

★ SUPER Y-LEAGUE ★





MISSION STATEMENT

“The principals and staff of United Soccer Leagues are committed to promoting and supporting the entrepreneurial spirit of our franchisees and business partners, creating continued opportunities for strong financial returns for our franchisees and business partners, becoming the most competitive and profitable pyramid of soccer leagues in North America, providing affordable family entertainment, and being the inspirational destination for our participating youth, amateur, and professional soccer players.”





ABOUT USL

United Soccer Leagues has become the largest organization of elite-level soccer leagues in North America by building on the vision, commitment, and passion of players, fans and investors. USL continues to be a driving force in the growth of soccer in the United States, Canada and Caribbean. USL provides a clearly defined path for the progression of male and female soccer players beginning at the youth level (USL Super Y-League), continuing through the amateur level (USL Super-20 League, USL Premier Development League/USL W-League) and up to the professional level, both outdoor and indoor (USL PRO, MISL). A platform for countless players to reach for their dreams each year, USL is devoted to developing the sport at the grassroots level in every community across the region.





SUPER Y-LEAGUE

The Super Y-League, founded in 1999, is dedicated to the progression of future professional players and has steered the course for development of elite clubs, players and coaches. Present in regional divisions across North America, the Super Y-League encompasses U12-U17, boys and girls age groups. The regular season operates regionally from April to October with an 8- to 16-game season. The 2012 season included MLS clubs Chicago Fire and Columbus Crew. Notable former Super Y-League players include Jozy Altidore, Ingrid Wells, Juan Agudelo, Mollie Pathman and Bryan Arguez. The 2013 season will include more than 450 teams.

The season culminates with the Super Y-League North American Finals, held annually in December at IMG Academies in Bradenton, Florida. This provides collegiate coaches and scouts the opportunity to recruit and evaluate players for the next platform of opportunity, while giving players the experience of high-profile competition at one of the best facility's in the world.

Clubs that excel on and off the field are given the "First 11" award which recognizes the top youth clubs in the U.S. and Canada that demonstrate their commitment to club and player development.

COSTS:

Annual Participation Fee: \$1,250

Performance Security Bond: \$500

Player and Coach Registration: \$20/\$12

Reference Fee (paid by home team): \$145/game max (varies by age group)





SUPER Y-LEAGUE

NORTH AMERICAN FOOTPRINT



DIVISION ALIGNMENT

MIDWEST
NEW ENGLAND
SOUTHWEST
SOUTHEAST
MID ATLANTIC
MID SOUTH
SOUTH ATLANTIC
NORTH ATLANTIC
ROCKY MOUNTAIN
NORTHWEST
NORTHERN PLAINS





&



CLUB AFFILIATION

MORE THAN 47% OF MLS CLUBS CURRENTLY UTILIZE THE PROVEN USL PLAYER DEVELOPMENT MODEL IN ORDER TO IDENTIFY, DEVELOP AND PREPARE ELITE PLAYERS FOR THE RIGORS OF MLS COMPETITION, WITH THE ULTIMATE GOAL OF GRADUATION TO THE FIRST TEAM.



Harrisburg City Islanders (USL PRO)

Reading United AC (PDL)



Portland Timbers U-23 (PDL)



Vancouver Whitecaps Residency (PDL)

Vancouver Whitecaps Women (W-League)



Chicago Fire Premier (PDL)

Chicago Fire (Super-20)



Sounders FC U-23 (PDL)

Sounders Women (W-League)



Crew Juniors (Super-20)



Rapids Women (Super-20)

