PARTNER WITH AYSO!

Everyone Plays®    |    Balanced Teams    |    Open Registration    |    Positive Coaching    |    Good Sportsmanship    |    Player Development
Thank you for your interest in the American Youth Soccer Organization (AYSO), the oldest non-profit youth soccer program in the country. For more than 50 years, AYSO has strived to ensure all kids have the opportunity to play the beautiful game of soccer. With more than 50,000 teams and over 400,000 players nationwide, AYSO has programs in 800 communities, which come in all shapes and sizes. At an attractive national per-player cost, you have access to our insurance, easy-to-use financial systems, online registration portals, tremendous volunteer training, and a vast array of systems and services to support kids playing soccer and families having fun.

AYSO’s eight million alumni include World Cup winners, Olympians, professionals as well as doctors, lawyers and community leaders. Great soccer starts here and we believe that everyone should have the opportunity to play.

We invite you to join us in providing a world-class soccer program that will enrich children's lives in your community for generations to come!
AYSO runs on Volunteer Power!

Headquartered in Torrance, CA, AYSO has a national staff that provides support to the Section, Area and Region volunteers that run the programs locally in their community. The 13 Sections, 100 Areas and 800 Regions, which comprise the AYSO world, are run by volunteer boards, which include Regional Commissioners, Coach Administrators, Referee Administrators, Treasurers, Registrars, Safety Directors, and Child Volunteer Protection Advocates (CVPAs). The Regional Commissioners, Area and Section Directors execute the local programs and are overseen by the National Board of Directors, comprised of 12 volunteer Executive Members, who are elected to three year terms on a rolling basis.

How do you start your own Program?

Starting a local AYSO program is fun and easy! All you need is:
1. A small group of volunteers
2. Access to fields
3. Kids to participate

Click here to receive more information and join the AYSO family today!

Mission: Develop and deliver quality youth soccer programs which promote a fun, family environment based on AYSO’s Six Philosophies.
Training for All!
AYSO ensures that every volunteer has the best possible soccer learning experience. Every position in AYSO is provided with extensive training to help successfully manage a Region from coaches, referees, managers and administrators.

Coaches
AYSO’s coaching program features an innovative age–appropriate curriculum, including in-person and online courses, interactive manuals, weekly training plans and online video demonstration content. AYSO also provides continuing education opportunities through their partner entities.

Referees
AYSO provides comprehensive training and an in-depth certification program to help volunteers become successful referees and stay engaged in your program to allow more kids the opportunity to play.

Administrators
AYSO provides management training to equip Administrators and Region Board Members with the skills to run a youth soccer program with in–person and online courses.
AYSO Player Development Pathway!

AYSO has a program for every age and stage of life governed by our Six Philosophies: Everyone Plays®, Balanced Teams, Open Registration, Positive Coaching, Good Sportsmanship, and Player Development.

We will work with you to develop an appropriate menu of options for your Region.

Click on logo to learn more about each program.
Services and Programs
In addition to world-class training and a menu of soccer programs, partnering with AYSO affords you the benefits of several added-value programs included in the single annual fee!

Safe Haven
AYSO provides a safe place for children and volunteers! AYSO conducts background checks on volunteers involved with the organization. Learn more

Kids Zone
Kids Zone is a special program that encourages fans on the sidelines, and anyone else nearby, to use positive language and demonstrate good sportsmanship to create a great experience for every player. Kids Zone is a reminder that the AYSO soccer fields are a safe, friendly and happy place for children to play. Learn more

National Accounting Program (NAP Online)
AYSO provides full financial support, including filing all federal and local taxes. NAP Online is a secure, easy-to-use system that allows Regions to track their finances and easily share accounting reports.

Risk Management
AYSO provides standard liability and soccer accident insurance.

Communications
AYSO provides several e-newsletter communications, two websites and our AYSO magazine, PLAYSOCCER.

Volunteer and National Office Support
AYSO provides a volunteer support network, training and networking conferences in EXPOs and Roadshows as well as volunteer recognition programs. The National Office is available to provide administrative, facility, legal, finance, marketing and customer service to help you manage your Region effectively.

Registration Portal
AYSO has a customizable registration portal through Blue Sombrero. This user-friendly platform gives Regions another avenue to speak directly to your specific community, helping to build awareness and drive registration to your program.
Marketing
The AYSO Marketing and Communications Department provides you with the tools to successfully market your AYSO Region. The Marketing Toolkit is filled with resources from flyer templates, banners, social media graphics and photos that will help get the word out that AYSO is in your community.

They are also available to help design Region specific material to help your program stand out from all the others in your area. Click here to learn more

Sponsors
Our National Sponsors help AYSO fulfill our mission of providing a world-class soccer program by supporting our day-to-day operations and keeping player fees low. Regions have access to them in ordering uniforms, securing equipment and fundraising ideas amongst many other resources. We strive for partnerships that are mutually beneficial, and align with AYSO’s values and principles. Click here to learn more
Demographics

AYSO attracts a broad and diverse audience to participate. The program offerings for both the player and volunteer make it the go-to program for those looking for a family-fun environment that is both affordable and soccer legitimate.

**Volunteer Population:** 36% Female and 64% Male

**Parent Population:** 65% Female and 35% Male

**Education Level:** Parents and Volunteers
- High School Degree: 1.2%
- Some College: 6.1%
- Associate Degree: 10.9%
- Bachelor Degree: 34.4%
- Graduate Degree: 29.1%
- High School Degree or Equivalent (GED): 18.3%

**Household Income:** Volunteers
- < $49,999: 11%
- $50,000 - $99,999: 30%
- $100,000 - $149,999: 28%
- $150,000 - $199,999: 14%
- $200,000+: 17%

**Household Income:** Parents
- < $49,999: 15%
- $50,000 - $99,999: 32%
- $100,000 - $149,999: 26%
- $150,000 - $199,999: 13%
- $200,000+: 14%

**Age:** Volunteers
- 18-20: 6%
- 21-29: 22%
- 30-39: 49%
- 40-49: 15%
- 50-59: 13%
- 60+: 2%

**Age:** Parents
- 18-20: 3%
- 21-29: 30%
- 30-39: 27%
- 40-49: 34%
- 50-59: 17%
- 60+: 4%

**Employment Rate:** Parents and Volunteers

**Language:** Parents and Volunteers
- English: 96%
- Spanish: 18%
- Other: 17%
Be a part of the World's Biggest Soccer Club and partner with AYSO today!

Click here to receive more information.

Contact Information:
Pete MacPhail
AYSO National Development Manager
PeteM@AYSO.org
310-848-5653

Niall Foy
AYSO National Development Territory Manager
NiallFoy@AYSO.org
480-878-8265

For more info visit:
AYSO.org

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