



The Southern California Municipal Athletic Federation (SCMAF) and the California State Soccer Association – South (Cal South) enter into a ten year partnership agreement geared towards professionalizing, diversifying and growing adult soccer participation

Why is SCMAF focused on Adult Soccer?

Two reasons. First, recreational adult soccer is the fastest growing adult sport around (small sided, 7v7 and beach soccer) and can serve as a great service offering for your residents (men's, women's and co-ed teams) and potential new revenue streams for your agency. Second, as a membership based association our goal is to provide resources to the agencies we serve and we have continually heard that Adult Soccer groups cause more headaches for agency leaders than most sports. We can be part of the solution and reduce headaches with the right partnerships.

Why has SCMAF partnered with Cal South Adult Soccer?

Cal South is the joint state association (youth & adult) under the United States Soccer Federation and is a recognized leader in their field. SCMAF wanted to provide proactive assistance in this area for our membership and therefore the partnership with Cal South. Their proven model and league sanctioning requirements align perfectly with what each city agency seeks from participating groups. This includes having a vision for the soccer community, local governance and proven leadership in Southern California and the rest of the nation.

What is in it for Cal South?

The mission of Cal South is to grow the game of soccer within Southern California. This includes player growth, educational programs, play types being offered, number of quality fields, the development of new soccer facilities and diversity of quality programs. Historically, the adult side of the game has never been professionally structured or managed properly in Southern California. The intent of this new partnership is to pursue managed growth, but to do so it in unison with SCMAF and the city agencies in a manner that is beneficial to all of our efforts.

What is a “Pirate League” and where does this term come from?

A “Pirate League” is used to describe an independent league that is rarely incorporated in any form or fashion, operates on a cash basis, is not affiliated with a governing body and is not solely focused on serving your residents. The term “Pirate League” was derived from the fact that these leagues are often very nomadic going from city to city looking for field use and profiteering while providing little in return.

If our City has Adult “Pirate Leagues” how can we transition them to becoming affiliated with SCMAF & Cal South?

Simple, under your field allocation policy, agencies should require all of your adult soccer groups to affiliate in order to apply for facility usage. There is an increasing trend by cities across California to require affiliation or implement tougher standards on adult sports groups. In essence, city agencies now recognize that they hold the cards. Retain control of your facilities while providing a valuable community service and help improve your facilities for all to use. Please have these leagues contact Cal South directly for information on how to affiliate.

In addition to these groups having to become incorporated and operate with some legitimacy, what other benefits and headaches will affiliation resolve for City Recreational Leaders?

More than anything, Cal South & SCMAF affiliation means that we will do a majority of the heavy lifting for you. Whether it is player registration & card printing, insurance coverage and claims, disciplinary issues or player residency spot-checks. We are here to make these areas as seamless as possible in order to ensure that your programs are truly serving your city. (See member benefits)

How does our participation help support SCMAF?

We have entered into a long-term mutually beneficial partnership. One dollar from every Cal South adult soccer player registration goes directly to support SCMAF programs. In addition, SCMAF and Cal South will partner with all registered cities to run an annual SCMAF Adult Soccer Tournament series which will drive additional event exposure and revenues to both SCMAF and partner cities. Lastly, Cal South & SCMAF have committed upwards of \$25,000 in field renovation grants which will be handed out in \$2,500 increments to participating cities.

Our city runs its own adult soccer programs, how do we become affiliated?

Simple, as a municipality most of the Cal South requirements have already been met. Simply contact Luis Salcedo at 714-451-1507 or lsalcedo@calsouth.com for more information.

What other benefits does Cal South offer with regard to ensuring quality programs and the potential of handling disciplinary issues?

Cal South is an excellent resource when it comes to enforcing local rules and regulations. They have over 8,000 certified referees and over 32 referees associations that local agencies can tap into. These qualified US Soccer Federation (USSF) referees are governed and supervised by Cal South. USSF Certified referees assist with supervision and enforcement of local leagues rules and regulations. When players or spectators violate these rules or more serious offences, Cal South's Protest, Appeals and Disciplinary Committee (PAD) will take the necessary steps to discipline and enforce these rules throughout Southern California.

We would love to run our own adult soccer programs, but the state of our budgets and staffing will not allow it. Can we contract with Cal South to run our programs?

Yes, Cal South is happy to contract with any city to run their adult league programs. Cal South has recently staffed an entire department dedicated to managing and running municipal adult soccer programs on a revenue share basis with the contracting city agency. This would work similar to exiting softball league agreements. We can do it all or provide an a la carte approach depending on the needs of the agency.

What are a few key benefits a city agency should consider in starting adult soccer programs?

- **Popularity:** adult soccer combines physical activity and a great social outlet for your adults
- **Flexible formats** (11v11, 7v7, Adult-Coed, 40+...). You can structure a program to fit your available field space and/or facilities and structure it for all ages and all skill levels of adults
- **Revenue streams:** offer up a few weeknight adult coed leagues and you will be turning teams away - trust us.
- **Eligibility for a Field Renovation Grants**
- **It financially supports SCMAF and will allow us to better serve our agencies well into the future**

*** All Participating cities immediately become eligible for a \$2,500 field renovation grant – August 1st deadline, don't wait!**

www.calsouth.com