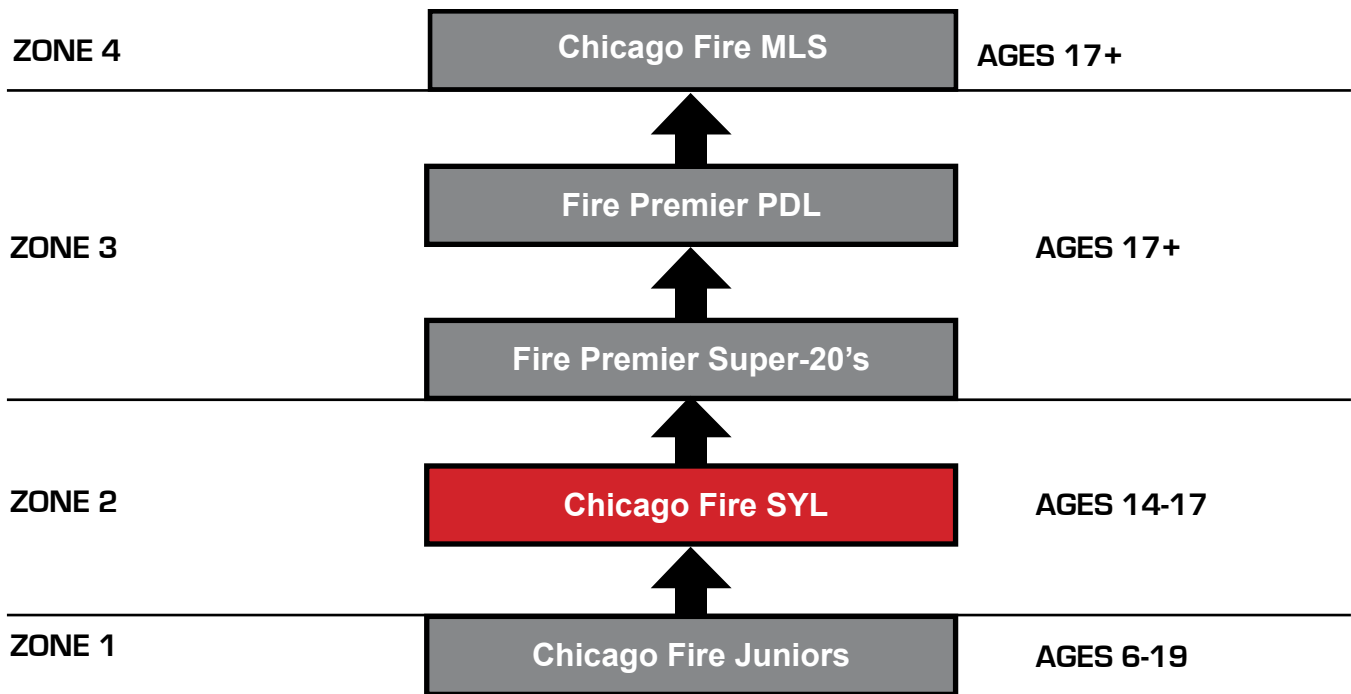


FC Dallas West Texas (Super-20)





LADDER OF SUCCESS



The Chicago Fire currently utilize the Super Y-League and Super-20 League programs in their "ladder of success"



USL PRO, PDL & W-LEAGUE

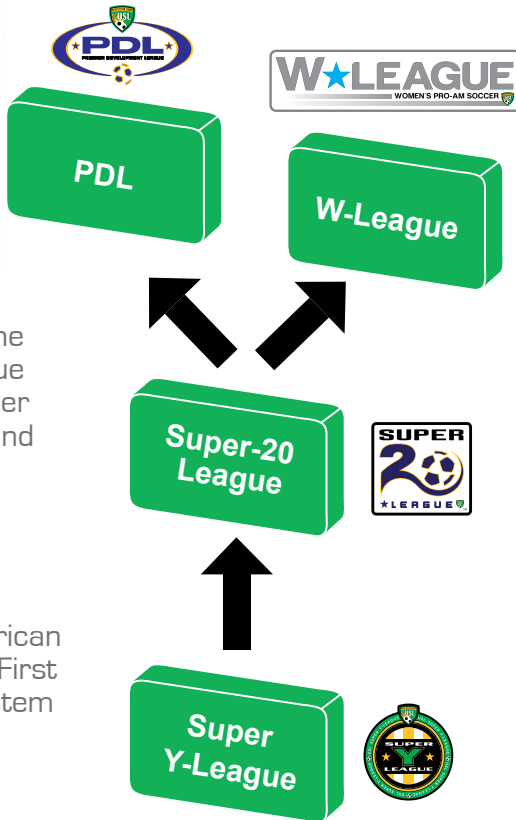
CLUBS FIELDING SUPER Y-LEAGUE TEAMS





LADDER OF SUCCESS

NORTHERN VIRGINIA ROYALS/ MAJESTICS



- Use the Super Y-League and the Super-20 League as a direct feeder into their PDL and W-League franchises
- Multiple appearances in the North American Finals and the "First 11" ranking system

TSF ACADEMY



"We recognize the importance of developing players at the younger ages. We have a tremendous full-time staff with experience at every level of coaching. We also use our older players to help out the younger players, creating a mentorship role within the club's general family atmosphere."

