



## YOUTH LEAGUE INITIATIVE

### What You Do:

1. **Read Info Below** - Quickly gain an understanding of 'why' and 'how' we can help your Area League(s)
  2. **Contact Local League(s)** - Communicate with the President and Board about this opportunity.
  3. **Introduction** - Once interest is shown, introduce us to the League President. We will take it from there.
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### Current Challenges for Local Leagues:

- **Lack of Time** to execute the administrative workload
- **Inconsistent Availability** of volunteers
- **Outdated** registration/tourney management + teaching/coaching methods
- **Underwhelming** social media coverage/promotion
- **Uncertainty** on future direction of League

### Why Partner with Crossroads:

While other companies market outdated, hands-off tech solutions to collect contact info and sell advertising for their benefit, we have created a one-of-a-kind partnership opportunity that is 100% hands-on, progressive, and assists leagues on...

- **Reducing the Workload of Board Members** - Crossroads executes registrations, payments/refunds, scheduling, player draft, team rosters, league/tournament scheduling, and social media.
- **Executing with Efficiency** - Board Members, Volunteers, and League demands are guaranteed to change. We assure that future administrative execution is strong, consistent, and efficient.
- **Educating Players and Coaches** - Local Leagues typically do not have the means to fully educate their coaches and players. We take a lead in the development of coaches and aid in player education.
- **League Upgrades** - Many leagues struggle to stay current, and change is inevitable. We upgrade leagues with cutting edge technology to provide a top online experience when it comes to registration, scheduling, communication, and social media which is crucial for future league enrollment and engagement.
- **Future Advancement** - When the future presents opportunities for better technology, new coaching techniques, better pricing, and/or unforeseen challenges, we are there to help develop and consult to advance the League.

### Partnership Includes:

- **Registration Dashboard** - Families register online and can manage family/player info and profile.
- **Board Member Login** - View Registrations in real time, access scheduling, and communicate with families.
- **League + Tourney Scheduling** - Integrated schedules, standings, and email/text communication w/ teams.
- **Player Draft Board** - Create teams, draft players, and display team profiles online.
- **League Standings + Leaderboard** - Score games and upload stats for Leaderboards.
- **Social Media Promotion** - Capture pics/video and send to social platforms and player profiles instantly.
- **Player Instruction** - Execute a Camp for League Players.
- **Coach Education** - Execute a Coaching Clinic for League Coaches.
- **Board Consultation** - Development of ideas, future opportunities, current improvements, etc.
- **Ordering Assistance** - Discounts for balls, equipment, uniforms, etc.

**About Crossroads:** *Founded in 2008, Crossroads is bringing decades of knowledge and experience back to the local leagues to ensure that they receive the same benefits as top club orgs across the country. Crossroads works alongside Organizations, Leagues, and Facilities to lessen their workload, improve process, utilize technology, and assist players/coaches in their development. 1000's of current and former collegiate/pro players have participated in Crossroads events.*