

Dear Kings Hammer Families,

As we head into the season and games, I want to take a moment to remind everyone of the important role we play in creating the best environment for our players. At Kings Hammer, we are committed to being known for individual growth, joy in the game, and continually raising the bar for what a great soccer experience looks like.

One of the most impactful ways you can support that mission is by remembering that it is the *coach's role* to guide, correct, and develop players during games and practices. While it can be tempting to give instructions from the sideline, yell at the other team or the refs, research and experience have shown that even with the best intentions, this can confuse players, slow their development, and in many cases, take away their love for the game. This will also not be tolerated as we all represent the club, the team and the players.

Instead, we ask you to focus on what truly helps:

- Cheer for the team, the club, and for effort.
- Encourage players to be *brave*, embrace challenges, and listen actively to their coaches.
- Celebrate work rate, resilience, and teamwork.
- If you find that you can not do the above, we encourage you to watch in silence.

You've also signed our **Parent Code of Conduct**, which I've linked [HERE](#) again for your reference. This serves as a guide for the standard we set for ourselves and the environment we want for every child who wears the Kings Hammer badge. Please take a few minutes to review it before the weekend.

Together, let's ensure the focus remains where it belongs: on our kids enjoying the game, growing as individuals, and creating memories that will last a lifetime. Thank you for being an important part of this journey.

We look forward to seeing you on the sidelines this fall, cheering, encouraging, and supporting your child, the other players, and all involved.

**Bronson Gambale**  
**National Technical Director**