



Football's National
Governing Body

LEAGUE AFFILIATION

usafootball.com

USA FOOTBALL OVERVIEW

USA Football, the sport's national governing body, leads the game's development, inspires participation, and ensures a positive experience for all youth, high school, and other amateur players. USA Football hosts more than 80 football training events annually offering education for coaches and game officials, skill development for players and resources for youth football league administrators. USA Football is the exclusive youth football development partner of the NFL and each of its 32 teams. America's sole member of the International Federation of American Football (IFAF), USA Football manages U.S. national teams for international competition.



SETTING FOOTBALL STANDARDS

USA Football strengthens how the sport is coached and administered on youth, high school and international levels.

YOUTH FOOTBALL

USA Football has educated more than 75,000 youth football coaches across America through single-day coaching schools and comprehensive online coaching courses. These courses include CDC-approved concussion education and awareness material with an accompanying comprehension quiz. Approximately 400,000 youth football players have benefited from USA Football's coaching programs, which instruct coaches how to teach the sport's fundamentals and employ effective coach-to-player and coach-to-parent communication techniques.

In addition to the NFL and each of its 32 teams, USA Football is the official youth football development partner of college football's Atlantic Coast Conference (ACC), the Mid-American Conference (MAC), and The Patriot League.

HIGH SCHOOL FOOTBALL

Commissioned by the National Federation of State High School Associations (NFHS), USA Football created an online varsity football coaching education course that is now available to America's high school football coaches. This course, offered by the NFHS, is the only one of its kind for high school football, which is the country's most popular sport played by high school boys (1.13 million participants) by nearly a two-to-one margin.

INTERNATIONAL FOOTBALL

USA Football assembles America's national teams for international competitions conducted by football's international federation (IFAF), which consists of 62 member countries spanning six continents. U.S. National Teams in football compete in Under-15 (boys), Under-19 (boys), Men's, Women's, Men's Flag and Women's Flag divisions internationally.



LEAGUE AFFILIATION



League Affiliation is a league-wide membership program that provides USA Football membership to all players and coaches for \$5 each. League-wide membership offers your league the benefits of USA Football's coaching education, development resources and player health and safety information; all built to ensure a positive football experience for those who comprise America's youth football family.

NFL ANNOUNCEMENT

With the NFL's endorsement of USA Football as well as its commitment to the skill development and health and safety of youth players, the NFL is partnering with us to underwrite all USA Football League Affiliation player membership costs through 2013. We want to ensure all youth football players and coaches have access to vital information that will improve their playing experience.

To take advantage of this amazing offer, leagues are to meet League Affiliation criteria and utilize USA Football's league website solution and registration system.

TO BE LEAGUE AFFILIATED, YOU WILL NEED TO:

- 1) Ensure all coaches and players are members of USA Football
- 2) Confirm both head and assistant coaches have successfully completed the USA Football Standard Certification Course or Recertification Quiz
- 3) Maintain appropriate levels of operational insurance and provide a certificate of insurance naming USA Football as an additionally insured.



Cost: \$5 per Coach | \$5 per Player

COMMISSIONER MEMBER BENEFITS



STANDARD TACKLE COURSE, STANDARD FLAG COURSE & RECERTIFICATION QUIZ

USA Football's certified coaching education program (CCEP) has been created to allow youth football organizations to standardize their level of coaching education.

USA FOOTBALL'S PLAYER PROGRESSION DEVELOPMENT MODEL CURRICULUM

Each age division requires a different approach to training and development. The Player Progression Development Model was built to ensure that players get the best and most appropriate training for their age. All USA Football resources are based upon the Player Progression Development Model and offer age-appropriate resources for all age levels.

ACCESS TO AGE SPECIFIC COACHING COURSES

Each course is dedicated to educating coaches based on the PPDM curriculum. Coaches will learn what is appropriate to teach for the age they coach.

LEAGUE OPERATIONS GUIDE

This comprehensive guide covers topics and best practices for all aspects of running a great league including: Concussion Awareness, Fundraising, Player and Coach Recruiting, Securing Field Space and additional helpful topics.

EQUIPMENT GRANT PROGRAM

We provide youth leagues and elementary, middle and high school programs across the United States with over \$1 million worth of new football equipment every year. A USA Football Member or registered user must be the one to apply for this grant.

USA FOOTBALL SIGNAGE KIT

Complimentary game-day signage will be provided to each affiliated league to showcase their association with USA Football. Additional pieces will be available for purchase.

USA FOOTBALL DIGITAL SIGNAGE KIT

Digital elements will be formatted for placement on the leagues' website or for use on various forms and certificates. Will include USA Football's logo and showcase the league's affiliation with USA Football.

E-MAGAZINE

Provides educational articles on everything from skills and drills to off-season fitness. A digital version of the publication is available quarterly.

E-NEWSLETTER

Provides all Commissioners with up-to-date news and notes.

