ✓ Sponsorships / Banners
- ✓ Game-Day Concessions
- ✓ Discount Card Sales

Last season our biggest fundraiser was Snap Raise, with game day concessions and Sponsorship banners close runner ups!



Football Fundraising

Parent Donation ask for 2025 Season- \$425 per player *

Corporate Match:

- ✓ LCC Foundation is a 501c-3 not for profit and many companies that our parents work for will match donations – you just have to ask/submit
- ✓ You will receive a receipt for your donation that can be used request match.
- ✓ We historically have received very low matching funds- this is a large opportunity for additional fundraising for the program.

** **Registration for Fall Football is open NOW.** Donation is not mandatory and does not impact player eligibility or participation, but the program heavily relies on parent donations to fund the program.*



Football Fundraising

Sponsorships / Banners

Do you know of any local businesses that would like to support LCC Football?

- Sponsorship/ Game-Day Program Ad
- LCC Football Field Stadium Banner

Reach out to Denean Mosman - lcchsfootball.finance@gmail.com

More information regarding sponsorship/banner will be sent out as we get closer to the season.



ORDER BY
MAY
5

LA COSTA CANYON HIGH SCHOOL LCC FOOTBALL - SPRING PLAYER BUNDLE 2025



\$30.00 BSN SPORTS
Men's Sleeveless
Compression Top



\$30.00 BSN SPORTS
Men's Sleeveless
Compression Top



\$40.00 adidas Men's
Team Issue
Shorts



\$35.00 adidas Men's
Long-Sleeve Pre-
Game Badge of
Sport Tee
+1 more color



\$32.00 adidas Men's
Short-Sleeve Pre-
Game Badge of
Sport Tee
+1 more color



\$45.00 adidas Men's
Fleece Hoodie
+1 more color



\$42.00 adidas Men's
Fleece Crew
Sweatshirt



\$45.00 adidas Men's
Fleece Hooded
Sweatshirt



\$45.00 adidas Men's
Fleece Hooded
Sweatshirt

- Pick any number, not guaranteed, but good to identify your gear
- Not mandatory, just highly recommended
- Wear Mavs colors on campus/in practice

Volunteers

The backbone of the program is volunteers, we need you!

Immediate needs:

- Sponsorship Liaison

All families are asked to provide two shifts in our concession stands during the season. Concessions is one of our largest fundraisers and it takes “all hands on deck” to make it successful. Plus it is fun!

Reach out to Rachel Miller - lcchsfootball@gmail.com
for more details on any volunteer opportunities.



Athletic Clearance

DUE JULY 1ST FOR FOOTBALL STUDENT ATHLETES!

1. **Visit [Homecampus.com](https://homecampus.com) - will be open mid-May**
2. Complete all required fields
 - a. Student/Parent Info
 - b. Signatures
 - c. Upload Forms
 - i. Physical
 - ii. Drivers form
 - iii. Grades from 2024-2025 school year (8th graders only)

Reach out to Char Grogan - charlin.grogan@sduhsd.net
for any additional Athletic Clearance questions.



Physical Night

MAY 22, 2025

- Put on by the LCC Athletic Department. Will be on campus on May 22nd.
- Most convenient way to obtain a physical and have it automatically added to your athletic clearance packet.
- Will be a limited number of spots for physical night. Registration will be required ahead of time.

Reach out to Char Grogan - charlin.grogan@sduhsd.net
for any additional Athletic Clearance questions.



How to Communicate in the Program

- Website always first place to look
 - www.lccfootball.com
 - IG: lccfootball_official
- Email Liaisons
 - Rachel Miller: lcchsfootball@gmail.com
 - Annie Montgomery, Frosh: anniemontgomery13@gmail.com
 - Christa Collins, JV: christacollins77@me.com
 - Sandy Colton, Varsity (Soph/Jr): Sandycolton@gmail.com
 - Heather LaCasse & Jill Ricono, Varsity (Seniors)
 - heatherheatherlacasse@gmail.com / jricono@gmail.com
- Players can Always Hudl Messenger
 - Message Coaches and Players there



Concessions Help Needed



Special Thanks for Making Our Program Great

- My Wife and family!
 - They are Mavericks TOO!
 - Sacrifice so much for me to follow my passion
- Small Army of Liaisons and Support Stuff
 - All Volunteering
 - They are all in and AWESOME!
- Support from LCC Faculty and Staff
 - LCC loves their football team
 - Earned Respect and Appreciation
- My Football Staff
 - Great group of men, dedicated educators and great professionals
 - Brothers to me and Father Figures to our Athletes



Who is Coach Sovacool?

