



WELCOME ATHLETES, COACHES AND PARENTS

# HOW TO START AN AAU FOOTBALL PROGRAM

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# AAU is...

*“AAU was a springboard to everything I have achieved.”*

- Van Chancellor  
Basketball Legend

*“It’s not about being the best. It’s about discovering what your best is.”*

- Peyton Manning  
Indianapolis Colts

*“I have always admired the organization. The AAU does wonderful work.”*

- Eddie Einhorn  
Owner of Chicago Bulls and Chicago White Sox

*“Our NFHS strategic plan called on us to reach out to organizations such as the AAU.”*

- Robert F. Kanaby  
Executive Director, NFHS

*“For me to win the AAU James E. Sullivan Award – Wow, people really respect me.”*

- Chamique Holdsclaw  
WNBA Player

*“What I respect about the AAU is it's well organized and well put together. Keep it up AAU.”*

- Shaquille O’Neal  
NBA Player

*“You know what I like about AAU? AAU saves lives! It takes kids off street corners and away from drugs. AAU is a great organization!”*

- Percy “Master P” Miller  
Entrepreneur

*“The AAU has been a powerful force in the great athletic success the United States has enjoyed.”*

- Gerald R. Ford  
38th President of the United States





## **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 135 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!

[www.aausports.org](http://www.aausports.org)

P.O. Box 10,000 • Lake Buena Vista, Florida 32830-1000  
Phone: 407-934-7200 • Fax: 407-934-7242



# AAU FOOTBALL

## PROGRAM OVERVIEW

[www.aaufootball.org](http://www.aaufootball.org)



#WeAreAAU

# Why Should I Join AAU?

## Our Membership is good for all or our 45 sports:

- For only \$22 for youth athletes, and \$55 (1-year) or \$75 (2-year) for non-athletes (this includes an extensive background check for all coaches), 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 40+ sports.
- Former AAU athletes are now in the NFL, NHL, NBA, WNBA, MLB, as well as many Olympians.



### Events

- The AAU has many types of events to offer: Local Invitational Tournaments, 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: Greensboro, NC; Des Moines, IA; Houston, TX; and Baltimore, MD.



### Ability to compete in front of a national audience

- ESPN, local channels, webcasting

# [www.aausports.org](http://www.aausports.org)





# AAU FOOTBALL

## PROGRAM OVERVIEW

[www.aaufootball.org](http://www.aaufootball.org)



#WeAreAAU

### 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: \$4,000,000 of general liability



### Famous Alumni

- Boys' Basketball: Shaquille O'Neal, Dwight Howard, Larry Bird, LeBron James, Kobe Bryant
- Girls' Basketball: Nykesha Sales, Candace Parker, Chamique Holdsclaw
- Baseball: David Wright, B.J. Upton, Prince Fielder, Matt La Porta
- Track & Field: Jeremy Wariner, Darnell Hall, Florence Griffith-Joyner
- Sullivan Award Winners: Michael Phelps, Carl Lewis, Bonnie Blair, Robert T. Jones, Jackie Joyner-Kersey, Mark Spitz, Peyton Manning, Caitlin Clarke, and many more.





# Getting Started in AAU Sports

Go to [www.ausports.org](http://www.ausports.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.ausports.org](http://www.ausports.org).

### NON-PROFIT AAU CLUB TIERS

**Tier Level 1** - (Similar to the previous Club Level 3) for clubs that will register a minimum of 100 members and receive benefit of being a not-for-profit status  
**Tier Level 2** - is new for 2025 and applies to existing national or regional organizations  
**Tier Level 3** - is new for 2025 and applies to event directors hosting events in multiple districts

ELIGIBLE TO:	TIER 1 \$500 100+ MEMBER MIN	TIER 2 NATIONAL/REGIONAL SPORT ORGANIZATION	TIER 3 \$500 EVENT DIRECTOR
Participate in AAU	✓	✓	✓
Apply for 3rd party practice certificates	✓	✓	✓
Vote at district meeting	✓	✗	✗
Print club certificate	✓	✓	✓
Apply to use AAU Logo	✓	✓	✓
Apply for FREE event license	✓	✓	✓
Apply for event license with no geographical boundaries	✗	✓	✓
Receive 501c3 not-for-profit status	✓	✓	✓
Apply for sales tax exemption in your state	✓	✓	✓

### STANDARD AAU CLUB MEMBERSHIPS

See below for the AAU Club Memberships at the Standard Levels for 2025.  
**Club Level A** (formerly known as Club Level 1) allows clubs and teams to play AAU.  
**Club Level B** (formerly known as Club Level 2) allows clubs to play and host events in their district)  
**Club Level C** is new and allows clubs to play and host events with no district boundaries.

