



Northampton Soccer Club is excited to announce a partnership with Hudl. More than 160,000 teams—including the best in the world—use Hudl to elevate their performance with video and analytics. Hudl allows coaches and athletes to easily share and analyze film.

From Matt Card, Northampton Soccer Club DOC, *“With the help of Hudl we will not only be able to better educate players and coaches through video analysis, but also give players a place to watch back all their best moments during games. I see Hudl greatly improving the development of soccer players in Northampton, as we will be one of the first clubs in our area to adapt this type of technology.”*



Video changes the game for everyone.

Club Benefits

Attract new talent.

With Hudl's video solutions on hand, prospective players will see the investment you've made in their success—and could be the deciding factor in an athlete's choice.

Break away from competitors.

Coaches can use video to point out where teams and athletes are doing well or where improvement is needed. And the more players improve, the more attention your club receives.

Impact every age.

Athletes are visual learners—being told what happened won't produce the same results as seeing what happened. With club-wide implementation, athletes from U8 to U18 can use Hudl to grow and improve.



Coach Benefits

Do more in less time.

As much as coaches prioritize their to-do list, there are never enough hours in the day. Hudl helps increase efficiency so coaches can spend more time on what's most important—their team.

Run efficient practices.

With only two to three a week, every session is vital to the team's improvement. Hudl provides insights on your team's strengths and weaknesses to help fuel game plans and maximize time on the pitch.

Provide custom feedback.

Most coaches don't have time for one-one-ones with every athlete. But with comments and drawings, coaches can share detailed lessons for athletes to review from anywhere.



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I don't even think there's a word to pinpoint the absolute necessity of video analysis from players that want to get recruited. It's something that has to be done, simple as that.

Jonny Burns, Competitive Director
Florida Celtic Soccer Club

Athlete Benefits

Learn from video.

With Hudl, player development is no longer restricted to the pitch. Coaches can pinpoint where athletes should direct their focus in video review to quickly learn new concepts.

Improve with insights.

Tying data to the video puts an objective spin on each athlete's strengths and weaknesses. Use key stats throughout the season to track improvement.

Get noticed.

Hudl helps athletes win—and has the tools to celebrate their success. They can easily turn their biggest plays into highlights to send to family, fans and recruiters.



Parent Benefits

Never miss a moment.

Hudl gives every athlete access to the entire season's video. Parents can forget the camera and watch live, knowing everything will be online to review later.

Get the best coaching.

Hudl is the perfect assistant coach. With its tools and features, coaches are better equipped to help players develop and reach the next level.

Take control of recruiting.

A Hudl player profile packed with highlights will help gain traction with the right recruiters. Share via social media or email at the click of a button.

