



Rush Soccer Partnership Program

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RUSH CLUBS

- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Florida
- Georgia
- Hawaii
- Iowa
- Idaho
- Kansas
- Kentucky
- Michigan
- Nebraska
- New Mexico
- Oregon
- Pennsylvania
- Pikes Peak
- So. Cal
- Tennessee
- Texas
- Utah
- Virginia
- Washington

**34,000 members
strong**

I. PROGRAM OVERVIEW

Statement: Since its founding in 1997, the Colorado Rush Soccer Club has endeavored to develop a soccer organizational philosophy and methodology that would serve as the foundation for an elite caliber organization both on and off of the field. Our goal has consistently focused on national over local success, excellence over mediocrity. With these goals firmly in mind, the Colorado Rush has developed "The Rush Way", an organizational credo that defines our coaching, player development and organizational philosophies. Over the years, the Club has developed, improved and tested "The Rush Way", and the results have been impressive: numerous national championships, dozens of state titles, a national reputation that attracts the best players, coaches and sponsors and the confidence to be a pioneer in youth soccer through innovative programs and initiatives.

In that spirit, Soccer Partners America (S.P.A) (dba Rush Soccer) was formed to explore ways to share the knowledge gained in the development of "The Rush Way" with select qualified soccer clubs throughout the United States as Branch Chapters or "Partners". Through a program of technical, administrative and intellectual property exchange, S.P.A. hopes to create a national-level club cooperative system that will benefit its member organizations directly and U.S. Soccer in general.

Objective: To affiliate with a limited number of youth soccer clubs throughout the country. The inter-organizational benefits expected through the affiliation of multiple clubs represent a significant step in creating a national level club association that will: serve in the future as a minor league system for MLS, WUSA, European or other professional teams; offer substantially greater opportunities for national corporate sponsorship and foundation support; and provide the framework for a national coach and player development network.

Organization: S.P.A. is a non-profit 501 (c) 3 organization established to provide an unparalleled personal growth experience through the game of soccer and to promote life-long participation in the sport. The Colorado Rush Soccer Club and "Rush Soccer" own federal trademarks on "Rush Soccer" and the Rush "R" brand mark. For the purposes of the partnership program described herein, the term "Rush Soccer" will refer to the S.P.A. and is subject to its by-laws and governance by its Board of Directors. Rush Soccer holds its central offices at 8101 S Shaffer Parkway, Suite 101, Littleton, Colorado 80127, which will also serve as the central headquarters for the affiliation program described.

Benefits: Rush Soccer expects that its partners will benefit from the inter-club collaboration program in many ways, including:



Club Identity: Through the licensing of the Rush name and trademarks, partner Clubs immediately gain national recognition and prestige. The licensing of the name and trademarks to qualified affiliates strengthens the brand itself by increasing exposure within the soccer world.

Efficiencies through Economies of Scale: Multiple clubs represented by a central corporate headquarters entity may enjoy the benefits of unified activities. National sponsorships, public relations and marketing, coach and player recruiting, uniform and equipment purchases, etc. will be accomplished more efficiently through the management of a single centralized organization.

Player and Coach Exchange: Transferring talent between Branch Chapters will be enhanced by the ability to identify the strengths and weaknesses of each club through the familiarity that affiliates will share.

Intellectual Property Exchange: Partners will enjoy access to Rush Soccer intellectual properties, which have been developed over several years dating back prior to the formation of the Club. These properties are the cornerstone of "The Rush Way" philosophy and represent a proven commodity in the development of elite soccer organizations.

Technical Consulting: Supported by the exchange of intellectual properties, Colorado Rush personnel will be made available to partner clubs for both coaching and administrative consulting. Rush Soccer coaches and staff members retain a wealth of proven experience and training that can help accelerate a partner's growth and development. Rush Soccer's record of recruiting, certifying and utilizing the best youth soccer coaches in the state and country is perhaps our strongest and most important asset. Our coaching staff has been instrumental in achieving the national prominence that Rush Soccer has enjoyed, and we view the opportunity to export that expertise to an out-of-state club as a test of its true value.

