



[www.aslsoccer.net](http://www.aslsoccer.net)



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## MISSION STATEMENT

*To provide top level clubs in the East coast region a high quality league (boys/girls) in a showcase format that has significant games, limits expenses, and provides a platform for player, team and club development as well as collegiate exposure and recruiting.*

## LEAGUE CONCEPT

- To develop a league that truly serves the need of elite players, teams & clubs
- Provide top level clubs an alternative route that has both significant games and limits travel expenses
- Provide our players with events that maximize college exposure and continue development
- The league will provide appealing events for colleges to identify and assess all of our clubs HS aged players
- Create a scouting program to identify the top players in the ASL every event



## ATLANTIC SOCCER LEAGUE "THE ROLE OF US CLUB SOCCER"

*This league will be sanctioned by US Club Soccer which will provide:*

- Insurance and Liability for players and coaches
- Ability to allow ASL to consult with US Club Soccer on potential league issues
- Document, structure, and marketing support
- A proven professional organization that supports high level, forward thinking clubs





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## EVOLUTION, EXPANSION & GROWTH

### FOUNDING CLUBS

BEACH FC, VA  
FREESTATE, MD  
SAC, MD  
TRIANGLE FC, NC  
YMS, PA  
BETHESDA, MD

### INAUGURAL MEMBERS

CESA, SC  
CHARLOTTE UNITED, NC  
CHESTERFIELD UNITED, VA  
FC FREDERICK, MD  
LDC, PA  
NEW YORK ELITE, NY  
PWSI, VA  
SJEB, NJ

### NEW MEMBERSHIP

BALTIMORE BAYS, MD  
COBB FC, GA  
DC STODDERT, DC  
HOCKESSIN SC, DE  
JERSEY UNITED, NJ  
LNSC ECLIPSE, NC  
MATCH FIT ACADEMY, NJ  
MONTGOMERY UNITED, PA  
PA CLASSICS, PA  
ROANOKE STAR, VA  
SOCA, VA

•NJ WILDCATS, NJ – 2011-12 PROVISIONAL MEMBERS

*FOUNDING CLUBS PAVED THE WAY FOR THE ASL*



# 2011-12 CLUB MEMBERSHIP





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## 2011-2012 DIVISION ALIGNMENT & COMPETITION FORMAT

**TEAMS WILL BE PLACED INTO ASL1 OR ASL2 BASED ON THEIR PERFORMANCE THE PREVIOUS YEAR (BOYS TEAMS FROM 2010-11). A RECOMMENDATION FROM ASL CLUB DIRECTORS WILL ALSO BE TAKEN INTO ACCOUNT FOR TEAM PLACEMENTS.**

**SINCE THIS IS THE INAUGURAL SEASON FOR THE GIRLS TEAMS, DIVISION PLACEMENTS HAVE BEEN MADE BASED ON RECOMMENDATIONS OF CLUB DIRECTORS AND EACH TEAMS PERFORMANCE AND ACHIEVEMENTS IN LEAGUE PLAY, TOURNAMENTS AND STATE/REGIONAL/NATIONAL COMPETITIONS. THE U14 DIVISIONS EACH YEAR WILL ALSO BE FORMED THIS WAY SINCE THEY WILL HAVE NO COMPETITION RECORDS WITHIN ASL.**

**A PROMOTION/RELEGATION SYSTEM WILL BE IMPLEMENTED THAT WILL EFFECT 2 TEAMS FROM EACH DIVISION (ASL1 & ASL2). THE 9 GAME REGULAR SEASON (3 EVENT WEEKENDS) WILL DETERMINE THE PROMOTION /RELEGATION OUTCOME FOR EACH AGE GROUP OTHER THAN U14's.**

**TEAMS WILL PLAY 3 GAMES AT EACH OF THE 3 EVENTS IN A 1 GAME A DAY FORMAT. ALL TEAMS (OTHER THAN U14's) MUST BE PREPARED TO PLAY IN FRIDAY MATCHES AT ALL EVENTS.**

**AN ASL CHAMPIONSHIP WEEKEND WILL BE HELD EACH YEAR. TEAMS WILL BE SEEDDED BASED ON THEIR LEAGUE RESULTS AND EACH CLUB WILL COMPETE FOR THE OVERALL ASL CLUB CHAMPIONSHIP**



**ASL**



**CESA**



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## ATLANTIC SOCCER LEAGUE 2011-12 EVENTS

### - BETHESDA THANKSGIVING SHOWCASE — MARYLAND

- GIRLS WEEKEND — NOVEMBER 11-13
- BOYS WEEKEND — NOVEMBER 18-20

### - TRIANGLE FRIENDLIES — NORTH CAROLINA

- GIRLS WEEKEND — JANUARY 20-22
- BOYS WEEKEND — JANUARY 27-29

### - JEFFERSON CUP — VIRGINIA

- BOYS WEEKEND - MARCH 9-11
- GIRLS WEEKEND — MARCH 16-18

### - SAC/ASL CHAMPIONSHIP EVENT — MARYLAND

- MAY 25-27 BOYS & GIRLS



## CHAMPIONSHIPS





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## ATLANTIC SOCCER LEAGUE COLLEGE EXPOSURE

-The ASL is committed to player development and providing a true pathway for college exposure and beyond.

-ASL club directors and coaches will identify and scout talent within the league and assist with methods and contacts to place players at the highest levels.

-The event weekends have been selected because of the high exposure potential with the number of college coaches that attend.

-With the exposure for players at each ASL event, league coaches/director contacts as well as the college assistance program resources available through the website - this league will serve the needs of all its players.





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## **ATLANTIC SOCCER LEAGUE PRIORITIES & INITIATIVES**

**Maximum Exposure & PR for players, teams and clubs**

**Event Schedule for 2011-12 enhanced through strategic partnerships**

**New Website – fully functional w/“Real-time” updates & more visibility**

**Top Competition & enforced standards to maintain integrity w/in League**

**Advanced scheduling & detailed information for member clubs**

**Expansion in 2011-12 to enhance quality and geographic design**

**Professionalism expected from League leadership, member clubs & all involved with the top league on the East Coast!**



**MOVING FORWARD**