

Youth Leagues USA



The World's Leading Provider of Web-Based Solutions
for Youth and Amateur Sports Organizations



INTRODUCTION

Thank you for your interest in the services provided by Youth Leagues USA. We have developed a comprehensive registration management system based in large part on the requirements and feedback from years of working with people just like you. We would be delighted to meet with you and discuss in more detail how our system works and which of our products may best benefit your organization.

Our business philosophy is to develop a product that brings value to our customer and then support that product with the best customer service possible. We also believe in promoting the ongoing development of youth and amateur sports in our community. To that end we give back to the community by providing free services such as websites to clubs in economically challenged areas, an educational streaming video application to the County of Fairfax to educate their Building Directors and donations of equipment and time to support our local high schools.

Youth Leagues USA has application development, database management, and customer service experience at the Club, League, County, State and National levels. The systems described in this brochure reflect years of development experience gained by working with our clients. Our systems are the real thing and are used in a production environment to register over 400,000 registrants per year. In addition, our people have developed great knowledge from experience with our clients and we now offer 'best practices' consulting on the do's and don'ts of registration management.

Please check our references. We are confident that our clients will emphasize the willingness of Youth Leagues USA to go above and beyond what is expected.



Some areas of our experience that we would like to point out are:

- a statewide registration and database system for all soccer travel teams in Eastern Pennsylvania Youth Soccer Association (EPYSA), including registration of over 2500 teams and 50,000 players and coaches,
- a statewide registration and database system for all lacrosse players in the State of Utah including automated submission of the data to US Lacrosse,
- a national database for all Super Series baseball teams (over 8000 teams per year), including tracking qualifications for tournaments, insurance certificates, prohibiting registration of duplicate players, and tracking add and drop rules for qualified teams
- camp profiles for over 750 ProExcel soccer camps nationwide, which provides online registration for 45,000 campers,
- tournament registrations for many high-profile tournaments such as the CASL Raleigh Shoot Out and the Richmond Strikers' Jefferson Cup tournament, including team registration and acceptance, and player profiles for college recruiting,
- Fairfax County Select team registration for all Fairfax County basketball clubs, including support for unique county rules and requirements and
- experience with over 100 other organizations across the country, including almost every sport imaginable.

The following material provides a great deal more information regarding our services and business. Again, thank you for your time and we look forward to hearing from you.

Sincerely,

John M. Ourisman
Founder, Youth Leagues USA

John B. Jackson
President, Youth Leagues USA





WHY GO ONLINE?

Introduction

> Why go online?

Key Services

Technology and Security

Testimonials

The Youth Leagues USA system is designed to improve and automate your registration process. Our experience with clients in all sports, with diverse and unique needs, has allowed us to develop ‘best practices’ knowledge about the registration process. We are able to share and implement those ‘best practices’ with other clients to ensure a smooth running registration. A few of the many ways we are ready to help you and your organization are:

- Develop a better communication process between all members of your organization
- Create strategies for fundraising and sponsorships
- Build a risk management program to ensure the safety of your children, including registration of team officials and tracking results of background checks
- Track critical data like birth certificates or payment status
- Use of state of the art security and technology
- Multiple user access to the database system to distribute the work load
- Better financial management to improve the availability of funds for your organization

Many organizations ask, “Why do registration online? How can online registration benefit my organization?” One of our basketball clients provided the following information to their constituency to explain why they made the choice to go with the Youth Leagues USA registration system.

“For the past several years, we have struggled with the problem of efficient administration of the registration process, which is the single most time consuming administrative chore we encounter in running the league. We have preprinted forms to cut down on entry and eligibility problems, we have utilized paid support and multiple volunteer efforts, but the problems remain. Preprinted forms were not returned by over 35% of recipients, wasting the time and expense of creating these forms. Entries are often illegible or erroneous. Data is missing, requiring calls to complete. Payments are missing or in incorrect amounts. Checks remain undeposited for days at a time, and subject to loss. Volunteers have had to chase people for payments far into the season, and of course, many hours are spent entering the information into our database.