-TSF Academy's Mark White





JOURNEY OF SUCCESS

INGRID WELLS

ON DEVELOPMENT IN PLAYING IN THE SUPER Y-LEAGUE AND SUPER-20 LEAGUE...

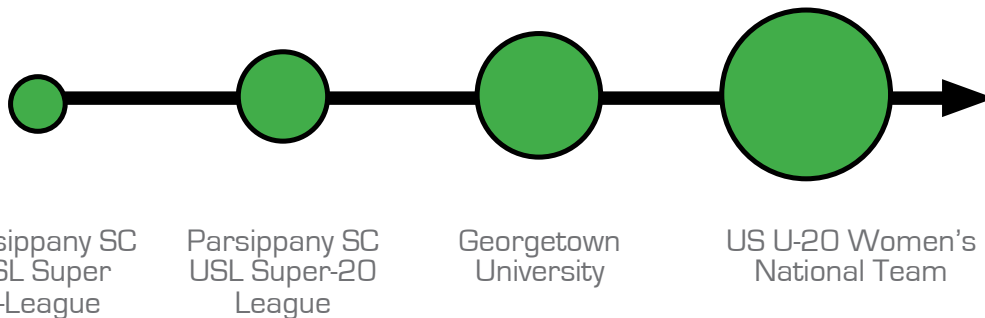
"Playing with Parsippany Gazelles, my club team, in both the Super Y-League and Super-20 League helped me grow significantly as a player. Competing against quality teams from all over, including against girls in the Super-20 League who were in college one or two years before I was, helped me develop and raise my game."

ON THE SUPER Y-LEAGUE AND SUPER-20 LEAGUE PREPARING HER FOR HER FIRST COLLEGIATE SEASON...

"Playing a tough Super-20 League season, followed by an even more difficult North American Finals, definitely prepared me for my first college season that fall at Georgetown. [It] contributed to why I had such a great freshman year."



Named All-American Second Team, Big East Conference Rookie of the Year, All Big East First Team SoccerBuzz Freshman of the Year Finalist, SoccerBuzz All-American Freshman First Team, SoccerBuzz Mid-Atlantic Region Freshman of the Year, and Georgetown University's Female Athlete of the Year.





JOURNEY OF SUCCESS

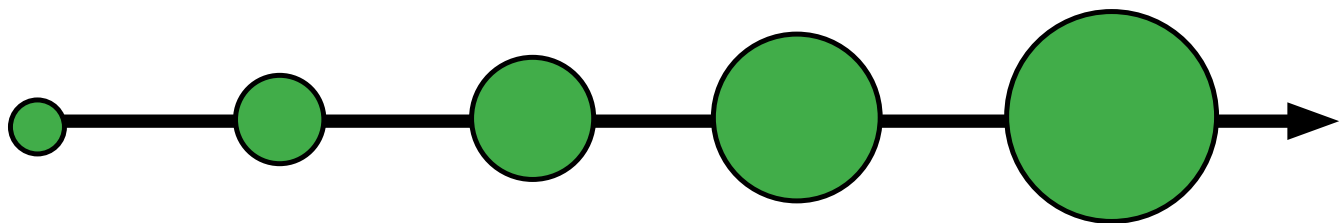
JOZY ALTIDORE

ON PLAYING IN THE SUPER Y-LEAGUE...

"Playing in the Super Y-League was a huge part of getting me to the Major League Soccer level. When you can play at that kind of level it opens your eyes. You see who is out there. The competition really sped up my development. The North American Finals brought me exposure also, and anytime you can play in front of National Team scouts you have a better chance of making a name for yourself."

