



**Birmingham United  
Soccer Association  
Informational Guide 2021-2022**

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## Overview

Birmingham United (BUSA) is a full-service soccer club whose goal is to serve the youth who want to play soccer within our local communities, the state of Alabama and beyond. It is our goal that, through soccer, we will teach our players life values of hard work, determination, accountability, and sportsmanship. It is BUSA's goal to teach our players to empower, enrich, and excel within their community, and to use the life skills learned through soccer to leave the world a better place. Birmingham United Soccer Association is a **501(c)(3)** organization that caters to thousands of members throughout central Alabama. BUSA is the largest and most successful soccer club in Alabama with approximately 8,000 youth soccer players annually in Birmingham. We now have branches located throughout Alabama in Alabaster, Oxford, East Alabama, and Montgomery. Since 2006, BUSA has helped place over 1,000 student athletes in colleges across the nation. Additionally, BUSA has had an estimated economic impact of roughly \$50 million per year on the Birmingham area since our inception in 2006.

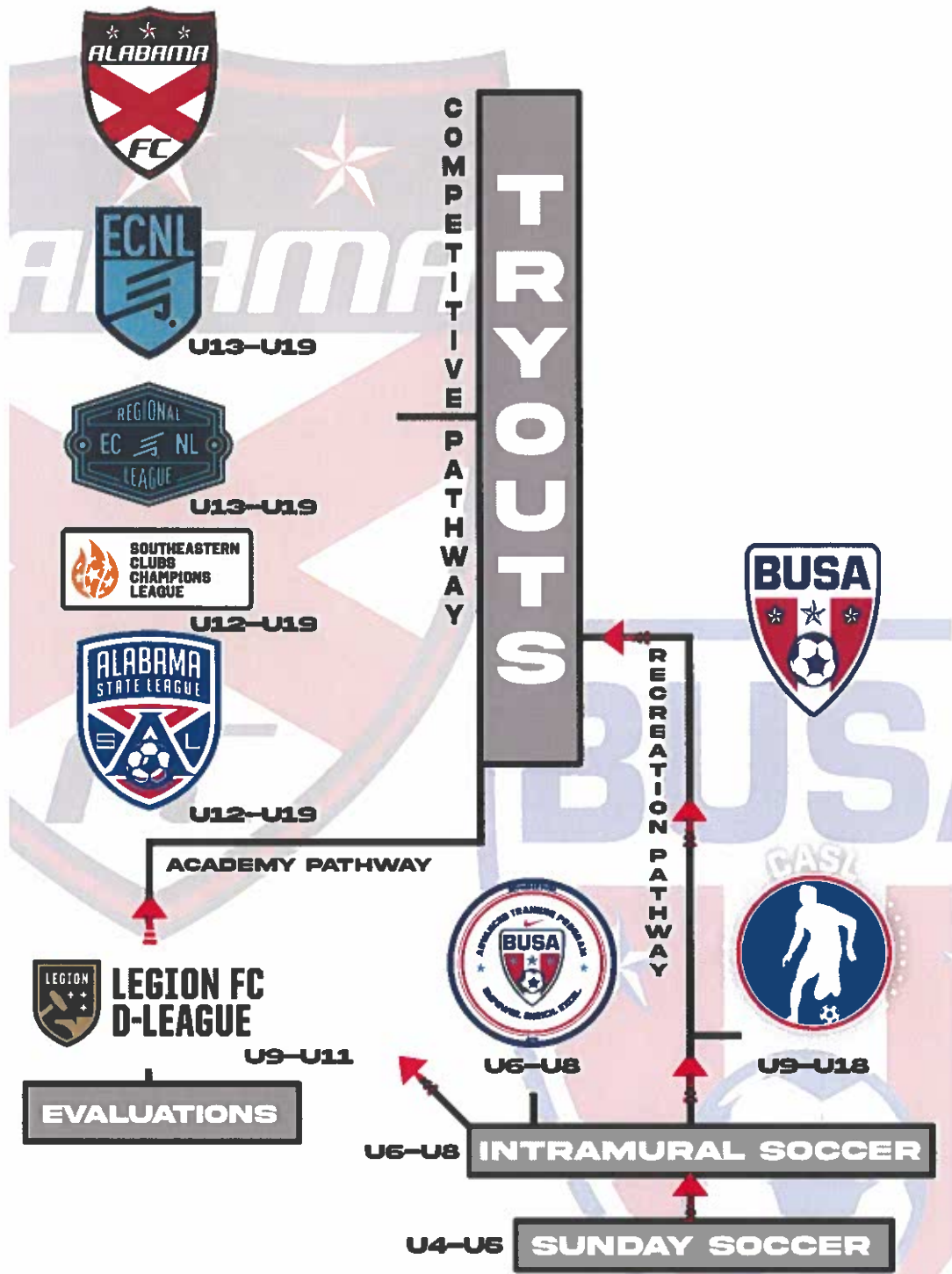


BUSA was founded in 2006, after a merger that combined the two largest soccer clubs in Alabama at the time. The two clubs, American Soccer Club, based in Shelby County and Mountain Brook Soccer Club, based in Jefferson County merged to combine resources, volunteers, coaches and players to better serve the soccer community in central Alabama. The concept of “uniting” to improve youth soccer has been a guiding principle for our staff and volunteers.

This “uniting” has enabled us to better fulfill our mission to be a full-service soccer club. We want to be the soccer club of choice for the most dedicated competitive player, for the family who has a casual interest in a game that looks like fun, and for everyone in between!



# AFC/BUSA PATHWAY





## Recreational Soccer

BUSBA is unique in that in addition to our excellent Competitive Program, we offer a full service program for Recreational level players led by our Recreational Director. We recognize that many players and families wish to participate in soccer for many reasons and do not necessarily have the desire to play at competitive levels.

BUSBA's U-9 to U-19 Recreational teams play in the Central Alabama Soccer League (CASL). BUSBA is a charter member of this organization uniquely designed to support recreational level soccer in Central Alabama. Our U-6 to U-8 Recreational teams, known as the Intramural age group, play in 5 different locations throughout the metro Birmingham area.