Administrative Consulting: Rush Soccer maintains a full-time staff of coaches and administrators of over twenty people, not including part time staff, volunteers and specialists who maintain working relationships with the Club. The administrative expertise that governs the activities of such a large staff has been achieved through an organic process of identifying efficiencies and deficiencies and includes such elements as information technology development, tournament management and fundraising.

Additional benefits expected from the Rush Soccer partnership program include *Tournament Exchange, Employee Job Transfers, Financial Assistance, and the formation of Overseas Select Teams.*

Application/Selection: The following represent the basic criteria and procedures that are established to screen and admit prospective clubs to a Rush Soccer partnership program. The provisions represent an overview only, and additional requirements, policies and documentation may be instituted at the discretion of Rush Soccer.

Screening: Any club that wishes to be considered for any of the above listed partnership programs will submit to a screening/application process. Rush Soccer will provide an application document that must be completed for consideration. Rush Soccer, with input from its current affiliate organizations,

will retain the sole right to accept or deny any application for whatever reasons it deems appropriate. Financial stability, competitive success, current administrative and coaching staffs, existing organizational infrastructure, procedures and management, reputation, longevity, facilities, equipment, sponsors and other considerations may be used to evaluate an applicant club's qualifications as a Branch Chapter.

Non-profit Status: All clubs wishing to be considered as a Branch Chapter must be a 501 (c) not-for-profit organization, as determined by the Internal Revenue Service. Upon acceptance of a club as a Rush affiliate organization, the club must conduct its operations in such a manner as to retain its not-for-profit status while affiliated with Rush Soccer.

Bookkeeping: All clubs wishing to be considered as a Branch Chapter must keep accounting records consistent with GAAP (generally accepted accounting principles), including financials, accounts, assets and cash flow. All clubs wishing to be considered as a Branch Chapter must not, to its knowledge, have any liens, tax or payroll arrears, lawsuits or other liabilities held against it at the time of application. If any such liabilities do exist, the clubs must disclose such liabilities. Rush Soccer, in consideration of the applicant's request, may at its discretion request financial records, audited statements and/or tax returns to verify these conditions.

Background: All clubs wishing to be considered as a Branch Chapter must be a member in good standing with the United States Soccer Federation, the United States Youth Soccer Association and/or the state soccer association relevant to the applicant. To be considered, all clubs must complete employee and coaches background checks and update volunteer disclosures at the time of application.

Selection: A Rush Soccer selection committee will review each applicant organization's qualifications and submit recommendations to the Rush Soccer President & C.E.O. The Rush Soccer Board of Directors shall be responsible for approving or rejecting applications for Partnership.

Exclusivity: Upon acceptance of a Partner, the applicant club will change its business and competitive name either officially or by d.b.a. to the "(State) Rush Soccer Club". A state is defined as any USYSA recognized state or state organization, e.g. Maryland becomes the "Maryland Rush Soccer Club". Branch Chapters will enjoy exclusive right to the "Rush" name within their state or state organizations, and no additional named Branch Chapters will be awarded to clubs within a 100-mile radius of an existing franchise or affiliate.

II. RUSH PARTNER

Fee – \$10,000.00 paid in installments detailed in Schedule A in the 155 24 - LICENSING AND SERVICES AGREEMENT.doc. in addition to the annual Membership Dues Fee.

Due Diligence – Rush will review operations of existing club, financial statements and other appropriate information prior to approving application. A long term commitment will be expected from both organizations.

Technical Director – A previously trained employee of the Rush Soccer will be selected as the Technical Director for the Partner or if the Partner presently has a Technical Director, He/She shall remain in that position as mutually agreed. This person will become a full time employee of the new Rush Partner to be paid a salary consistent with market value, as mutually agreed.

