



WHERE YOU BEGIN HAS EVERYTHING TO DO WITH WHERE YOU FINISH.

We've been raising champions for more than a century. Since 1888, the AAU has set the standard for amateur sports in the United States. 'Sports For All, Forever' has been our focus and drive for 118 years and counting. It is more than a motto – it is our vision for sports in the United States and throughout the world. And today we are proud to host more sporting events for more age divisions in more cities than any other organization in the world.

However, the AAU is not just about sports. For every athlete who attains professional sports status after the AAU, there are hundreds more who apply their AAU experience elsewhere. What our participants gain is much more valuable than athletic glory, much more important than any athletic achievement. Through participation in AAU sports programs athletes acquire the mental activity, emotional maturity, and social tools necessary to succeed in the classroom and in the world beyond.

We are raising tomorrow's leaders on today's playgrounds. No matter your sport, age, or experience level, there is a place for you in the AAU. Congratulations on becoming a part of this tradition. And remember, where you begin has everything to do with where you finish!

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How Much Does It Really Cost to Become an AAU Member? What is the Value? Apples to Apples, or Apples to Oranges?

Some people will try to tell you that it is very expensive to join AAU. After all, the best always costs the most, right? Wrong. Whether you are a player, a coach, a facility-owner, or an event-operator, there is no better value than through the AAU.

Before you decide with which organization you are going to affiliate, do your homework. Here are some things you may want to check out.

One Club Membership, Many Teams

In the AAU, your organization can register all your teams in all age groups under one club for as little as \$30. Ask any other organization that you are considering whether theirs is a “club” membership that includes all teams, or if each team needs a separate membership.

Protect Yourself, Protect Your Team

The many benefits of being an AAU member include the opportunity to play in AAU events, seek an AAU national title, and host AAU events. And, each of your members automatically receives at no extra charge accident and general liability insurance. With every participant in your club having membership in AAU, you are assured you and every one of your players are protected. For athletes, membership is as low as \$12. For \$2 more, an Extended Benefit membership is available. That Extended Benefit membership follows you to non-AAU events, including the insurance benefit. Membership for coaches is \$14, or \$16 for the Extended Benefit.

Ask the other organizations what benefits are included in their fee structure. What events do they offer? If they provide you with insurance coverage, ask how you prove a player was on your team if a claim is filed, and if you add a new player after you register your team for the first time, how does that player get added to the policy?

The insurance that you are given with your AAU membership covers damage to premises rented by you, sexual abuse allegations, dental injuries, protection for your volunteers, officials, event operators, and sponsors, and so much more. Be sure to ask the provider of whatever insurance you carry as a team exactly what coverage you have. Be proactive; don't wait until a claim is filed to find out.

This is YOUR Organization

It is its membership that governs the AAU. As an AAU member, you participate in the election of your leadership from the district through the executive level. This allows you to make changes in the state/district/national officials if you are unhappy with the way the organization is being run. With a Club Level 2 or 3 membership, your club can sanction and host AAU events for only \$50/day with a \$350 cap on events that are more than seven days. There is no per-team fee due from the host. Your club can actually become a tax-exempt, non-profit organization under the AAU umbrella with a Club Level 3 membership. Ask other organizations whether you get a voice in the leadership of their program. Ask if you can host your own events under their organization and if so, what is the total cost? Ask if you can become a 501(c)3 non-profit under them. In fact, ask if *they* are a non-profit organization.

Apples or Oranges?

When you consider everything that is included with an AAU membership vs. what other organizations offer, there is simply no comparison. The “best” is actually less expensive than “the rest”.