BUSBA's Recreational Program consists of approximately 200-250 teams and roughly 2,300 players. BUSBA's Recreational Programs are designed to provide a fun and educational environment for players 4-18 years of age. BUSBA's Recreational Director organizes these programs to ensure a quality-learning environment with a focus on fun. This is achieved through the use of small-sided games and activities aimed at stimulating player development and increased individual involvement.

Sunday Soccer is the youngest branch of our Recreational Program, designed for 3-5 year olds. The Sunday Soccer program only plays 6 small-sided games on consecutive Sunday afternoons. There are no practices and the focus of the program is to introduce children to the game of soccer in a low key, playful atmosphere. The Recreational Director leads the Sunday afternoon sessions, by dividing the players into small groups, leading fun soccer-based activities, and then the allowing the groups to play short games. It makes for a fun afternoon for players and families alike.







## Competitive Program:

BUSA’s Competitive Programs are organized under the Alabama Youth Soccer Association (AYSA) and United States Soccer Federation (USSF). BUSA’s Competitive Teams are comprised of players who desire to play at the highest levels of youth soccer. A full-time professional staff designs a training curriculum that supports both coaches and players who desire to improve and perform at the highest levels of their abilities. Because individual players have differing levels of ultimate ability and commitment, our Competitive Program has different levels of competition. Player’s tryout to be placed on teams based on appropriate age, skill and commitment level. These levels are:



- **Academy** (U-9 & U-11 Boys and Girls)
- **Competitive Division I** (U-12 to U-19 Boys and Girls)
- **Competitive Division II** (U-12 to U-19 Boys and Girls)
- **Champions League** (U-13 to U-19 Boys and Girls)
- **ECRL** (U-13 to U19 Boys and Girls)
- **ECNL** (U-13 to U-19 Boys and Girls)
- **WPSL** (Semi-Pro Women’s League)

BUSA’s Competitive Program totals over 80 teams with approximately 1,200 players. BUSA also participates in the Champions League also known as SCCL. This league began its inaugural year Fall of 2018. SCCL is a collaborative effort amount 8 clubs to provide players and family a fun, affordable, competitive environment. In 2018 we started our BUSA Alabaster branch, which is now boasts 18-24 teams based solely out of the Alabaster branch and serves central Shelby County.