ELIGIBLE TO:	CLUB A \$30 \$50	CLUB B \$60 \$80	CLUB C \$150
Participate in AAU	✓	✓	✓
Apply for 3rd party practice certificates	✓	✓	✓
Vote at district meeting	✓	✓	✓
Print club certificate	✓	✓	✓
Apply to use AAU Logo	✗	✓	✓
Apply for FREE event license	✗	✓	✓
Apply for event license with no geographical boundaries	✗	✗	✓

**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.ausports.org](http://www.ausports.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.ausports.org](http://www.ausports.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.ausports.org](http://www.ausports.org) for a comprehensive explanation of the entire insurance program as well as information on the AAU insurance certificate program.

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

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.ausports.org](http://www.ausports.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](http://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](http://www.aausports.org) and click on the Membership tab and then choose insurance overview comprehensive explanation of the entire insurance program as well as information on the AAU insurance certificate program.



# AAU Insurance Program Summary

AAU Insurance is a benefit of membership.

Club Membership insures practices and an event license insures competitions/clinics etc.,  
Everyone participating must also have an individual AAU Athlete or Non Athlete Membership

**SPORTS ACCIDENT:** Coverage is provided for properly registered members that are injured during an approved event. Coverage is excess medical and becomes primary if there is no other coverage.

Excess Medical	\$100,000
Youth/Non Athlete Deductible	\$300
Adult Athlete Deductible	\$300
Accidental Death & Dismemberment	\$20,000
Dental	Included

**Who is insured? (The following categories include but are not limited to)**

Athletes and Non-Athletes

### Covered events

**Licensed Events:** This is an event that has been applied for and received an event license from the AAU of the U.S. Inc.  
**Supervised Practices** for member clubs.

### GENERAL LIABILITY COVERAGE

### LIMITS

Each Occurrence - <b>per event</b>	Up to \$1,000,000
Personal and Advertising Injury	Up to \$1,000,000
Excess Liability Limit	Up to \$3,000,000
Participant Legal Liability	Included
Damage to Premises Rented to you	\$1,000,000
Medical Expenses (any one person)	\$5,000
Sexual Abuse & Molestation -	Included

**Who is insured? (The following categories include but are not limited to)**

- Registered Athletes and Non-Athletes
- Member clubs/teams when all participants are properly registered as athletes or non athletes
- Event organizers, promoters, sponsors and managers of AAU licensed events
- Volunteers while acting in their capacity at an AAU licensed event
- AAU of the USA, Inc.
- AAU Districts, AAU Governors and Administrators, AAU Directors & Officers
- Officials while acting in their capacity at an AAU licensed event

### Covered events

**Licensed Events:** This is an event that has been applied for and received an event license from the AAU of the U.S. Inc.  
**Supervised Practices** for member clubs.

### EXTENDED COVERAGE (AB) INSURANCE PROGRAM

The Extended Coverage (AB) program was developed to extend coverage for AAU members while participating in events hosted by organizations that are not member clubs of the AAU. Coverage in this program is provided for properly registered athletes or non-athletes.

Sports Accident	\$100,000
Liability Coverage	Same as above
Aggregate - per event per year	Same as above

Extended Coverage (AB) Is not available in Adult Sports of Taekwondo, Diving, Gymnastics, Box Lacrosse

Any organization that is a member of the AAU and hosts an event that is not licensed by the AAU would not have any coverage for the event, even if its members are AAU AB Registered.

**This brochure is only a brief description of the coverage available under the AAU Policies. The policies may contain reductions, limitations, exclusions and termination provisions. If there is a conflict between the contents of this document and the policy, the terms and conditions of the policy will govern in all cases.**





# AAU Insurance Program Summary

AAU Insurance is a benefit of membership.