ON THE MLS AND SUPER Y-LEAGUE...

"One thing MLS and the Super Y-League have in common is competitiveness. You can really tell you are going against the best when you are playing in the MLS and in the Super Y-League. The clubs bring the best. Players you know you are going to see again at the national team level."



Schulz
Academy
USL Super
Y-League

US National
Team
Member
U17, U20,
U23 & Senior

MLS
New York
Red Bulls

La Liga
Villarreal
CF

Super Lig
Bursapor
(on loan)



AIDING GROWTH

USL Super Y-League will continue to work with the Super-20 League, PDL, W-League, USL PRO, MISL, and MLS to explore ways that the leagues can collaborate in a manner that enhances the value of youth soccer in America and aids in their growth of the sport in North America.





PLAYER IDENTIFICATION

The **Super Y ID Player Tracking Program** serves as a mechanism to identify and track elite players throughout their seasons to allow for proper identification for current Super Y teams as well as U.S. Soccer National Team programs. Teams can utilize this player list to help identify and track players that could make an impact at their club as they continue to grow and look for new talent.

Players will be tracked throughout the season by position and will be highlighted on weekly lists. These player lists will be sent to all teams on a weekly basis and will provide a ranking system to highlight players who have been identified throughout the season. The rankings will be calculated based on match report voting submitted by each coach following each game throughout the season.

The USL National Technical Director will be available to discuss and evaluate players with any team that has identified a player in which they are interested. This level of identification provides a system for teams to focus their attention on as they plan to build their clubs moving forward.





PLAYER IDENTIFICATION

Established in 2002, the Super Y-League Olympic Development Program is officially affiliated with U.S. Soccer and provides a showcase opportunity for players to train and compete at a level higher than what their clubs can provide.

Hosted by the IMG Academies in Bradenton, Fla., each athlete is subjected to vital training sessions and curriculum including nutrition, movement, mental conditioning, player analysis, and college recruitment.

Unlike other identification opportunities, the Super Y-League ODP player identification and selection process occurs during the regular season of play and does not cost the player additional fees. In contrast to the open-tryout system, the Super Y-League identification process allows the player to be evaluated within their natural environment with in-game and club evaluations.

Within the past five seasons, more than 60 elite youth players from the Super Y-League ODP camps have been forwarded to the U.S. Soccer U17 Residency Program and beyond.





SUPER Y PREMIUM TEAM SERVICES & PROFESSIONAL LEAGUE ADMINISTRATION

USL TEAM SERVICES PROVIDE SUPER Y CLUBS WITH COMPREHENSIVE OPERATIONAL SUPPORT, FOSTERING A PROFESSIONAL DEVELOPMENTAL ATMOSPHERE

Located throughout the United States and Canada, the Super Y-League provides the infrastructure, support and competitive platform to offer soccer as an exciting, affordable, family-oriented entertainment option for your fan-base, while developing professionals. Through USL's unparalleled premium team services, clubs receive centralized league support from day-to-day administration to player development platforms.

CENTRALIZED LEAGUE OPERATIONS

Super Y-League teams benefit from a full-time centralized administrative staff located in Tampa, Florida, specializing in communications, creative services, new media, finance, marketing, player registration and operations.

CLUB FRIENDLY PLAYER REGISTRATION

USL employs a full-time registrar to assist with expediting and simplifying player and administrator registration process. Registration is facilitated through USLsoccer.com in conjunction with the USL registrar.

INSURANCE COVERAGE

Super Y-League registration includes general liability and secondary medical coverage for registered clubs, facilities and players.

NATIONAL TECHNICAL DIRECTOR

Former MLS and U.S. National Team coach, Peter Mellor, serves as USL's full-time National Technical Director, guiding team, player and league development initiatives.

USL COMMUNICATIONS TEAM

The USL communications office is comprised of a multi-person staff who boast more than 30 years of experience. USL's communications assets are available to member clubs who are looking for additional promotion and publicity support.

OFFICIAL LEAGUE WEBSITE

USLsoccer.com is a state-of-the-art website featuring daily content, comprehensive statistics, administrative tools and video highlights from throughout the leagues and provides world-wide exposure for USL teams.