COMMISSIONER'S DASHBOARD

- Manage Player and Coach member registrations
- Ability to track all coaches enrollment and completion of the Standard Tackle Certification Course, Rectification Quiz and Age Specific Courses
- Health & Safety Resources
- USA Football forms, certificates and templates

COACH MEMBERSHIPS BENEFITS

All benefits were developed by USA Football's coaching development experts to help coaches be as good as they can be for their players. Using the online resources helps provide a quality practice and game-day experience for youth players and their parents.



FILM ROOM

Offers hours of fundamental coaching instruction for offense, defense, speed training, and strength training. Watch the best way to teach football fundamentals as well as the proper technique your players should use when performing them. Watch, learn, teach.

DRILLS LIBRARY

Provides access to over 150 practice drills broken down by age and position. Engaging 2D & 3D animation make the drills easy to learn, and helpful summaries identify the required equipment, time allotment and number of players needed for each drill. Finally, a convenient "Print" option lets you print out your drills, insert them into your practice schedule, and take them to the field.

PRACTICE PLANNER

Provides coaches the ability to format, print and email detailed practice schedules. With just a few clicks, coaches can assign responsibilities; schedule warm-up periods, integrate drills from the Drills Library and list the plays that best attack opposing schemes. With the online Practice Planner, practice will be efficient and organized for players, parents, and assistant coaches.

INTERACTIVE PLAYBOOK

Build your own playbook online. After a brief tutorial, you will be able to craft and animate plays, print your playbook and email it to players and assistant coaches.

myCOACH'S PAGE

Our goal is empowering coaches and players to be better. The myCOACH's page is a football-specific, closed social networking tool that takes USA Football resources and provides coaches and players with the flexibility to connect and learn football off the field.



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COACH MEMBERSHIPS BENEFITS



STANDARD TACKLE COURSE, STANDARD FLAG COURSE & RECERTIFICATION QUIZ

USA Football's certified coaching education program (CCEP) has been created to allow youth football organizations to standardize the level of coaching education.

ACCESS TO AGE SPECIFIC COACHING COURSES

Each course is dedicated to educating coaches based on the PPDM curriculum. Coaches will learn what is appropriate to teach for the age they coach.

NFL FILMS VIDEO CONTENT – EXCLUSIVE TO USA FOOTBALL

Video clips that showcase NFL players performing fundamental skills and drills. As you are teaching your players these skills, you can illustrate to them what it looks like when executed at the highest level.

HEALTH & SAFETY CONTENT

Resources are available to address the various concerns surrounding youth football including:

- Concussions
- Heat Preparedness
- Equipment Fitting
- Hydration
- Conditioning
- Injury Prevention
- Nutrition

E-MAGAZINE

Provides educational articles on everything from skills and drills to off-season fitness activities. A digital version of the publication is available quarterly.

E-NEWSLETTER

Provides all coaches with up-to-date news and notes

MEMBERSHIP CARD

Provides proof of membership with USA Football. Each year you complete certification, you will receive a sticker with the respective year proving you are a Certified USA Football Coach.

COACH PATCH

Once you've become a member and completed the CCEP, you will receive a USA Football Certified Coach's patch that shows your commitment to being the best youth football coach that you can be.

PLAYER MEMBERSHIP BENEFITS



USA FOOTBALL PLAYER MEMBERSHIP IS POWERED BY OUR PLAYER PROGRESSION DEVELOPMENT MODEL (PPDM)

- PPDM allows USA Football to offer age-specific training and development
- Resources account for the physical abilities and mental capacity based on the player's age
- PPDM resources are delivered by the coach to the player. It is athlete-centered, but coach-driven
- Player membership resources provide an understanding of these capabilities and deliver a plan to maximize player development
- In addition, player membership resources provide parents the information they need to compliment the teaching points that the player is learning on the field from their coach
- Together, parents and coaches are able to play a significant part in the development of a player using consistent language and understanding of the player's abilities
- This is delivered on football's first team-based, closed social network designed specifically to spur player development and training

Player Membership is part of an overall league-wide membership that provides support and best practices to commissioners, a suite of benefits and coaching education for coaches and peace of mind for the parents. It is an important piece of the overall commitment to excellence in a youth football program.

RESOURCES

FILM ROOM

Offers hours of fundamental instruction for offense, defense, speed training, and strength training. Watch the best way to practice football fundamentals including proper technique. Watch and learn.

DRILLS LIBRARY

Provides access to over 150 practice drills broken down by age and position. Engaging 2D & 3D animation makes the drills easy to learn, and helpful summaries identify the required equipment, time allotment and number of players needed for each drill. Finally, a convenient "Print" option lets you print out your drills, insert them into your practice schedule, and take them to the field.

myPLAYER'S PAGE

The myPLAYER's page is a football-specific social networking tool that takes USA Football resources and delivers them directly from the coach based on what is applicable to upcoming practices and games. Players and parents can also share their youth football experience with family and friends all over by inviting them to be part of their private youth football social network using their myPLAYER's page.

