

National Council of Youth Sports

“Team Up” With Youth Sports in America



Partnership Opportunities



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THE PLAYING FIELD

Established in 1979, the National Council of Youth Sports (NCYS) comprises the “who’s who” in the amateur youth sports industry. The NCYS membership represents more than 60,000,000 boys and girls registered in organized youth sports programs.

NCYS is the portal to the amateur youth sports industry. Our reach is broad and deep into the grassroots of America's heartland. That wide-ranging scope brings much responsibility and lots of opportunity for us, our colleagues and our partners. NCYS is committed to the highest standards of quality and integrity with a passion to create a better, more wholesome society.

Our members are the gatekeepers, the key decision-makers, the power of influence and behavior, and the advocates for valued amateur youth sports participation. They are respected organizations such as Little League Baseball, Pop Warner Football, U.S. Youth Soccer, Amateur Softball Association, Boys & Girls Clubs of America, Amateur Athletic Union (AAU), U.S. Bowling Congress, U.S. Lacrosse, National Police Athletic Leagues, YMCA, many U.S. Olympic Committee NGBs (national governing bodies), as well as local park & recreation departments, to name just a few. A complete list of NCYS members can be found on our website www.ncys.org.

The National Council of Youth Sports is well-known for its advocacy in promoting healthy lifestyles and safe environments for stronger neighborhoods and communities. Credibility, integrity and vigilant visibility have remained at the core of everything we do for our members and our industry.

The NCYS is an untiring leader committed to being the united voice for amateur youth sports and advancing the youth sports experience in America. NCYS is unique and we pride ourselves on living up to our Strategic Plan as well as being respected by our members, the media, the government, corporate America and the leaders in and around our industry.

NCYS is the largest known organization in America representing youth-serving industry. No other sport organization in America reaches more grassroots participants than the combined membership of the NCYS. Our reason to exist is to enhance the youth sports experience in America for today and for generations to come!

“NCYS is the ‘Go-To Resource for Youth Sports’”



PARTNERSHIP OPPORTUNITIES

Today more than ever before, it is more important than ever for all corporations to re-evaluate their budgets and business practices. There is a growing need to stay true to our missions and simultaneously seek opportunities by aligning with responsible, ethical, credible, and reliable organizations that offer quality programs and services.

Partnerships are one of the best ways to create brand awareness, advertise one's services, and reaffirm the company's reputation as a responsible corporate citizen in the business world. Below is just a sampling of ways to "team-up" with NCYS.

★ Community & Child Safety:

The National Council of Youth Sports (NCYS), long known for tackling the big issues in youth sports, has taken on one of the most important concerns today—a practical volunteer and employee selection program to protect the children in youth-serving organizations and keep them safe while under our supervision. We keep the pulse on legislative issues, maintain up-to-date standards and have an ongoing marketing campaign to continue our responsibility and passion.

Complete and comprehensive criminal background screening program services are performed through the National Center for Safety Initiatives of which NCYS is a founder. This safety program builds parental confidence when athletes are left in our care and helps restore a safer more wholesome society. NCSI performs the background screening process for the organization so that the organization's staff and volunteers can focus on what they do best—providing quality programming, management & leadership.

★ Recognition:

STRIVE Awards: Sports Teach Respect, Initiative, Values and Excellence. STRIVE is a perfect springboard to help drive corporate brand recognition and equity to those wanting to reach the youth sports industry and have a positive edge over their competitors. The STRIVE Award program is widespread, high brand awareness providing real value in a real world. This is a popular program in the grassroots!

These events are hometown celebrations with parents, children, families, teams, schools, colleagues, and community leaders. The STRIVE Award recognizes four categories of honorees and reaches all ethnic groups, all economic levels, all ages, and all sports. We capture the attention of a wide-ranging national and local media and are particularly successful in attracting elected officials and dignitaries to the grassroots events adding a prestigious level of significance. Let's take STRIVE virtual!

★ **Promoting Lifetime Physical Activity**

The prevention of childhood obesity is a severe area of concern with critical outcomes on the health and wellness of America and its people. The NCYS believes that active kids equal healthier lives.

Youth sports are a natural platform for creating healthier, active lifestyles but even more important is to promote a lifetime of physical activity for a healthier society now and in the future.

Our goal is to educate the youth and their families to make daily exercise, whether that exercise is an organized activity or leisure-time play, an integral part of their social fabric and lifestyle for the rest of their lives. We need *"less screen time and more green time."*

Research clearly shows that physical activity and healthy behavior results in a lifetime of benefits, including lower health costs. We believe that it will take many years to change the culture and transform the everyday life of our citizens to embrace these principles. However, we further believe that we can use the platform provided by NCYS as the foundation for vital daily life behavioral changes.

