



Dear ASA Recreational League Leadership

ASA's Jimmy John's Recreational Programs 2018-2019

In an effort to further benefit our member organizations, ASA has partnered with Jimmy John's Franchise LLC to jointly promote healthy lifestyles and fitness through soccer. This partnership will connect thousands of recreational players together through a joint ASA Recreational brand (Jimmy John's) while in turn growing our sports footprint and offering financial support to our programs.

ASA has traditionally offered our membership the following benefits; stability in risk management, general liability and insurance, league management software, membership to US Soccer Federation and US Youth Soccer Association, coaching education, a reliable state office for information/assistance and other benefits. With the help of Jimmy John's, we will be adding a recreational marketing campaign, expanding our online recreational presence, and offering financial support to our member organizations beginning in January 2018. This opportunity was made possible by leveraging our association's size, mission and organizational continuity.

Our goal is to begin a state wide social media, web-based, and on field marketing campaign featuring the 20,000 plus recreational and/or academy soccer players driving state wide exposure to garner further participation. Beginning January 2018, ASA will email Jimmy John's graphics to all member organization and uniform manufactures and ask that they be placed on recreational uniforms prior to the fall 2018 season. For leagues that do not begin until spring 2019 a waiver will be granted for fall and logo will need to be placed on uniforms prior to the spring season beginning.

Member Organizations will be asked to support ASA's marketing campaigns throughout the seasonal year that drive attention to Jimmy John's through photographs, contest, and social media. While the marketing campaign support is not directly linked to the financial support from this sponsor, it will help provide the program with staying power so it can continue for future seasonal years.

In conclusion, ASA is grateful for your membership and appreciative of the work that is done at the local recreational league level. We thank you for your continued support and look forward to serving you with benefits that might help you grow the game of soccer. Please contact Garrett Cleverly at the ASA office 602-433-9202 or at garrettcleverly@azyouthsoccer.org to schedule a time to discuss the opportunity with him further and establish timelines.

Sincerely,

Garrett Cleverly
Director of Communications
Arizona Soccer Association

FAQ

Are all ASA recreational programs eligible to participate? Yes, ASA welcomes and encourages all sanctioned recreational leagues to participate regardless of size or location.

Do member organizations receive direct financial benefit? Yes, once member organization can confirm that the logo has been placed on all uniforms within it recreational league, ASA will offer financial support based off total league membership.

Will ASA/Sponsor pay for the screening cost? The cost of screening will be included in the per player sponsorship that each member organization receives.

Where does the logo have to be placed? The Jimmy John's art work must be placed on the front of the jersey center or across the back of the jersey above the numbers. Alternate options must be approved by ASA.

Does the sponsor have to be exclusive? According to our partnership this year it does not have to be but we would recommend that the Jimmy John's logo is not placed on the same side of the uniform as another local sponsor.

I have more questions? Please contact Garrett Cleverly at the ASA office 602-433-9202 or at garrettcleverly@azyouthsoccer.org to schedule a time to discuss the opportunity.

Arizona Soccer Association is a tax-exempt, 501(c)(3) nonprofit organization that relies on sponsors and charitable gifts to sustain many of its high quality programs.

MISSION STATEMENT:

ASA Mission Statement: "It is the mission of ASA to foster the physical, mental and emotional growth and development of the state of Arizona's youth through the sport of soccer at all levels, ages and competition level."

PURPOSE:

- Promote and further develop the game of soccer.
- Organize and govern the game of soccer for youth under the age of 19 in the state of Arizona.
- Develop the game in non-affiliated areas within the state of Arizona
- Represent the state in all matters of organized youth soccer with regard to US Youth Soccer & USSF
- Assign administrative responsibilities to member organizations
- Provide programs for the membership as required

OPPORTUNITY:

Arizona Soccer Association shall provide an equal opportunity to athletes, coaches, trainers, managers, administrators and officials to participate in youth soccer competitions without regard to that individual's race, color, religion, national origin, age or gender. Individuals serving on the Board of Directors or the committees of ASA shall be selected without regard to that individual's race, color, religion, national origin, age or gender.

BOUNDARIES:

ASA has eight (8) administrative, geographic regions. Each district has an elected commissioner that serves on the Board of Directors. The following are the eight (8) ASA Districts in detail:

- **District I (North)** – Maricopa County. Includes leagues/clubs north of Camelback Road.
- **District I (South)** – Maricopa County. Includes leagues/clubs south of Camelback Road.
- **District II** – Pima & Santa Cruz Counties
- **District III** – Cochise & Greenlee Counties
- **District IV** – Gila, Graham & Pinal Counties

- **District V** – Yuma County
- **District VI** – Lake Havasu, Mohave & La Paz Counties
- **District VII** – Coconino, Yavapai, Apache & Navajo Counties

GOALS & HISTORY:

The goal of ASA is to introduce and foster the sport of soccer throughout the state of Arizona. This includes youth of all abilities, genders, ages and skill levels. This includes:

- Assist in the development of all youth players.
- Expand the sport into regions of Arizona where soccer is not currently being played at the youth level.
- Increase membership from 43,000 in 2016/17 to over 50,000 by 2019/20 through teams and programs.