“Family First”

Teacher & Football Coach

Husband



Father



Coach Sovacools Football Experience

- Starting Year 15 as LCC's Head Football Coach
 - Ranked in the Top 10 in San Diego County every single year
- 6 Years Coaching Experience at Palomar Community College
 - Special Teams Coordinator and Linebacker Coach
- Awarded Full Athletic Scholarship to Northern Arizona University
 - JC All American at Palomar Community College
- Graduated From Fallbrook High School
 - 1st Team All CIF
 - Captain of CIF Championship team
- Started playing football when I was 6 years old
 - It is the backbone of my life, the foundation of family and friends



Transformational vs Transactional

- Our Aim as Coaches is to Accomplish our Mission first and always
 - We are here because we love you
 - “Stage-Coach” Mentality
- Life is about challenging yourself to GROW and be the best version of yourself while creating and developing relationships that last a lifetime in a hope to help others GROW as well.
 - Player to Coach, brother to brother
 - Their Team vs **OUR FAMILY!**



Mission of Our Program



- “To help foster an environment of love, competition, comradery and fun with the aim of growth of the individual, but with success of the team first.”
- Make you better people, for a better school, for a better community, for a better society.
- Life Long Connections. “Unbreakable Brotherhood”
- Big Picture, Understanding and accepting why we are all here. Service, relationships, connectivity.
- Mission Will Always Come First



Goals of Our Program

- Beat Our Rivals
 - TTDS - currently have the surfboard
 - Carlsbad - currently have the rotary cup
- Win Our League
 - Best League in the County! Rivals are in it...
- Win CIF
 - 2008 Only title, we are Due!
- Goals Obtained by aiming ON the HOW the PROCESS
 - It's not the Light at the end of the Tunnel
 - It's CARRYING your Light through it



Safety Will Always be a Priority

- We are in the safest time in the history of mankind to play football!
 - Procedurals, protocols, equipment, limits on practice time and contact
- The way we teach contact and tackle
 - Baby step it
 - Head is always out of the “Fit”
- “Go Slow Till You Know”
 - Never rush players in full contact, until able and ready
- Understanding the Rewards FAR Outweigh the Risks
 - Inherent dangers, but the benefits of football are limitless



Culture Playbook

- 1 – Relentless Competitive Effort
 - In Everything we do, from the little to the big, we go as hard as we can and we aim to win
 - Not just football related, apply to every aspect of your life
- 2 – Daily Disciplined Habits
 - Every day you make the Disciplined CHOICES to be where you are supposed to be when you are supposed to be there and doing what you are supposed to do
 - Not just football related, apply to every aspect of your life!
- 3 – Love Trust Respect Your Teammates and Coaches
 - It is Earned, it is built, it is critical, it is not circumstantial
 - Life Long Connection, hold each other accountability and pick each other up!



Prepare like a College Program

- Majority of our coaches have college experience
 - Professional growth through universities every year
- Film Practice and Meeting Times
 - Video is one of our greatest asset and we use it every day
- Our Schemes you will find in College/NFL Teams running
 - 3/3/5 Multiple Front, Coverage, Pressures
 - Aggressive Defense, Fun to watch and very diverse
 - Multiple style offense, basing out of “Power Spread” Principles
 - Very Balanced and we share the wealth, get as many people involved
 - Helps translate to the next level
 - Reputation of Getting student-athletes to college and NFL

2024

Run/Pass (?)				
		Tot	Avg	Eff
Run	43% 217/499	1,158	5.3	43%
Pass	57% 282/499	2,558	9.1	40%

2023

Run/Pass (?)				
		Tot	Avg	Eff
Run	41% 233/572	1,363	5.9	39%
Pass	59% 339/572	2,506	7.4	37%

2021

Run/Pass				
		Tot	Avg	
Run	43% 217/503	1,276	5.9	
Pass	57% 286/503	1,678	5.9	

2022

Run/Pass				
		Tot	Avg	
Run	38% 255/669	1,139	4.5	
Pass	62% 414/669	2,978	7.2	



College Opportunities

(77 Different Mavericks Playing College Ball in 14 Years)

Princeton
San Diego State University
University of San Diego
Virginia
Chapman University
Navy
Northwestern
TCU
John Hopkins
Palomar
Salisbury University
San Diego Mesa
Utah
Ohio Wesleyan
Colorado Mesa
Azusa Pacific University

Louisiana Lafayette
John Hopkins
Chicago
Butler
Palomar
Idaho State
Wisconsin
Air Force
Dixie State
Nebraska
Kansas State
Oklahoma
SDSU
Southwest Baptist
Baylor University
Portland State

Duke
UCF
Montana
Lafayette
California Lutheran University
NAU
UCLA
US Air Force Academy
University of Redlands
Washington State
University of Michigan
California Lutheran University
University of Memphis
Carnegie Mellon
USC

Tulsa
University of Utah
Linfield College
Virginia Military Institute
University of Delaware
SMU
Mercer
Nevada Reno
Oregon State



Recruiting

- Not Fair and it's not Perfect
 - Four Major Things College Coaches Ask About
 - Test Scores and Grades
 - Height and Weight
 - 40 Time and Track Times
 - Coaches Recommendation and Evaluation
 - This carries as much weight if not more then the “numbers” do
 - Always evaluating our athletes, always challenging them
 - Seen tremendous growth over the years
 - “5th Quarter Warriors” to Team Captains and scholarship athletes
- High School is not “minor league” for college
 - Mission and Goals, college is a bonus/bi-product
 - Teams Success helps with individual success
 - Yes it is possible, yes it has happened a lot, no it is not the goal
 - If interested however, will do everything we can for those that can



Who Gets to Play?