We believe that programs such as ours need to run fairly for all, including the volunteers who make it possible to operate. This solution eliminates, at one stroke, almost all the problems we have found. Data is typed, so it's legible. Controls exist that eliminate the possibility of forms submitted missing required information. Controls of data ranges stop problems such as the child born in 2000, a not uncommon error made by entering the current year where the birth year is needed. Deposits move directly into the bank. Registration cannot occur without payment. Payments are always in the correct amount. There are no unpaid accounts. Data is entered directly into the system and is available for use immediately. No more trips to the post office, or the bank. No more hours typing into a computer, or calls for additional info, and all this implemented at a cost less than we incurred to do it the old way. We will now be able to utilize our scarcest resource, committed volunteer time, more completely in the operations, not administration, of the program. This will help to improve the program's quality, and the ultimate winners are the kids.

Additionally, the system builds a sophisticated E-mail management system that will allow us to communicate more often and more easily with coaches and players. This alone would be worth the purchase, and it comes along as a by-product.”

This customer continues to achieve the benefits and improved efficiency expected when using our system. All of our clients are willing to discuss the benefits they have achieved and provide feedback about our system.





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KEY SERVICES

Paperless, On-line Registration

The key to our system is a paperless, on-line registration of individual players, coaches/managers, volunteers, league officials, referees, camps, tournaments or teams. You are able to link to your custom registration forms directly from your organization's website. The registration applications have your organization's logo and specific club contact information so they look like an integral part of your Internet presence. Our design allows a family to register and pay for multiple players for multiple sports in a single session. Each sport or age group can even have their own fee structure and questions. To avoid errors, the system will calculate the player's 'sport' age based on birth date, grade or your specific requirements. All information collected is stored on Youth Leagues USA's highly secure server environment. Your data may be accessed via our sophisticated database management system to update all data, create teams and send mass e-mails. We also provide a suite of custom reports for everything from financial management to ordering uniforms. Using our secure ID and password system you can limit an individual's access to view summary or detailed information, edit or not edit information, or to specific reports.

I. PLAYER INFORMATION:

*First Name: _____
 Middle Initial: _____
 *Last Name: _____
 *Number: _____
 *Home phone (include area code): _____
 *Home Address: _____
 *City: _____
 *State: _____
 *Zip Code: _____
 *Grade (School 2005): _____
 *School player address: _____
 *School Name: _____
 *Team or Returning Player: _____
 *Transfer reasons (if any): _____
 If you are in 8th, 9th or 10th grade, do you wish to play all sports or none? _____
 If you are in 11th or 12th grade, do you wish to play all sports or none? _____
 *What do you like to do you most? _____

II. FAMILY INFORMATION:
 (Parent/Guardian #1)

*First Name: _____
 *Last Name: _____
 Work Phone: _____
 Cell Phone: _____
 *Relationship: _____

(Parent/Guardian #2)

*First Name: _____
 *Last Name: _____
 Work Phone: _____
 Cell Phone: _____
 *Relationship: _____

III. EMERGENCY INFORMATION:

*Emergency Contact: _____
 *Relationship: _____
 *Home Phone: _____
 *Cell Phone: _____
 *Address: _____
 *City: _____
 *State: _____
 *Zip Code: _____

IV. COMMUNICATION INFORMATION:

*E-mail (Please verify by replying): _____
 (Check checkbox if no e-mail address)

VE. DONATIONS:

Amount: \$1.00 \$2.00 \$5.00 \$10.00 \$25.00 Other _____

I would like to receive other info.

Credit Card Payment

Complete this form by attaching the information for your credit card.