By the very nature of youth "sports" our member population is largely already physically active to some degree, they allow us to reach an inactive population that touch moms, dads, aunts, uncles, grandparents, siblings, friends and neighbors, as well as provide us with a captive target audience for lifestyle changing messages to all ages to "let's get moving together, for the fun of it!"

Ethical issues challenge the integrity of youth sports everyday. By increasing participation in youth sports programs, we keep kids off the streets, out of trouble, and in supervised, organized healthy lifestyle activities encouraging young people to make positive choices in the non-school hours.

Invest in health, invest in children, and invest in our future!

★ **Advocacy**

NCYS is the unified voice for youth sports on Capitol Hill promoting key legislative issues that influence and strengthen the youth sports industry. NCYS and member organizations advocate for favorable public policy which:

- encourages and increases participation in amateur sports and recreation;
- protects and preserves national, state, and local parks and recreation space for athletic fields and facilities for children and families;
- generates awareness and action to help our nation become healthier and more active by promoting healthy lifestyles through physical activity;
- supports child safety issues such as assisting youth sports administrators with rapid, reliable, affordable, comprehensive criminal background checks for volunteers;

★ **Leadership**

NCYS' Leadership Training Conference, S.P.O.R.T.S. Institute, and the CEO Summit & Legislative Fly-In strengthen the performance and professionalism of youth sport administrators increasing knowledge on current and common issues. Meetings are held annually offering a variety of sponsorship opportunities.

★ **Education**

The rapidly changing sports market is requiring more sophisticated marketing and greater fiscal responsibility from sports organizations. Six (6) Certified Sports Administrator (CSA) courses have been developed for NCYS by the internationally renowned The George Washington University to develop and deliver a customized, flexible and affordable educational program that provides management related courses to youth sports executives.

Courses offered are: Marketing Sports Organizations; Sponsorship & Negotiations; Risk Management; Event Management; Funding Sports Organizations; and Management & Leadership. CSA courses are conveniently offered online through the NCYS website. Completion of all six courses earns one the prestigious CSA designation.

★ **Hang Tag Program**

This is an excellent method to send a positive message of goodwill through your company merchandise! Hang tags or stickers will be affixed to apparel, equipment, footwear and other merchandise items supporting youth sports programming. The hang tag message might say a portion of the proceeds sale will go toward youth sports activities for "prevention of obesity" or "coaching education" or as simple as "supporting grassroots youth sports for the betterment of a safer, more wholesome society" or "keeping kids safe on and off the playing field."

★ **Round-Up Program**

Here's how the Round-Up program works: When your customer goes to check-out or pays their bill they will check a box that says something like: YES! Please round up my total amount due to the nearest whole dollar as a donation to the National Council of Youth Sports for the betterment of responsible youth sports programming." (i.e.: amount due at checkout \$19.25, one would add \$.75 donation to the NCYS round-up program, total amount due \$20). Campaign tagline suggestions: "*Keep the Change!*" or "*A Little Change Can Make a Big Change!*" or "*Eat Right, Get Active!*"

★ **Market Research**

The 'NCYS Report on Trends and Participation in Organized Youth Sports' serves as a useful tool for effective future planning and forecasting. The results of this trends study will offer worthwhile benefits and services to our members and to all those interested in trends and participation in organized amateur youth sports.



THE TEAM EQUIPMENT

Mission Statement

The National Council of Youth Sports leads the amateur youth sports industry in promoting and enhancing the value of participation through advocacy and education.

NCYS Objectives

- ◆ Develop and share among members and others education, information and leadership skills;
- ◆ Encourage all youth regardless of age, gender or physical capabilities to participate in fun and healthy physical activities according to their interests and abilities;
- ◆ Promote universal recognition that organized youth sports can develop positive attributes including healthier lifestyles, self-esteem, fair play and good citizenship through all youth sports in America.

Vision

To be the unified voice for amateur youth sports.

“NCYS is Enhancing the Youth Sports Experience in America!”

The National Council of Youth Sports is a 501c3 nonprofit corporation registered in the State of Florida. The Internal Revenue Service Federal Employer Identification Number is 62-1339470.



THE FRONT OFFICE LEADERSHIP TEAM

NCYS Board of Directors

President	Wanda L. Rutledge, PhD, CSA	National Amateur Baseball Federation
Vice President	Jon Butler, CSA	Pop Warner Little Scholars
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Director	Frank Wilkinson	U.S. Bowling Congress

**For customized, affordable sponsorship costs and more
detailed information, please contact:**

NCYS Headquarters

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