Coaching Assistance – Rush Soccer will provide additional coaching visits each year upon Partner's request. Partner will be responsible for daily stipends and all expenses incurred by the Rush Soccer personnel. These expenses shall be reimbursed as follows:

Mileage - @ \$0.50 per mile

Air Fare/Transportation – 100% of cost

Lodging/ Accommodations – 100% of cost

Daily Stipend – As mutually agreed upon (Travel days are equal to a half day.)

Visitations may be used by a Partner representative visiting Rush Soccer or by requesting a Rush Soccer representative traveling to their home location or a location of their choice, provided all expenses are paid as stated above.

Communications – Rush Soccer staff members will be appointed to serve as assistants and guides to comparable Partner staff member positions. All requests pertinent to the Partner relationship will be directed to the appointed staff member and every effort will be made to help in the growth of the Partner.

Rush Logo and Name – Partner will have exclusive right within the USYSA State to use the Rush logo and name. Logo and name usage will be governed by guidelines and policies established by Rush Soccer and published in "Trademark Usage and Guidelines", available for download at www.coloradorush.com.

Grant Writer and Fundraising – Rush currently does not have a Grant Writer/Fundraiser on staff but intends to hire one in the near future. Rush Soccer Grant Writer and Fundraiser will be available to the Partner, and will attempt, at his discretion, to encourage existing Rush Soccer sponsors to provide support to the new Partner. The new Partner will be required to use and support any National sponsors of Rush Soccer if the National sponsor so desires and is willing to provide similar sponsorship support to the Partner.

Intellectual Property – Partners will have access to all Rush Soccer intellectual property, "*The Rush Way*", contained in the collected program manuals developed and revised by Rush Soccer.

Manual Title	Manual Title
Articles of Incorporation	School of Excellence
Board of Directors	Soccermania
Finance	Soccerfest
Operations	Rush Cup
Partnership Program	Micro
Human Resources	TOPSOCCER
Human Resources Personnel	Indoor Camp
Employee Handbook	Indoor Tournament
Risk Management	Bantam
Club House	11v11
Fields	Equipment
Adult League	Goalkeeping
C.A.P. (College Advisory Program)	Center
Adult Teams	Keep It Up
Rush Adult Soccer League	Nutrition
Competitive	S.O.A.P.
Technical	Marketing & Communications
Progression	Referee Program
Coaching Placement	Sponsor Information Package
Player Placement	Welcome Packet
Coaching Education	Tournaments
Scheduling	Sports Medicine Services
Player Evaluations	Bingo Operations
Foreign Affairs	Website
Psychology	State Documents
Physical Fitness	U.S.S.F.
Competitive Camp	Master Calendar
Director of Coaching	Index
Developmental	

*Rush Soccer reserves the right to change or modify manuals at its discretion.

Information Technology – Partner shall have the option to purchase proprietary turn-key information technology applications such as online registration systems from Rush Soccer at the fair market value. For additional information technology consulting assistance such as website management or database development, Partner will be billed on a flat rate or on an hourly basis as mutually agreed upon.

III. Conclusion

Disclaimer – Rush Soccer reserves the right to modify or alter fees and/or program elements in pre-agreement negotiations with prospective clubs on a case-by-case basis. Rush Soccer may modify its partnership program at any time at its discretion, and no modification of any program shall constitute grounds for existing partners to similarly modify existing agreements.

Summary – The success of Rush Soccer will be determined by the success of each and every Club, Program, Team and Individual representing the RUSH. Failure cannot be an option and the RUSH motto, *“Where the Trails of Passion and Purpose Meet, Begins the Path to Victory”*, must be manifested by all members. Rush Soccer will continue to be a leader and recognized pioneer in youth soccer in the U.S. and overseas.

Contact – Contact Rush Soccer at 303-986-5200 for more information regarding partnership programs.