*First Name of Person Submitting Payment: _____
 *Last Name of Person Submitting Payment: _____
 *Billing Street Address: _____
 *City: _____
 *State: _____
 *Zip Code: _____
 *E-mail (Please include complete payment confirmation): _____
 *Card Number (16 digits on card): _____
 *Expiration Date (mm/yy): _____

AMOUNT CHARGED: \$55.00

On-line Payment

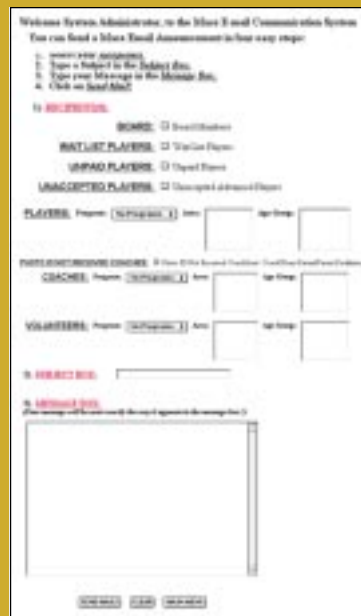
Registration fees are paid via a secure site and directly deposited into your organization's bank account. If you wish to use an e-commerce solution, we will help you set up your own merchant account and take care of all the technical tasks to ensure your payment system is fast and secure. We use the highest level of encryption available to prevent credit card theft or fraud. We have pre-negotiated agreements with financial institutions that are willing to work with 501-3C organizations and require minimal paperwork for approval. The system also supports accepting payment by mail-in check, cash payments and for scholarship players.

Mass E-mail Communication System

A customized mass e-mail system provides efficient communication with your league officials, teams, parents, players, coaches and volunteers.

You will be able to send mass e-mails to league officials, teams, parents, players, coaches or volunteers at the touch of a button. Some examples of how the e-mail system is used are requests for additional volunteer coaches, notifying people of schedule changes, additional volunteer needs, “time to register again” announcements, coaches meetings or licensing upgrades, evaluation/draft nights, fundraising events or sending your newsletters to all members of the organization. The system automatically checks for duplicate e-mail addresses so a coach and parent of a player does not receive two of the same e-mails. Additionally, your computer is not “tied up” while the e-mails are being sent since you are sending e-mail through the Youth Leagues USA server.

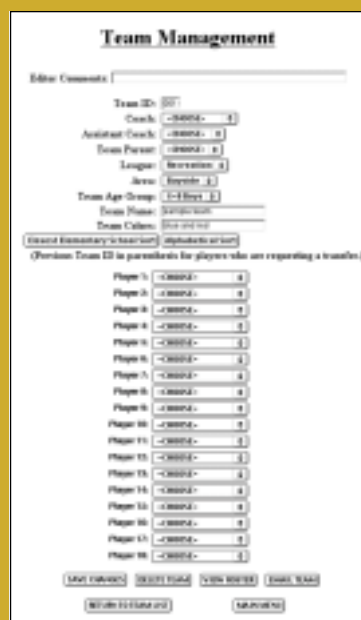
Our customers have found that what they save by not having to do mass postal mailings more than covers the cost of the system.



Easily Create Teams On-line

Youth Leagues USA provides a customized team management system for your organization to use in forming, drafting and managing teams.

This part of the system allows you to create a team including assigning team name, colors, practice field, etc. The program then lets you view all available players, coaches, assistant coaches, managers, etc. and assign them to the team. At the push of a button you can open a ‘pop-up’ window that has additional information like closest school, special requests, last year’s team and more. This way all important information is available to you about the coaches and players within your age group as you build each team. Again, our unique ID and password system can limit a person’s access to one or more age groups or leagues as appropriate. Once finished you can print out the team’s roster and use the e-mail button to send an e-mail to all members of that team. One of our soccer club clients used to spend the better part of three weeks creating their teams with paper applications and endless meetings. Today an age group commissioner can form all of his/her teams in about 3 hours!