- Commitment
 - This always first
 - IF you are not here, and not committed to our program you will not play
- Ability
 - Going to ask you to do things you can do
 - This can grow, can be sharpened
 - It is ever Changing, make sure you are going in the right direction
- Trust
 - Do you do it the “Maverick Way?”
 - Have Class!
 - Know your assignments, responsibilities, going to do your job, Selfless!



Present Must Mean Participate

- Being here is not enough
 - Do not Confuse “Activity with Productivity
- Can and Will send you Home if you are not “Participating”
 - Getting Mental Reps
 - Giving full effort
 - Being a part of scout teams
 - FIND WORK! Always something to do to get better
- Have fun! Be Engaged and Always compete
- You are getting better or worse every single moment
 - Choose to get better!



Responsibilities and Expectations

- Our Only Rule ... “Do the Best you can.”
 - All encompassing
 - Classroom
 - Community
 - Training,
 - On the field, with your attitude, with your effort, with your attention
 - Breaking the Rule
 - The Punishment matches the crime
 - Will correct behavior
 - Have never kicked a kid out of our program
 - They can only Remove themselves with poor behavior and poor choices



Communication with our Coaches

- I will always have an open line
 - Email is typically best to schedule meeting if need be
 - Have had many experiences and opportunities to help over the years
- I am always friendly, approachable, but not looking for friends
 - Lines must be drawn and clear, zero disrespect but needs to be the aim
 - Love people, love meeting you guys, getting to know our football families
 - Shared Stakeholders - Only Want what's your best for your son
- Will never talk about playing time with parents
 - Ask your child, get them to advocate for themselves
 - CAT Principle
- Stay positive
 - Negativity breeds negativity, wasted energy and never helps



Everyone Plays a Role

- Believe in “Program Kids”
 - Development by hard work, buying in, selfless team members
- Applauding the No Talent Traits
 - Honest, Hard Work, Dedication, Respect, Discipline, thoughtfulness
 - Timeliness, Toughness, accountability, Loving, trusting, supportive
 - Mastering our “Culture Playbook”
 - Talent is never enough
- There are 60 Plus Varsity Players year to year
 - There will be a #1 most gifted, most talented
 - There will be a #60 as far as natural talents
 - We will LOVE them and VALUE them the SAME

“A Player who makes the team great, is more valuable than a Great player”



Does Coach Have Favorites? YEP!!!

- The Favorites are the guys who ...
 - Guys who are ALL IN
 - Master the Culture Playbook
 - That are coachable
 - Guys you can trust
 - Guys you can challenge
 - Guys that challenge their teammates
 - Guys that never give up
 - Guys that Don't care who get the credit
 - That are tough
 - Work as hard as they can
 - Always do their best
- EVERYONE can be a Favorite!
 - All under your control
- LCC Coaches will LOVE ALL of our players



Two Freshman Teams

- The past 3 seasons we have been able to run two Freshman teams due to increased registration numbers
- The upcoming Fall 2025 season we also plan on running 2 Frosh teams
- We have 8 Green games scheduled, the two weeks they do not have games they will play as one team
- Allows players to develop and get reps they would not necessarily get if we only had one giant freshman team
- Only public school football program in San Diego County running two freshman football teams
- Extra work, extra volunteers, extra time, but worth it for the future of the players/program



Football PE Class

- Critical to our program!
 - Do all you can to get in it
 - Even if not end up playing still a great experience
- Frosh
 - 4th Period
 - Health Component, graduation requirement
- JV
 - 5th Period
 - Meetings and Weights, sometimes practice as well
- Varsity
 - 7th Period
 - Meetings, Weights, and early start to practices



MultiSport Athletes

- Live off of them!
- Love Them!
- Anyone who tells someone to specialize is doing it for themselves
NOT the Athlete
- If brand new, no problem we will start from scratch and get guys ready
 - RECRUIT our campus and community
 - Coaches cannot recruit...
 - Only as good as the athletes we have



What's Happening Now?

- PE Football Class
- Spring Football starts May 5th (currently enrolled 9-11th graders)
- Flag Camp on May 4th & 18th (current 6-8th graders)
- Get your Gear!
 - Spirit Packs are Up and Ready to Order
- Summer Camp
 - Register ASAP so we Know our numbers for staffing
- Finish School Strong!
 - Student-Athlete
 - Nothing more important than your academic success
- Keep Your Eyes on the Calendar
 - Add it to your phone, ever changing

