



Dear ARYSL Parent,

We are excited to announce the new COMPETITIVE Soccer Program of the American River Youth Soccer League (ARYSL) called the AMERICAN RIVER F. C. (ARFC). As the second largest league in Northern California with over 7500 players, we know we have the talent to field great competitive teams in all age groups from U9 to U18.

You are probably asking yourself what makes ARFC different from other competitive clubs.

First, **our program will cost 50% less than other competitive clubs.** We believe the high cost of competitive soccer has been the major barrier for many talented players. At ARFC, *our rosters are determined by the player's skill level and desire to play rather than his ability to pay.* How can we do this? For one, we do not have multiple layers of overpaid directors, coordinators and administrators. This alone will save each player's family hundreds of dollars per season. All of our coaches will be volunteer coaches. Be assured that our coaches will have both a wealth of coaching experience and top flight soccer qualifications needed to teach the game at the highest level. But, more importantly, as volunteers, their priority is the best interests of the players, not their own financial self-interest. In addition to *carefully screened coaches*, each team and individual players will have **professional trainers** available to train your kids. Our professional trainers will cost \$150 - \$200 per player compared to the \$800 - \$1200 many competitive teams in the area charge for coaching and training. This will result in significant savings for each of our competitive teams. Our philosophy is to provide an affordable program emphasizing player development and the well being of the whole child.

Second, as a program within a League, we will have assigned *local* fields for training and league games. **No more shuttling from one distant field to another.** Having our own local fields provides a convenient and dependable training environment that you can count on all the time. In addition, as part of California Youth Soccer Association (CYSA), we will have priority for tournament play at Cherry Island.

Third, as a player in ARFC and as a member of United States Youth Soccer (USYS) your child will have the opportunity participate in the **Olympic**

Development Program (ODP) at a lower cost than non-members. Also, ARFC teams may participate in the **California State Cup** and compete for the Grand Prize-The **USYS National Championship**. Teams that play in US Club Leagues only, are ineligible to compete in either State Cup or USYS National Championship.

Fourth, ARFC is working to gain a major brand uniform sponsor. This will give ARFC access to quality uniforms at a fraction of the price you pay today. Unlike other competitive clubs that markup the cost of uniforms to help defray the costs of technical trainers, we pass the savings onto you and your team. In addition, any sponsorship dollars or benefits the League receives from our sponsor will be passed onto you and your team.

For all these reasons, and many more, you are encouraged to come to our tryouts beginning in late January and be part of the ARFC soccer family. Check us out at americanriverfc.com and experience a new era of competitive soccer at a better value.

ARYSL Board of Directors