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Total Privacy

The system ensures total privacy and ownership of your club or league's proprietary data. No third party advertising! Your data is stored on our highly secure server and unlike many of our competitors, we never allow access to your data by anyone not authorized by you. If you want a complete copy of your data we have provided an easy to use download mechanism, which allows you to make a complete copy of your data on your PC. The data may be downloaded directly into an Excel spreadsheet, so it is ready for you to 'slice and dice' the data any way you want and create your own reports. Of course this function is highly secure and we recommend you only allow limited access to this option. If you have no need to make a copy of your data but are concerned about having a backup, don't worry. We make complete backup copies of your data twice daily to ensure you do not lose any valuable data or changes.

Promote Team Sponsorship and Increase Donations

When you think about it, when a parent has their credit card in hand getting ready to make their online payment for their children, what better time to ask them for a \$5, \$10, \$15 or more donation! Most of our clients average anywhere from \$2 to \$5 per player in donations. Some clubs are collecting an extra \$20,000 in donations along with the registration fees. We also provide them a receipt for tax purposes. Using the donation report permits your organization to send a thank you note or e-mail to those individuals that have made a donation. If you are looking for team sponsors, we add a special section to your registration form explaining your needs and requesting sponsors. If an individual indicates an interest then an automatic e-mail is immediately sent to the person in your club responsible for contacting prospective team sponsors with the phone number and e-mail of this very important person.



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TECHNOLOGY & SECURITY

State of the Art Technology and Security

We use the latest encryption technology and state of the art security to protect our servers and your data. Our production servers are located at a 24 x 7 secure commercial Data Center. Numerous safeguards and redundancies are in place to minimize any disruptions of service.

- **Encryption** – We use a Veri Sign security certificate to protect transmissions between browsers and our servers. Our security certificate provides 128 bit encryption in conjunction with Secure Socket's Layer (SSL) technology. This is the highest level of security available.
- **Network Capacity** – The data center utilizes multiple fiber connections to different non-related points of presence on the Internet. The network backbone uses the latest Gigabit Ethernet technology so our customers receive service via switched 100 megabit Ethernet, which allows us to use bandwidth on demand.
- **Power Supply** – The data center power system is equipped with standby generators, redundant UPS battery modules and redundant power transformers.
- **Infrastructure** – Network access to our server and office is protected by a state of the art firewall. This firewall makes us invisible to the Internet and prevents any unauthorized access to our systems.
- **Server Configuration** – Our server was specifically designed for customers requiring high transaction volumes and critical databases. The server has significant disk and memory capacity, redundant power and cooling modules, dual processors and RAID controllers to ensure continuous operation.



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> Testimonials

TESTIMONIALS



A Few of Our Many Testimonials

Customer 1

“I am pleased to be asked to comment on our experience with YouthLeaguesUSA. I have worked closely with the planners and programmers at that organization for the last three years in an effort to bring registration and league management for my 2700 player soccer league online, and not incidentally, off of my desktop. ...Their integrity in delivering on their promises has been absolutely without reproach. Additionally, they have made many suggestions for additional wording or structure about which I was initially skeptical, but all of those suggestions have turned out to be inspired ones that I am glad that I accepted... Overall, I have been more than satisfied with my decision to solve our league management project with the solutions that YouthLeaguesUSA provides. I recommend them highly and cannot fault the people or the product on any dimension.”