Club Membership insures practices and an event license insures competitions/clinics etc.,  
Everyone participating must also have an individual AAU Athlete or Non Athlete Membership

## VERIFICATION OF INSURANCE AVAILABLE

ALL INSURANCE CERTIFICATES ARE AVAILABLE AT [WWW.AAUSPORTS.ORG](http://WWW.AAUSPORTS.ORG) UNDER THE INSURANCE OVERVIEW TAB

**Verification of Insurance:** This document verifies the club has insurance coverage as defined by the AAU policy and extends the club's coverage to a third party (if accepted by the third party). Your specific club name will appear on the document. **Free-Documents Available immediately.**

## THIRD PARTY/ADDITIONAL INSURED INSURANCE CERTIFICATES AVAILABLE

ALL INSURANCE CERTIFICATES ARE AVAILABLE AT [WWW.AAUSPORTS.ORG](http://WWW.AAUSPORTS.ORG) UNDER THE INSURANCE OVERVIEW TAB

**This program is designed to provide member clubs the ability to obtain certificate(s). The fee structure is based on requesting the third party/additional insured certificate(s) at least 30 days before coverage start date or incurring an expedite fee**

Fee Structure	Fee	Expedite Fee	Total
Start Date is 31 + days from today	\$50	NA	\$50
Start Date is 16-30 days from today	\$50	\$50	\$100
Start Date is 0-15 days from today	\$50	\$100	\$150

For the fees listed above, you may request up to 200 third party/additional insured certificate(s) in one transaction. If you do not list all requests on your initial submission, there will be a \$50.00 transaction fee each time you return to list additional requests. For each facility/entity over 200 there is a \$10.00 per facility/entity fee.

**PRACTICE CERTIFICATES:** Fees apply. This certificate extends coverage for members during practice and practice only. The practice must be scheduled & supervised by an AAU non-athlete member. It specifically names the third party/additional insured, confirms the club has coverage as defined by the AAU policy and extends the club's coverage to the third party/additional insured. (This certificate is applicable where needed for CG 2026 1219).

**Available 2 hours after certificate request**

**EVENT CERTIFICATES:** 5 (five) event certificates are included with all approved event licenses. \$10 per certificate will be charged if more are needed. Leagues are provided event certificates with all approved league licenses at no charge using the following formula, 1 (one) per 100 registered athletes. \$10 per certificate will be charged if more are needed. Event certificates extend coverage for activities such as leagues, tournaments, clinics and other events approved by the Amateur Athletic Union of the United States, Inc. Event licenses may take up to 16 days for approval. It specifically names the third party/additional insured, confirms the club has coverage as defined by the AAU policy and extends the club's coverage to the third party/additional insured. (This certificate is applicable where needed for CG 2026 1219).

Available 2 hours after Approval of Event license Application

**SPONSOR:** Fees apply. This certificate extends coverage to a benefactor or donor who supports a member club. The sponsor name will appear on the certificate(s). It confirms the club has coverage as defined by the AAU policy and extends the club's coverage to the third party/additional insured.(This certificate is applicable where needed for CG 2026 1219). This type of certificate request must be submitted to the AAU National Office for processing.

**Available 24-48 hours after request has been submitted and accepted.**

**EXTENDED COVERAGE CERTIFICATE:** Fees apply. This certificate is for AAU member clubs while participating in events hosted by organizations that are not member clubs of the AAU. This certificate must be obtained by an AAU member club. This certificate insures the named third party in regards to the AAU member club's sole negligence. The entire competing team and coach (non-athlete) must be AAU Extended Benefit members. If you are a member of the AAU in the Extended Benefit category and conduct an event that is not licensed by the AAU, you forfeit your rights of insurance coverage for said event. This type of certificate request must be submitted to the AAU National Office for processing.

**Available 24-48 hours after request has been submitted and accepted.**

**This brochure is only a brief description of the coverage available under the AAU Policies. The policies may contain reductions, limitations, exclusions and termination provisions. If there is a conflict between the contents of this document and the policy, the terms and conditions of the policy will govern in all cases.**



# AAU FOOTBALL

## PROGRAM OVERVIEW

[www.aaufootball.org](http://www.aaufootball.org)



#WeAreAAU



## 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 tryouts?
- 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 (click on Financial Obligations of Clubs/Teams) 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.

### Get a Sponsor

Find a local business or person in your area that would like to sponsor your team either with money or merchandise.

### 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 [tmeyer@aausports.org](mailto:tmeyer@aausports.org) or [cmeredith@aausports.org](mailto:cmeredith@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.**



# AAU FOOTBALL



## Program Overview

The AAU Football program offers opportunities for athletes of all ages, in all skill levels. Events are held throughout the country, including local league play, invitational tournaments, and National Championships.

\*For Nationals, the 1st and 2nd place team from a licensed AAU league are eligible for the League Based Nationals.