BUSA is one of only 80 clubs in the United States that participates in the ECNL, a league that is comprised of the best male and female players in the country. The ECNL gives our teams the opportunity to travel and play other clubs from across the nation in front of the top recruiters in the nation. It is the highest level of competition offered to male and female players.





## BUSA Coaching & Education

To ensure the highest quality, teaching environment for our players, BUSA has a strong belief in providing coaching education for our professional staff, our paid coaches and our volunteer coaches. BUSA has more nationally licensed coaches than any other club in the state. Our club pays for the licensing cost for any coach (paid or volunteer) who wishes to obtain or improve their license. We are willing to pay this expense to ensure that our players are getting the best and most qualified instruction possible. The United States Soccer Federation (USSF) is the parent organization over all organized soccer in the United States, including the Men's and Women's US National teams. This organization provides rigorous educational courses and testing with varying degrees of certification licenses.

The highest level of licensing offered by the USSF is called a "National A License". A member of the USSF National Staff conducts the testing for this license. BUSA has 5 coaches who have obtained the A level license, more than any other club in Alabama.

- 5 Coaches - USSF National "A" License
- 5 Coaches - USSF National "B" License
- 12 Coaches - USSF National "C" License
- 30+ Coaches - USSF Regional "D" & "E" Licenses



National Soccer Coaches  
Association of America



## Camps

Each year BUSA offers a wide array of camps for all ages and skillsets primarily in the winter and summer months. Please check our website under the programs tab to see what camps may be upcoming. Each season we average over 2,000 players taking part in the camps offered.



Our College ID Camp Series is one of our most consistently popular camps each year. This camp allows high school-age players the opportunity to be seen by college coaches from NCAA I, II, and III programs, as well as NAIA programs. These college coaches are responsible for running individual stations, instructing players, and use this camp as a recruiting tool.



## Tournaments

Each year BUSA hosts several large tournaments, and this influx of visitors to the Birmingham Metropolitan Area has resulted in an extremely positive economic impact to our communities. Our tournament series brings in an average of over \$12.5 million each year to the local economy.



BUSA is host to the Red Diamond Classic. This soccer tournament is one of the premier soccer tournaments in the United States. Over two weekends in March, the Red Diamond Vulcan Cup brings approximately 350 teams to Birmingham from as many as 14 states and Canada. The tournament is rated as "Platinum" by GotSoccer, a national soccer tournament rating organization. This event fills almost all the hotel rooms in Birmingham for two weekends and is estimated to create in excess of a \$7.5 million dollar impact to the Birmingham area. The Jefferson County Tourism Bureau ranks the Red Diamond Vulcan Cup in the top 5 of all tourism events in the Birmingham area.



Expect Perfection<sup>®</sup>

Birmingham Bash sponsored by Medical Properties Trust is a tournament that is held in October for competitive and recreational teams in the southeast. This event attracts over 250 teams, U9 - U19 age groups. The Birmingham Bash demonstrates our commitment to providing a quality soccer environment for all levels of competition. This one weekend event has an estimated economic impact of \$6.2 million dollars each year.



BUSA also hosts several large 3 v 3 tournaments; a large College ID Combine, with over 500 players and 70 college coaches, for college bound athletes; and was most recently selected to host the prestigious NCAA Men's College Showcase.



