



**Birmingham United
Soccer Association
Media Guide 2016-2017**

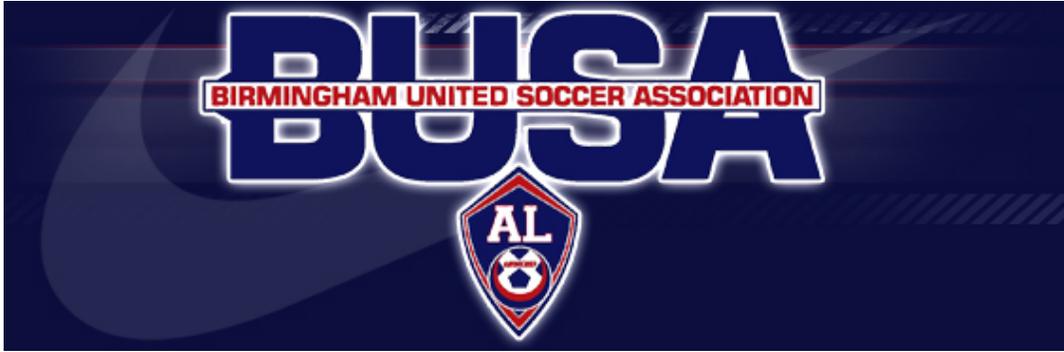


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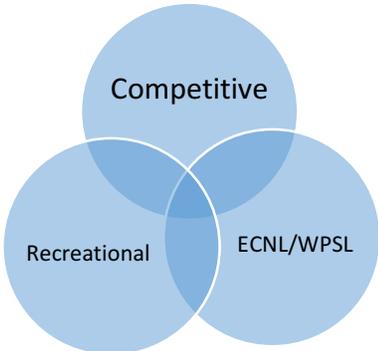
Overview

The mission of Birmingham United Soccer Association (BUSA) is to provide the best soccer environment possible for our members. We aim to provide a healthy and constructive learning atmosphere for youth soccer players to achieve their personal goals – whether those goals are to play a fun game and then have a snack with friends or to play on the United States National Team. BUSA is the largest and most successful soccer club in Alabama with approximately 3,000 youth soccer players in Birmingham and another 500 in Tuscaloosa and Huntsville that we have committed to help through strategic partnerships.

BUSA was founded in 2006 in a merger that combined the two largest soccer clubs in Alabama at the time. The two clubs, American Soccer Club, based in Shelby County and Mountain Brook Soccer Club, based in Jefferson County merged to combine resources, volunteers, coaches and players to better serve the soccer community in central Alabama. The concept of “uniting” to improve youth soccer has been a Guiding principal for our staff and volunteers. This “uniting” has enabled us to better fulfill our mission to be a full service soccer club. We want to be the soccer club of choice for the most dedicated competitive player, for the family who has a casual interest in a game that looks like fun, and for everyone in between!

BUSA Programs

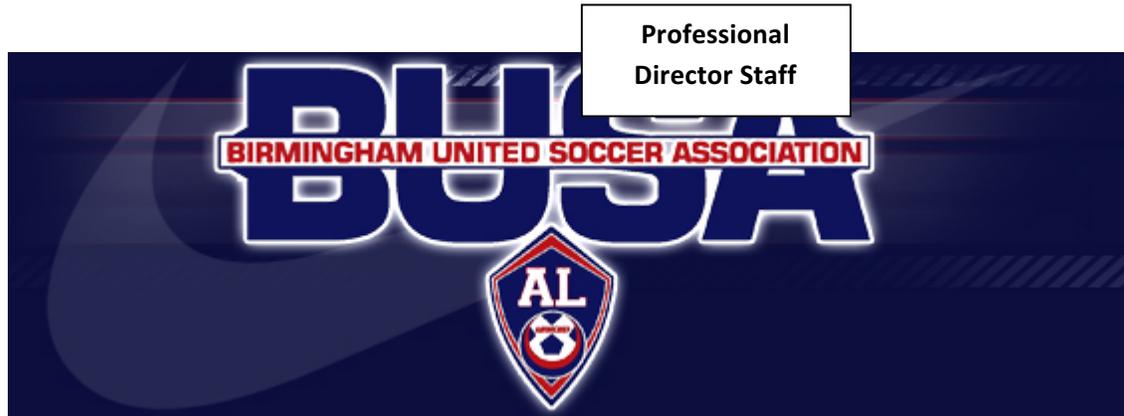
BUSA is composed of three distinct levels of programming that are vitally connected to each other.