Customer 2

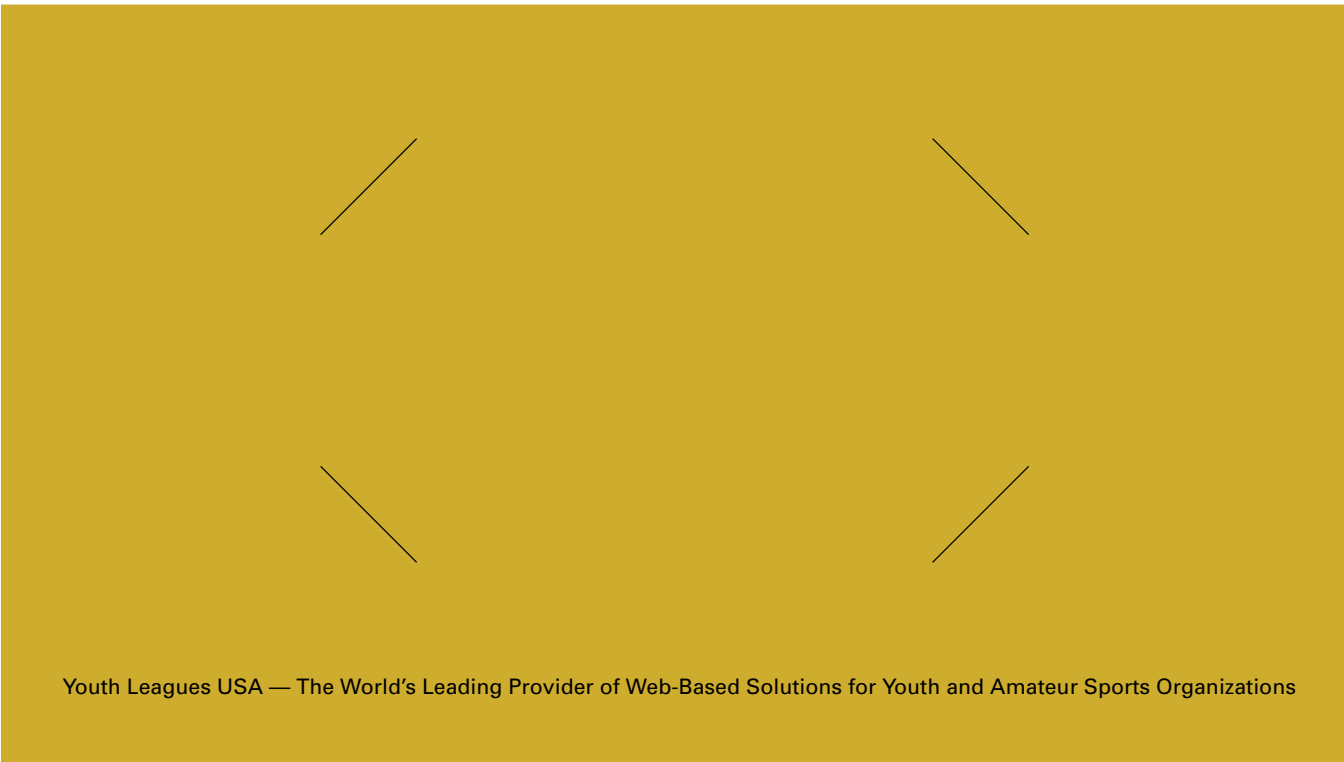
“We designed our registration site more or less from the ground up, and I have ‘tweaked’ it a few times since we started. Anything I have requested from YouthLeaguesUSA, they have accommodated, and usually have made it better than what I originally requested. They are continuously improving their own systems, as well, to make the data you collect easier to use”

Customer 3

“Initially, our system design was very simple - to provide online team registrations and a database for teams to purchase insurance. Since the inception of the system, our organization grew very rapidly – to the point where we really had to automate many of our procedures. John Jackson not only assisted in this regard, but also suggested several ways for us to save time, and improve our services. Youth Leagues USA, upon our approval, then went to work implementing this time saving changes at their expense. We now have mass mailings through the database; player searches; roster changes; qualification points, and much much more.”

Customer 4

“We have nothing but good things to say about Youth Leagues USA. They have provided personal attention when we’ve needed it – and amazing software technology to totally address our needs and growth. Additionally, the system has been extremely reliable... We most certainly highly recommend Youth Leagues USA. Quite simply – as large as we’ve become – our growth could not have occurred without the services Youth Leagues USA provides for us.”





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A Division of Ourisman Online Commerce Corp., Founded in 1997