BIRMINGHAM



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## **Results**

As mentioned in the beginning, BUSA was created with the goal of uniting soccer resources in the Birmingham area so that the quality of the programs offered to our members would be improved. Despite Alabama having a smaller population and soccer community than surrounding states, we believe that our members should still have access to the same level of training and soccer exposure that is available in the bigger and more soccer-oriented states in our region. As a club, we continuously strive to unite the soccer community in Alabama through player development. Because of our focus on developing each child as a person and a player, our teams naturally follow suit. We have been fortunate to see terrific results to date and expect this upward trend to continue as we move forward.

### **BUSA Competitive Team Results**

BUSA has won over 100 Alabama State Championships since its inception, and became the only female team in the history of Alabama soccer to win USYS Region III Regional's when the 90 Angels were champions in 2009.

### **Disney Soccer Showcase Results**

Several of our teams have placed and even won the prestigious Disney Showcase. This tournament is the most prolific and most competitive tournament in the United States. Competing with and beating top teams from Texas, Florida and California shows how far our program has come.

### **Elite Clubs National League**

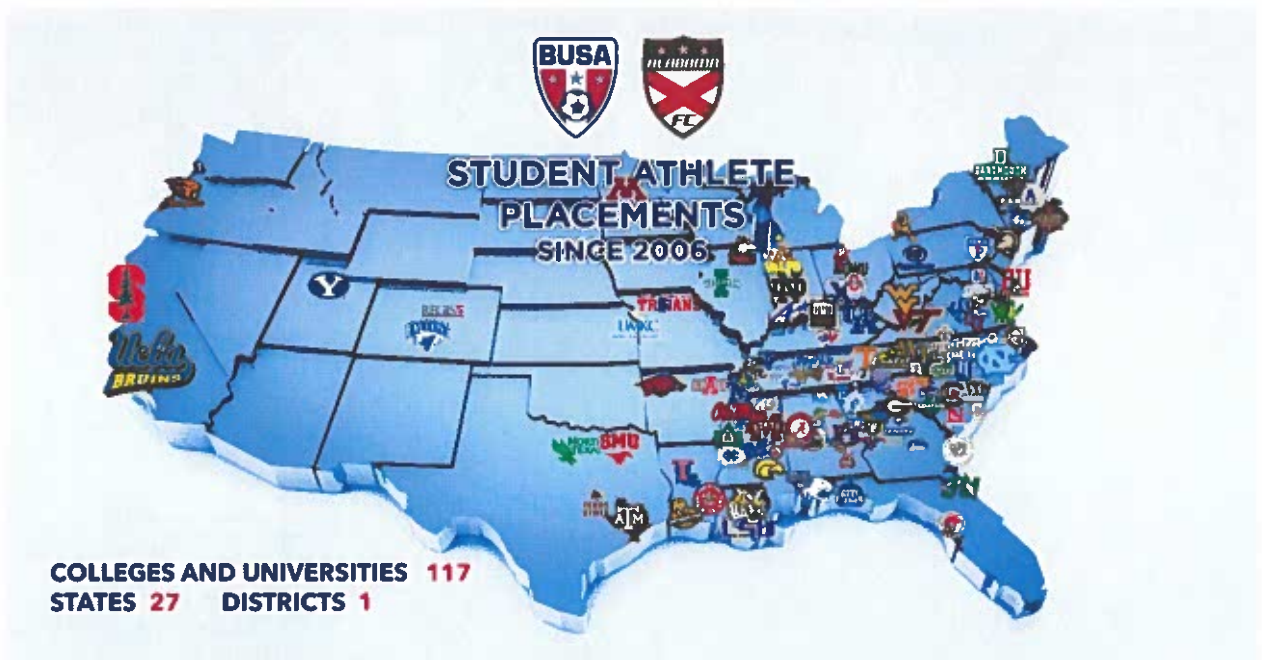
BUSA is one of 82 clubs across the country to be involved in the highest level of soccer offered to the male and female players in the United States. These players play in a regional league with teams from Georgia, Florida, South Carolina and North Carolina and compete in National Showcase events across the country. The ECNL gives BUSA's members a competitive edge in the college recruitment process, as we are the only club to have an ECNL Franchise between Georgia and Texas. Since 2006, BUSA has seen over 1,000 players go on to play at over 120 different colleges and universities.