PLAYER MEMBERSHIP BENEFITS



FOOTBALL 101

A course created for youth football players and first-time parents that provides a better understanding of the game, its objectives and what parents and players can expect.

RULES INTERPRETATION LIBRARY

Breaks down each rule by rule number, foul, penalty yardage and enforcement. The Library features video of fouls during live game situations, the corresponding signals and complex officiating topics, such as the passing game, kicking game, pre-snap activity and player conduct.

NFL FILMS VIDEOS – EXCLUSIVE TO USA FOOTBALL

Video clips that showcase NFL players performing fundamental skills and drills. As you are learning these skills, you can see what it looks like when executed at the highest level.

HEALTH & SAFETY CONTENT

Resources are available to address the various concerns surrounding youth football including:

- Concussions
- Heat Preparedness
- Equipment Fitting
- Hydration
- Conditioning
- Injury Prevention
- Nutrition

E-MAGAZINE

Provides educational articles on everything from skills and drills to off-season fitness activities. A digital version of the publication is available quarterly.

E-NEWSLETTER

Provides information pertaining to specific Player Resources for players and parents as well as current news and notes.

MEMBERSHIP CARD

Gives players an opportunity to show-off being a USA Football Member.

MEMBER CERTIFICATE

Printed from online as another way to show your connection to USA Football.

CRITERIA FOR LEAGUE AFFILIATION:

- 1) All players & coaches (including assistants) must be members of USA Football
- 2) All coaches (head & assistant) must successfully complete the USA Football Standard Certification Course or Recertification quiz
- 3) All leagues must maintain appropriate levels of operational insurance - \$1 million General Liability policy and \$25,000 Accident & Health policy. Leagues must provide a certificate of insurance demonstrating these policies and naming USA Football as an Additionally Insured.

COST: \$5 PER COACH; \$5 PER PLAYER

ADDITIONAL RESOURCES

LEAGUE-WIDE INSURANCE PROGRAM

Optional opportunity for interested youth leagues to purchase all necessary insurance coverage for their league operations. Preferred pricing will be available for League Affiliates.

Learn more by visiting: <http://usafootball.com/league-and-club-insurance>

LEAGUE AFFILIATED COACH MEMBER INSURANCE PROGRAM

Can choose to be covered for up to \$1 million in liability insurance

Additional \$10/coach

SUBSIDIZED BACKGROUND CHECKS

USA Football has teamed up with the National Center for Safety Initiatives in offering a background check service to Commissioners. The fully managed screening system is designed specifically for youth-serving organizations with optimal safety in mind. Services range from fully managed and administered programs featuring, online applicant self registration and “Red Light/Green Light” determinations to easy-to-read background check reports.

[All Members \(League Affiliated or Non-League Affiliated\)](#)

\$15 per coach for two year check

LEAGUE WEB-SITE & ONLINE REGISTRATION SYSTEM

All the tools you'll need to create a professional looking, personalized website for your league. With the drag and drop widgets, we've made it easy to keep the information up to date all season. Affiliated Leagues will receive preferential pricing for taking advantage of this opportunity!

League and Team Management Tools include:

- Registration
- Communication and Marketing
- Payment Management
- Team and Roster Tools
- Member Management
- Scheduling and Standings
- Reporting and Administration
- Coach and Team Resources



To learn more, visit: http://usafootball.com/league_websites

ADDITIONAL RESOURCES

GAME FILM PRO

Upload gigabytes of video, share film privately and easily, exchange film with other teams and send comments to coaches and players.

All Members (League Affiliated or Non-League Affiliated)

\$95/ year

FUNDRAISING OPPORTUNITY WITH ZAZZLE – FREE ONLINE STORE

Empower leagues, teams, coaches and parents to create personalized products that celebrate team spirit. Your league will receive 10% of all sales as part of their fundraising opportunity. Each made to order product is sent directly to the customer.

All Members (League Affiliated or Non-League Affiliated)

FREE

GAME OFFICIALS MEMBERSHIP

\$25/year



OFFICIALS CERTIFICATION COURSE

Included in the Official's membership. It provides up-to-date theoretical and practical knowledge designed to help officials improve their game.

CERTIFICATION BY CREW SIZE

Provides all officiating members a course on game mechanics of 2-, 3-, 4- and 5-person officiating crews.

OFFICIATING VIDEO LIBRARY

Includes valuable content to help an official improve their game. Content categories include signals and enforcement for player conduct, pre-snap, passing and kicking.

RULES INTERPRETATION LIBRARY

Breaks down each rule by rule number, foul, penalty yardage and enforcement. The Library features video of fouls during live game situations, the corresponding signals and complex officiating topics, such as the passing game, kicking game, pre-snap activity and player conduct.

LEARN FROM THE PROS VIDEOS

Officiating members receive access to 50 Learn from the Pros Officiating segments led by NFL Official Tony Michalek along with NCAA Officials Bill LeMonnier, Tom Hebert and Dick Honig. Expert analysis is provided in the areas of mechanics, techniques, communication, preparation and penalties.