



American Soccer League

June 1st, 2018

Starting in the Fall of 2018, the ASL and ASL-2 will be providing teams and their fans with more opportunity than ever before.

“New look, new opportunities, but the same mission in preparing and moving American players to the next level.”

Global Coordinator & Strategic Advisor -- Matt Driver

Summary

For several years the American Soccer League has been dedicated to the development of the American Soccer player. In that time there has been significant changes in the landscape of the Professional and National game.

We also have moved with the times and the demands of what the American Soccer Player and American Fan want and what they ultimately like to see in their hometown stadiums and that is for American players to continue to compete at the Professional and International level.

It is due to this we to have decided it is time to modify the structure of our league by adding an additional Division the ASL2 will be for amateur players only and this will create opportunities for players to move upwards for playing opportunities in the ASL Pro division.

We have also decided to allow Amateur players to compete alongside the Professional players providing that they have decided to forego any collegiate opportunities in the future.

By allowing this we can play our part in not only creating more playing opportunities for the US player to play at the Pro level but assist the teams in keeping their player budget down and their financial commitment.

On that topic the ASL has listen to the market and has taken notice by dropping our fee to entry to the ASL and significantly lowered our fees so that we are competitive not only on the Soccer field but also on price and service as to what a league should provide its members, the league is there to be a platform for teams to step on to and perform and not to burden them with undue financial pressure.

For more information please email Matt Driver at Matt.driver@philadelphiafury.com



ASL 2018 FEE Structure:

● **ASL & ASL-2 Fee's:**

ASL Fall Season Dues: ASL -	\$2,000.00
ASL-2	\$1,250.00
ASL -	\$2,000.00
ASL 2 -.....	\$1,250.00

- Note: Seasonal fees will include a \$500 Annual Membership Due for every ASL club.

ASL Referee Fees:

- Each Team is responsible for their own referee costs. The cost per team is \$130 per ASL Pro Division will require 4 Match officials / \$100 per match in ASL2 will require 3 Match officials.

Facilities and Maintenance:

- Each team is responsible for securing a home field for its home matches and each home team is responsible for the payment for the rental of the facility.

USASA Registration: Insurance:

- The ASL will provide a minimum secondary insurance coverage of \$10,000 for all ASL Pro clubs. Each team must register each player on the playing roster with the USASA and there is a \$25 fee for each player registration with a \$400 deductible.
- The ASL2 will provide a minimum secondary insurance coverage of \$5,000 for all ASL2 clubs. Each team must register each player on the playing roster with the USASA and there is a \$25 fee for each player registration with a \$400 deductible.

Rules and Regulations:

- The ASL is the only Professional league in the USA that is committed to the development of US players by this restriction and will maintain their philosophy of focusing on developing American Professional Players.
 - The ASL will require 8 American players on the field at all times for ASL Pro matches, each ASL team can register as many foreign players as they need.
 - There are no restrictions on the ASL 2 as far as foreign placed players.

The American Soccer League



The ASL will provide to the Champions of the ASL the following.

- A cash prize of **\$7,500** to the winner for each season of the ASL providing the Regional Division carries 6 or more teams.
- **20** free Mini Vacation to a 5 star all inclusive resort in the Caribbean. Courtesy of Hotels VIP.COM estimated value of **\$12,500** (All ASL teams must wear Sockatyes to qualify for Mini Vacation prize)
- **20** Hummel Championship Training Tops.

TOTAL ESTIMATED VALUE OF \$20,000 IN PRIZES

ASL2

The ASL 2 will provide a cash prize of **\$5000** to the winner of each season of the ASL2 division providing the Regional Division carries 6 or more teams.

ASL / U.S Open Cup:

- ASL teams have the automatic right to participate in the U.S Open Cup Qualifying rounds simply by being a member of the league. The winner receives \$250,000 from U.S Soccer.

ASL / USASA National Amateur Cup

- All ASL teams have the automatic right to participate in the U.S National Amateur Open Cup simply by being a member of the ASL. The winner receives \$15,000 Prize with a second place cash prize of \$8000 from USASA.



ASL Sponsorships/Opportunities:

Each ASL Club will receive:



- Hummel - Official Uniform supplier of the American Soccer League
- **\$2,500** credit in Hummel apparel with every **\$2,000** purchase with a signed Hummel contract.
- **4** Hummel Match Balls
- Hummel Goalkeeper Gloves

Team Website:

- All ASL clubs will be able to gain full access to the official ASL web platform provided by our partner Jimmy Camacho at asl.soccermaxwebsites.com for **\$40/month**.
- Teams will receive a hosted website with access to internal ASL marketing and sponsorships and pro club development materials tools, as well as league communications, schedule, standings, stats, content management tools, etc. (Each team is required to use the league partner Soccermax for a team website which will also allow access to the league player registration portal.)

Travel Opportunities:



- Each youth club affiliated with any ASL or ASL 2 club will receive a special vacation offer for their fans. This offer will include a buy-one get-one Free Mini vacation to a 5 star all inclusive resort in the Caribbean.
- This will be consistent for all fans attending ASL/ASL 2 games. (All teams must supply game day tickets backs or vouchers for redemption of the Free Mini Vacation giveaway to fans)
- Sockatyes and Hotels VIP.com are the official sponsor of the ASL/ASL2 details of sponsorship requirements will be sent to registering ASL.

Teams will be announced as members of the ASL/ASL 2 once their application is received, approved and fees are paid. No team will be added to the scheduled without ASL approval.



