



**AAU STRENGTH SPORTS
GETTING STARTED**

#WeAreAAU



AAU STRENGTH SPORTS

PROGRAM OVERVIEW



#WeAreAAU

www.aaustrengthsports.org

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 more than 130 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 acuity, 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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WHY SHOULD I JOIN AAU?

Our Membership is good for all of our 45 sports

- For only \$20 for youth athletes, and \$55 (1-year) or \$75 (2-year) for non-athletes, you can participate in any or all of our offered sports.

Places to Play

- The AAU believes that our events should be hosted at the best facilities. That is why we are partnered with the ESPN Wide World of Sports the premier multi-sport facility in the USA.
- Our National Championships take place in fun locations including but not limited to Orlando, FL; Virginia Beach, VA; Philadelphia, PA; Los Angeles, CA; Las Vegas, NV; Cocoa Beach, FL; and New Orleans, LA.

High Level of Competition

- The AAU is proud to have some of the best young athletes in the country competing in all of our 30+ sports.
- Former AAU athletes are now in the NBA, WNBA, MLB, as well as many Olympians.

Events

- The AAU has many types of events to offer: Local Tournaments, Meets, Leagues, Sports Festivals, District Championships, Super Regionals, Showcase Events, and National Championships.
 - Whether you want to play close to home, or play across the country, the AAU can make it happen.
- AAU Junior Olympic Games
 - The largest youth multi-sport event in America with over 20 sports.
 - Current cities hosting: Baltimore, MD; Des Moines, IA; Greensboro, NC; and Houston, TX.

Insurance

- Participant Insurance
 - Your AAU Membership comes with the benefit of secondary sports accident insurance in the event you are injured while competing or participating
- Practice and Event Insurance
 - Coverage Limit: \$5,000,000 of general liability



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Getting Started in AAU Sports

Go to www.aausports.org and click on JOIN AAU and Create a User Account

Purchase your AAU Individual Non Athlete membership- All Athletes and Non Athletes (coaches, volunteers, officials) must be individual members of the AAU. Background screens are conducted for all adult members of the AAU. You must have an active Non Athlete Membership to purchase a club membership.

Non Athlete memberships are \$55 (1-year) or \$75 (2-year). For an additional \$2, participants can purchase an extended benefit (AB) membership which extends coverage when participating in non-AAU events. For complete information on insurance, visit www.aausports.org.

AAU Club Membership- Each organization must be a registered AAU Club. You can have more than one team within the same club. Club membership can be completed instantly online at www.aausports.org click on Member Login. Login to your account, on the dashboard page click on Club Application; then you will see a description and benefits for each club level. Youth club membership fees are \$30 (Club Level A), \$60 (Level B), or Price TBD (Level C). Club membership is valid September 1 to August 31.

Sign up your club/team/organization's members! Youth athlete membership is \$20 per athlete. Non-athlete (coach, volunteer, official) membership is \$55 (1-year) or \$75 (2-year). A benefit of AAU membership is sports accident and general liability coverage. For an additional \$2 per year, participants can purchase an extended benefit (AB) membership which extends coverage when participating in non-AAU events. For complete information on insurance benefits, visit www.aausports.org.

All AAU Non-Athletes will also be required to obtain PCA Double-Goal Coach® training and certification. The AAU National Office is happy to announce to its members, that this Coaches' Education is FREE for all AAU Non-Athletes. This exciting program is MANDATORY for all AAU Non-Athletes and will be administered by Positive Coaching Alliance (PCA). Please visit www.aausports.org to start the MANDATORY AAU/PCA coaches' educational course. Membership may be revoked from non-athletes who do not complete course prior to competition.

Know your Insurance benefits!

Your club and individual members are covered by both Sports Accident and General Liability. There must be a club membership for the organization and EVERYONE participating must have an individual AAU Athlete or Non Athlete membership. Please visit www.aausports.org for a comprehensive explanation of the entire insurance program as well as information on the AAU insurance certificate program.



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1. Hosting AAU Tournaments and Leagues – Licensed Event (Event Sanction)

As an AAU Club Level 2 or 3, you are eligible to apply for an event license application to host your own tournaments or leagues. Event License applications are offered at no charge and if approved come with 5 third party certificates of insurance. Any additional certificates will be \$10 per certificate. League licenses are also offered at no charge and can be licensed for no longer than 120 consecutive days. Third party certificates for League licenses will be available depending on your league size. Visit our website www.aausports.org, click on Member Login, Login to your account and once on your dashboard, and scroll down to the Event License Application.

Licensing your event with AAU has many benefits.

- The resources of a multi-million dollar organization while maintaining administrative control of your event
- The AAU nationally recognized brand and logo
- Multi-million dollar insurance program
- Marketing opportunities with AAU members
- AAU ribbons, medals and banners
- Established and recognized sport rules
- Local and national websites to promote your event
- Convenient online services

While submitting your licensed event you can also request Event Third Party Certificates for your facilities if they require them (fees apply).

2. Local District Directors

Your local District Director can provide you with additional information regarding other teams and tournaments in your area. If there is not a Director in your area and you are interested in developing a program in your District, please contact the AAU National Office at 407-934-7200. Also, visit the sport specific website for your sport by going to www.aausports.org and clicking your sport from the drop-down menu.

3. Insurance and Insurance Certificate Program

As an AAU registered Club you have access to our insurance certificate program. This program offers a verification of insurance for the club, third party practice, event, extended benefit and sponsor certificates. Please visit www.aausports.org and click on the Membership tab and then choose Insurance Overview for a comprehensive explanation of the entire insurance program as well as information on the AAU insurance certificate program.



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Suggestions to get you started

Forming a team can be a little overwhelming so the following are a few things to consider when beginning the process.

Important Considerations

The four most important considerations in forming a team are developing a philosophy for your team, finding committed players, finding a coach and finding a practice facility.

Develop Philosophy

Will it be a participation team where everyone gets equal playing time or a performance team where playing time must be earned? If the coach and the players don't buy into the philosophy of the team it will eventually lead to problems and hard feelings.

Selection of Players

- Will you run area wide or local tryout?
- Will they be open tryouts or by invitation only?
- Are tryouts necessary or will you just select your own team?
- You will also need to decide how many players you will have on your teams' roster. Cost, which is addressed in the next section may have some impact on that decision.

Develop a Budget

You must first figure out how much money you need to run your club. You have an option of dividing the cost of running your club amongst the number of players on your team. If you want to supplement the amount of money the players are responsible to contribute or if you do not want the players to contribute any money then you must do one of the following action points.

Host a Tournament

Hosting a tournament can give your club an opportunity to raise money for your team.

Questions? For further information on how you can begin running AAU leagues, tournaments, and clinics, please contact aauprograms@aausports.org for more info.

The information provided above is a general guideline to be followed at your discretion. The AAU does not endorse any particular organizational process or claim to have exact knowledge on how to start or find a team.

*The information provided above is a general guideline/suggestion to be followed at your discretion.



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