



LEAGUE EXCELLENCE PROGRAM

BECOME A USA FOOTBALL RECOGNIZED LEAGUE



EARN YOUR RECOGNITION

Raising your operational standards is what your athletes deserve and parents expect. Take the next step toward bringing success to your organization by becoming a USA Football Recognized League.

As a youth football organization, you can engage in the League Excellence Program by meeting or exceeding the requirements established in the levels. Based on your achievements, you will earn increased recognition and support from USA Football.



PUT ATHLETES FIRST

From coach certifications to game type offerings to operational standards, the program helps you create the best environment for young athletes to learn, thrive, and mature into better players and people.



ESTABLISH CREDIBILITY WITH PARENTS

Parents are the primary decision makers when it comes to which sports their young athletes play. Earning a USA Football designation demonstrates to parents both the quality of your organization and its commitment to their kids.



RAISE THE BAR

Showing your dedication to growing the sport the right way and nurturing whole athletes positions you as a model for what other leagues in your community, your state, and even nationwide should strive to imitate.



“ We don’t just want to be a league out there; we want to be the best league in the country. **We want to adopt all the correct principles and standards.** We want to be able to teach and mentor and give all the assistance to these coaches that are volunteering all this time...for the end results of our kids.

Jeff Gorringer // General Manager, Ute Conference (Utah)



REQUIREMENTS

- League Enrollment Data & Organization Services and Recognition Agreement
- 100% Coaches Certified
- Satisfy Insurance Requirement

BENEFIT PACKAGE

- **Marketing Materials**
 - Use of Bronze Seal
 - Templates and Tools
- **Recognition**
 - Finder Service Placement
- **Contest Opportunity**
 - \$500 in Coach Certification Costs Covered



REQUIREMENTS

- Bronze Level Requirements plus ...
- Two Game Type Offerings*
- Concussion Return to Play Protocol
- Coach Background Checks
- Emergency Action Plan
- USA Football’s Levels of Contact
- USA Football’s Practice Guidelines

BENEFIT PACKAGE

- **Marketing Materials**
 - Use of Silver Seal
 - Reward Kit
 - USA Football Field Banner
- **Recognition**
 - Finder Service Placement
 - Opportunity to write for USA Football blog
 - Promotion on website
- **Contest Opportunity**
 - Tickets
 - First Down Clinic run by USA Football



REQUIREMENTS

- Bronze and Silver Level Requirements plus ...
- USA Football’s Game Type Progression
- USA Football’s Practice Plans
- USA Football’s Skills Assessments
- USA Football’s Player Progression Guide and Contact Manual
- Background Checks through USA Football Preferred Providers

BENEFIT PACKAGE

- **Marketing Materials**
 - Use of Gold Seal
 - Customized Marketing Materials
 - Targeted Paid Social Ads
- **Recognition**
 - Finder Service Placement
 - Blog(s) feature on organization
 - Social Shout Out
 - Promotion on website with organization logo
 - Organization Award
- **Education**
 - Expert Hours
- **Contest Opportunity**
 - Parent Clinic run by USA Football

- ▶ *In 2020, leagues that offer the two game types will be recognized as satisfying the game type offering requirement for the Silver Level.
- ▶ Organizations have until August 31 of the current year to satisfy the requirements outlined in the levels. Benefit packages will be available after May 1, 2020 and available through August 31 of the following year. Leagues will unlock their benefit package when their subsidiary organizations independently satisfy the identified standards and requirements.

Get started today by enrolling your organization with USA Football.

Contact your Regional Manager to help you create a plan to reach GOLD, or visit usafootball.com/excellence to learn more.



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