OFFICIATING

USL provides match-day referee assignment through the working relationships with the U.S. Soccer Federation and Canadian Soccer Federation.

ANNUAL GENERAL MEETING

The Annual General Meeting (AGM) provides educational programming centered around team growth, best practices and industry trends aimed at enhancing the club's performance and experience.

SUPER Y-LEAGUE CHAMPIONSHIP

The Super Y season culminates with the Super Y-League Championship, hosted at IMG Academy in Bradenton, Florida. Through league play, teams qualify for the opportunity to compete for the chance to be crowned "Champion."

MINIMUM STANDARDS

USL minimum standards exist in order to establish a quality control mechanism which maintains uniformity of the Super Y brand and operational standards, regardless of market and external factors.



USL MEDIA OUTLETS

USLSOCCER.COM

The primary tool for dissemination of USL news, the USLsoccer.com network provides viewers with unlimited access to the latest USL happenings. In addition, the USLsoccer.com network includes league specific sites and is your source for everything including:

- Rosters
- Schedules
- Scores
- Breaking News
- Blogs
- Feature Stories
- Statistics
- Video Clips
- Player Profiles
- League Standings
- Club Administration

USLsoccer.com Statistics:

- 900,000+ unique visitors
- 2.3 million visits
- 16 million+ page views





NEW MEDIA

To compliment its traditional public relations and communication initiatives, the USL Communications and Team Services staff works closely with each team to develop and maintain successful, cutting-edge social media platforms to help drive online presence and revenue streams. This allows each team to more actively shape the message in the marketplace and increase recognition of USL's leadership role in both player development and league growth in North America. Although this will be a constantly evolving process, the primary approach is on dual fronts:

TWITTER

The USL Super Y-League will have a Twitter page, which provides the opportunity to distribute short-form content (short bursts of texts, images, and links) to promote what is happening throughout the league.

FACEBOOK

This will be the conversational piece of our social media mix. The goal will be to stimulate positive discussions about events that occur within the Super Y-League. Since Facebook has such a large user base, it will be utilized for engaging people in an environment where they are comfortable and already spend a lot of their time.

UNATION

Unation serves as USL's broadband broadcast channel. Providing unrestricted access to viewers, Unation allows fans to follow their team, watch matches and share content from anywhere around the world.





LEAGUE CHAMPIONSHIPS

LEAGUE CHAMPIONSHIP EVENTS PROVIDE SUPER Y-LEAGUE WITH VALUABLE EXPERIENCE IN HIGH-PROFILE COMPETITION.

2012 SUPER Y-LEAGUE CHAMPIONSHIP AT IMG ACADEMY

The Super Y-League hosts its North American Finals at the prestigious IMG Academy in Bradenton, Florida. USL entered into a three-year partnership with IMG Academy to host the storied event and provide players with a world-class soccer facility to showcase their skills in front of men's and women's college coaches from throughout the country. The 2012 Super Y-League North American Finals featured 130 teams from throughout North America, culminating with Champions in each age group and gender.

Capturing the attention and participation of a wide variety of soccer groups including elite-level players, coaches, executives, owners and dignitaries, the Super Y-League North American Finals serve as the premier event for both players and scouts.



IMG ACADEMY
BRADENTON, FL





AFFILIATIONS

As the governing body for soccer in the United States, U.S. Soccer has helped chart the course for the sport for more than 90 years. In this time, the Federation's mission statement has been very simple and very clear: to make soccer, in all its forms, a pre-eminent sport in the United States and to continue the development of soccer at all recreational and competitive levels.

United Soccer Leagues has maintained a longstanding relationship with US Soccer to aid the development of the sport at every level: men's, women's and youth. Each USL competition is directly affiliated with US Soccer and league executives are deeply involved in shaping the direction and governance of the sport in the United States through its participation on its Board of Directors, Committees, and Task Forces.

USL PRO is also affiliated with the Canadian Soccer Association, the Bermuda Football Association and the Antigua Barbuda Football Association.



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SUPER Y ★ LEAGUE
ORTH AMERICAN FINALS