-Recreational (8-18 yrs)

-Competitive (10-18 yrs)

-ECNL/WPSL (13-24 yrs)



Competitive Program:

BUSA's Competitive Programs are organized under the

Alabama Youth Soccer Association (AYSA) and United States Soccer Federation (USFS). BUSA's Competitive Teams are comprised of players who desire to play at the highest levels of youth soccer. A full time professional staff designs a training curriculum that supports both coaches and players who desire to improve and perform at the highest levels of their abilities. Because individual

players have differing levels of ultimate ability and commitment, our Competitive Program has different levels of competition. Players tryout to be placed on teams based on appropriate age, skill and commitment level. These levels are:

- **Academy** (U-9 & U-10 Boys and Girls)
- **Competitive Division I** (U-12 to U-18 Boys and Girls)
- **Competitive Division II** (U-10 to U-18 Boys and Girls)
- **ECNL** (U-14 to U-18 Girls Only)
- **WPSL** (Semi-Pro Women's League)

BUSA's Competitive Program totals over 70 teams with approximately 1,000 players. BUSA is one of only 68 clubs in the entire United States that participates in the ECNL, a league that is comprised of the best female players in the country. The ECNL gives our teams the opportunity to travel and play other clubs from across the nation in front of the top recruiters in the nation. It is the highest level of competition offered to female players.



Recreational Soccer

BUSA is unique in that in addition to our excellent Competitive Program, we offer a full service program for Recreational level players led by our Recreational Director. We recognize that many players and families wish to participate in soccer for many reasons and do not necessarily have the desire to play at competitive levels. BUSA hosts a soccer tournament designed solely for recreational teams called the Birmingham Bash to cater to this group of our members.

BUSA's Recreational teams play in the Central Alabama Soccer League (BUSA is a charter member of this organization uniquely designed to support recreational level soccer in Central Alabama.)

BUSA's Recreational Program totals approximately 90-100 teams with approximately 2,000 players.

BUSA's Recreational Programs are designed to provide a fun, educational environment for 4 - 18 year old players. BUSA's Recreational Director organizes these programs to ensure a quality learning environment with a focus on fun small-sided games, emphasizing learning through playful soccer related games. Small-sided games are fundamental to player development in our Recreational Program, beginning at the early stages of soccer growth and leading up to the teams as get older and play 6 vs. 6, 8 vs. 8 and 11 vs. 11 formats.



Sunday Soccer is the youngest branch of our Recreational Program, designed for 3-5 year olds. The Sunday Soccer program only plays 4 small-sided games on consecutive Sunday afternoons. There are no practices and the focus of the program is to introduce children to the game of soccer in a low key, playful atmosphere. The

Recreational Director leads the Sunday afternoon sessions, by dividing the players into small groups, leading fun soccer-based activities, and then the allowing the groups to play short games. It makes for a fun afternoon for players and families alike.

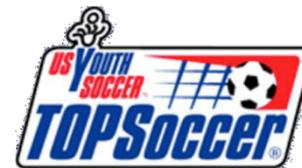


TOPSoccer

BUSA is the first club in central Alabama to start a soccer program for children with special needs. Started in the spring of 2011, BUSA's program has

over 65 children with special needs ranging from

down-syndrome and autism to children with physical disabilities. This program has become a great way for BUSA to connect the community through soccer.



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BUSA Coaching & Education

To ensure the highest quality teaching environment for our players, BUSA has a strong belief in providing coaching education for our professional staff, our paid coaches and our volunteer coaches.

BUSA has more nationally licensed coaches that any other club in the state. Our club pays for the licensing cost for any coach (paid or volunteer) who wishes to obtain or improve their license. We are

willing to pay this expense to ensure that our players are getting the best and most qualified instruction possible. The United States Soccer Federation (USSF) is the parent organization over all organized soccer in the United States, including the Men's and Women's US National teams. This organization provides rigorous educational courses and testing with varying degrees of certification licenses.

The highest level of licensing offered by the USSF is called a "National A License". The testing for this

license is conducted by a member of the USSF National Staff. BUSA has 5 coaches who have obtained

the A level license, more than any other club in Alabama.

- 5 Coaches - USSF National "A" License
- 5 Coaches - USSF National "B" License
- 12 Coaches - USSF National "C" License
- 30+ Coaches - USSF Regional "D" & "E" Licenses

Additional training programs and coaching education courses are offered by our staff to promote quality coaching and enhance our coaches knowledge and their ability to work with children.



Tournaments

BUSA hosts several large tournaments that serve a vital economic impact to the Birmingham Metropolitan Area. Our tournament series brings in over 12.5 million dollars each year to the local economy.

BUSA is host to the Red Diamond Vulcan Cup. This soccer tournament is one of the premier soccer tournaments in the United States. Over two weekends in March, the Red Diamond Vulcan Cup brings approximately 350 teams to Birmingham from as many as 14 states and Canada. The tournament is rated as "Platinum" by GotSoccer, a national soccer tournament rating organization. This event fills almost all the hotel rooms in Birmingham for two weekends and is estimated to create in excess of a \$7.5 million dollar impact to the Birmingham area. The Jefferson County Tourism Bureau ranks the Red Diamond Vulcan Cup in the top 5 of all tourism events in the Birmingham area. The tournament provides great exposure for our sponsors in not only the Birmingham area, but also to families traveling from around the country.