## Individual Players

Some of our players have recently been recognized for their individual talents and successes. We have numerous players currently playing at the college level and some our players have been recognized at the national level.

- Katy Frierson - member of the U23 Women's National Team (as an 18 year old!)
  - Merrit Mathias - member of the U18 Women's National
  - Lauren Arnold - member of the U17 Women's National Pool
  - Tanner Tessman – member of the U17 Men's National Pool
  - Chris Richards – member of the U18 National Pool for Bayern Munich
  - Chandler Hoffman named Gatorade 2008 Boys Player of the Year for Alabama/ Drafted into MLS
  - Nealy Martin – Current Member of Racing Louisville
  - Simone Charley – Portland Thorns
  - Toni Payne – Sevilla
  - Colleen Kennedy – FH (Fimleikafelag)
- 
- 32 BUSA based players have won Gatorade Player of the Year for Alabama, Mississippi, and Georgia and Florida
  - BUSA/AFC has placed over 1000 Kids in college since 2006





## Community Outreach and Philanthropic work

In the spring of 2014 BUSA created a program dedicated to growing soccer in the communities in need in the Birmingham area. We have partnered with Restoration Academy in Fairfield to launch a comprehensive program that we believe will be a catalyst for more programs in the future.

The program began with 60-65 students from the school who train and practice locally and play games within BUSA's Recreational Structure. BUSA is committed to provide 100% of the funding for the program including uniforms, gear, and equipment while making sure that no family has to pay anything in fees to the organization.

In addition to completely funding the program, numerous team service projects have provided school supplies and other resources to The Restoration Academy. In addition to what BUSA has to offer The Restoration Academy, we are always open to outside financial support for the program, which has grown each season since its 2014 inception. We believe that providing resources and services to those in need in our community is essential to our core values as a club.



In 2020, BUSA began an outreach partnership with the Titusville community in downtown Birmingham. To date our coaches have put on over a dozen camps for young kids in the Titusville community. Our goal is to grow the number of participants at these camps, as well as offer training, and hopefully offer a recreational soccer league in the future.

Also, BUSA encourages its members to participate in a BUSA Serves Day every fall. This service project provides an opportunity for members and staff to give back to the community. In 2018 BUSA provided 200 bags full of goodies to the children and their families and the Children's Hospital.

Additionally throughout our spring and fall seasons we collect donations in through donation boxes located at our Rathmell complex. One or twice a year these collected donations are sent out to deserving kids in Haiti and Africa.





## Why become a BUSA Sponsor?

First and foremost, by partnering with BUSA your organization is aligning itself with the core values that guide our organization in the decisions we make daily. By becoming a sponsor at any level, your organization is not only allocating resources to increase brand awareness and express brand identity, but also contributing to our overarching goal of using soccer to develop our young members into independent and responsible young adults. This strategic partnership will give you the opportunity to reach a coveted demographic group to increase your brand awareness. Not only does BUSA have substantially more member families than any other soccer club in Alabama, we also reach families from more than 14 states around the country that come to BUSA fields to play in the Red Diamond Classic or to play against our Academy, Competitive, SCCL, ECRL or ECNL teams.

Being a BUSA partner exposes your company to the hearts and homes of families, who frequently commute across the metropolitan area, travel out of state, are health and fitness focused and are supportive of partners who contribute to BUSA's success. We offer a variety of opportunities to help promote brand awareness and can cater to a diverse set of marketing needs. Our goal is to grow together through our partnerships. We believe that a strong economic presence in our community is only attainable with the help of strategic partners, and we are constantly looking to add members to our team. Our BUSA Executive Director, Andrew Brower, and our staff would be glad to assist you in creating opportunities that meet your organization's needs.

<p><b>Gold Sponsors</b></p>  				<p><b>Silver Sponsors</b></p>    	
 		<p><b>Bronze Sponsors</b></p>  		   	
 				<p>Signs by Tag Specialties</p>	



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