## Benefits of AAU Football

- An opportunity to follow in the footsteps of former AAU athletes: B.J. Upton, Prince Fielder, Mark Spitz, Shaquille O’Neal, Kerri Strug, Chamique Holdsclaw, Greg Louganis, Ryan Klesko, Dan Gable, Carl Lewis, Jackie Joyner-Kersey, and many others.
- Membership that includes insurance coverage.
- Travel, make new friends, continue education, and create unforgettable memories.
- Membership in an organization long recognized for its position in amateur sports.

## National Office Staff Contact

### Sport Manager

Brandon Uffelman

PO Box 22409

Lake Buena Vista, FL

32830-2409

[brandon@aausports.org](mailto:brandon@aausports.org)

(407) 828-2756 (Direct Line)

407-934-7200 (Main Office Line)

407-934-7242 (FAX)

## Football Age Divisions

The AAU Football program provides an avenue of competition for many ages as well as both genders. For more specific details on age divisions please visit the website [www.aaufootball.org](http://www.aaufootball.org)

### Age Divisions

\*7U,9U,11U,13U are offered in certain districts.

6 & Under

8 & Under

10 & Under

12 & Under

14 & Under

14 & Under athletes can have had no High School experience. Participation in or on Freshman, JV, Varsity, summer workouts, practicing, or signing up for the team is considered High School Football experience, and would make an athlete ineligible.

Age divisions will be determined by the age of each player before the first day of August immediately preceding seasonal year.

## Equipment

The AAU Football program suggests the following equipment:

1. Regulation field, compatible size for age division in suitable and safe quality for play
2. NFHS required protective equipment: helmets, shoulder pads, etc.
3. Regulation ball, compatible size for age division
4. Two regulation goalposts per field
5. Two team bench seating per field
6. Two water cooler stations with cups per field
7. One public address system per field
8. One scoreboard per field

## Visit

[www.aaufootball.org](http://www.aaufootball.org)

**for more information.**

\*The information provided above are general guidelines/ suggestions to be followed at your discretion.





# AAU FOOTBALL



## Hosting a League/Event

**Suggestions** for getting you started:

1. Create a budget for the league/event
2. Secure a facility/facilities and contract  
>Include equipment, supplies and other as you find necessary
3. Create an administrative team
4. License the league/event with the AAU
 

League/Event Director	Concessions Coordinator
Officials Coordinator	Sponsors/Marketing Coordinator
Football Coordinator	Awards Coordinator
Cheer Coordinator	Other as you find necessary
Registration Coordinator	
5. Solicit sponsorships
6. Set up registration process
7. Promote via AAU website calendar of Events, email blast, registration info, and other creative ideas
8. Set a tentative schedule
9. Secure officials
10. Purchase supplies, awards, concessions, office supplies, decorations and etc. as you find necessary.
11. Post final schedule and send to each specific club participating
12. Results
  - >post onsite throughout league/event
  - >post online
  - >submit to AAU post event
  - >send to each specific club who attended.
13. Wrap up/Review
  - >Review budget
  - >Create a pros and cons list for future events

\*For more information, visit [www.aaufootball.org](http://www.aaufootball.org)

## Competition Rules

The AAU Football program shall follow the NFHS competition rules with the exceptions and modifications for the National Championships listed in the Rules tab of [www.aaufootball.org](http://www.aaufootball.org).

## Team Composition

Teams competing in the 8 & Under - 14 & Under age divisions shall be composed of a minimum of seventeen (17) players and a maximum of thirty five (35) players. A team is limited to one (1) Head Coach, and four (4) Assistant Coaches.

\*This is for National Championship play. Modifications to minimum/maximum roster size and total amount of coaches can be modified locally, provided it is not a safety issue.

## Practice

Set a practice schedule that best fits your program, budget and facility. Create the schedule according to your number of athletes, time allotted, fee paid, staff availability, etc. as necessary.

## AAU Football National Chairman

Keith Noll

715-829-2346

[slapshot@wwt.net](mailto:slapshot@wwt.net)

## Visit

[www.aaufootball.org](http://www.aaufootball.org)  
**for more information.**

\*The information provided above are general guidelines/suggestions to be followed at your discretion.



# SPONSORS & PARTNERS

## Sponsors & Partners



JUNIOR VOLLEYBALL ASSOCIATION



## AAU Football Executive Committee

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## AAU Football Cheer Executive Committee

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