We also host the Birmingham Bash, a tournament in October for competitive and recreational teams in the southeast. This event attracts approximately 224 teams, primarily in the U9 - U12 age groups. The Birmingham Bash demonstrates our commitment to providing a quality soccer environment for all levels of competition.

BUSA also hosts several large 3 vs.3 tournaments, a large College ID Combine for college bound athletes and was most recently selected to host the prestigious NCAA Men's College Showcase.



Results

As mentioned in the beginning, BUSA was created with the goal of uniting soccer resources in the Birmingham area so that the quality of the programs offered to our members would be improved. Despite Alabama having a smaller population and soccer community than surrounding states, we believe that our members should still have access to the same level of training and soccer exposure that is available in the bigger and more soccer-oriented states in our region. As a club, we continuously strive to unite the soccer community in Alabama through player development. Because of our focus on developing each child as a person and a player, our teams naturally follow suit. We have been fortunate to see terrific results to date and expect this upward trend to continue as we move forward.

BUSA Competitive Team Results

BUSA has won over 60 Alabama State Championships since its inception, and became the only female team in the history of Alabama soccer to win USYS Region III Regional's when the 90 Angels were champions in 2009.

Disney Soccer Showcase Results

Several of our teams have placed and even won the prestigious Disney Showcase. This tournament is the most prolific and most competitive tournament in the United States. Competing with and beating top teams from Texas, Florida and California shows how far our program has come.

Elite Clubs National League

BUSA is one of 68 clubs across the country to be involved in the highest level of soccer offered to the female player in the United States. These players play in a regional league with teams from Georgia, Florida, South Carolina and North Carolina and compete in National Showcase events across the country. The ECNL gives BUSA's members a competitive edge in the college recruitment process, as we are the only club to have an ECNL Franchise between Georgia and Texas.

Individual Players

Some of our players have recently been recognized for their individual talents and successes. We have numerous players currently playing at the college level and some our players have been recognized at the national level.

- Katy Frierson – member of the U23 Women's National Team (as an 18 year old!)
- Merrit Mathias – member of the U18 Women's National Team
- Lauren Arnold – member of the U17 Women's National Pool
- Chandler Hoffman named Gatorade 2008 Boys Player of the Year for Alabama/ Drafted into MLS
- 8 BUSA based players have won Gatorade Player of the Year



Community Outreach with Restoration Academy School

In the spring of 2014 BUSA will created a program dedicated to growing soccer in the communities in need in the Birmingham area. We have partnered with Restoration Academy in Fairfield to launch a comprehensive program that we believe will be a catalyst for more programs in the future.

The program began with 60–65 students from the school who train and practice locally and play games within BUSA's Recreational Structure. BUSA is committed to provide 100% of the funding for the program including uniforms, gear, and equipment while making sure that no family has to pay anything in fees to the organization.

In addition to completely funding the program, numerous team service projects have provided school supplies and other resources to The

Restoration Academy. In addition to what BUSA has to offer The Restoration Academy, we are always open to outside financial support for the program, which has grown each season since its 2014 inception. We believe that providing resources and services to those in need in our community is essential to our core values as a club.



Why become a BUSA Sponsor?

First and foremost, by partnering with BUSA your organization is aligning itself with the core values that guide our organization in the decisions we make daily. By becoming a sponsor at any level, your organization is not only allocating resources to increase brand awareness and express brand identity, but also contributing to our overarching goal of using soccer to develop our young members into independent and responsible young adults. This strategic partnership will give you the opportunity to reach a coveted demographic group to increase your brand awareness. Not only does BUSA have substantially more member families than any other soccer club in Alabama, we also reach families from more than 14 states around the country that come to BUSA fields to play in the Red Diamond Vulcan Cup or to play against our ECNL teams.

Being a BUSA partner exposes your company to the hearts and homes of families who frequently commute across the metropolitan area, travel out of state, are health and fitness focused and are supportive of partners who contribute to BUSA's success. We offer a variety of opportunities to help promote brand awareness and can cater to a diverse set of marketing needs. Our goal is to grow together through our partnerships. We believe that a strong economic presence in our community is only attainable with the help of strategic partners, and we are constantly looking to add members to our team. Our BUSA Executive Director, Andrew Brower, and our staff would be glad to assist you in creating opportunities that meet your organization's needs.

Contact Info:

Andrew Brower

Executive Director/Director of Coaching

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Learn more about us – check out our website! www.birminghamunited.com

BUSA - Empower, Enrich and Excel!

BUSA, a 501-C-3 company, is a full service soccer club whose goal is to serve all who want to play soccer within our local communities, within the state of Alabama and beyond. It is our goal that through the beautiful game of soccer, that we will teach our players proper life values of hard work, determination, accountability and sportsmanship.