



USA ULTIMATE COLLEGE TEAM DEVELOPMENT MANUAL

everything you
need to know



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Boulder, CO

USA Ultimate

www.usultimate.org

info@hq.usultimate.org

303.447.3472

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INTRODUCTION

Starting a new Ultimate team at your school will be one of the most rewarding adventures you embark on. Bringing a new team together can be a challenge. But you can accomplish any goal if you put your heart and mind into it. The experience will teach you about yourself, strengthen your organizational and business skills and give you opportunities to travel and spend time with some of the greatest friends you will ever make. Once you have a team, you will wonder how you managed without one.

This manual is designed to take you through many of the steps involved with creating a new college Ultimate team. Getting started will take a lot of work. But before long you will be spending time playing the sport you love with friends who want to do the same.

Share your love for Ultimate by getting others involved in one of the fastest growing sports in the world. Ultimate brings out the best in people. Your efforts will create new friendships, open up opportunities to play and help others get in shape and have fun doing it. Marvel at all you can accomplish as a TEAM!

Thank you for supporting Ultimate in your community!

Melanie Byrd
Director, Membership and Sport Development
USA Ultimate

TESTIMONIALS

“ The first year or so was tough, with low numbers and numerous challenges. We kept pushing through, and now in our third year we...are seeing huge successes! The best thing about starting this team is seeing the friendships and support that it provides for its members. I'm glad I'll be leaving a lasting legacy like that at Vanderbilt.

*Katie Patterson
Vanderbilt Women's Ultimate*

“ The first couple of years were certainly the hardest; getting ten people to practice was a major struggle. ...Covenant Ultimate finally reached critical mass, outperforming all my expectations and attending D-III Nationals my senior year. More importantly, the team now has a strong leadership framework which promotes the sport on campus, recruits new players, and structures practices so that players at all levels are learning and improving.

*Ben Slade
Covenant College Ultimate (student body = 1100)*

“ Coming out of high school...I helped to found our team and bring together a great group of girls. In our second year now, we have over 20 girls involved and even though many are beginners, everyone's having a great time learning and playing together.

*Sarah Chorey
Santa Clara University Women's Ultimate*

“ Starting an Ultimate Frisbee Team was the best thing I've ever done and the hard work totally paid off. In the beginning there were few....Once people enjoyed coming out weekly for pickup games, we started incorporating techniques and drills, and eventually evolved into a competitive collegiate team. If a frisbee team can blossom in Fresno, then a frisbee team can start anywhere.

*Chris Maloney
Fresno State Ultimate*

“ It's stressful and hard work but it is the best feeling in the world watching a new team go to their first tournament and take to the culture of Ultimate.

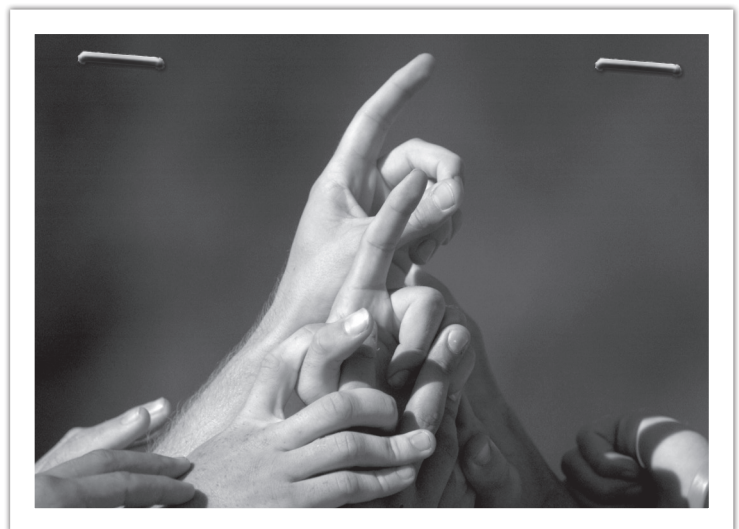
*Jon Kallin
Ramapo College of New Jersey*

“ One of the greatest pleasures of starting the Ultimate team would be the people you meet. When you combine Ultimate players with college students, there is a magical craziness born that attracts these weird and fun people. The most rewarding part of starting a team was the friends I made and the moments we shared; I believe this is why the team became so successful.

*Robert Rathgeber
Bloomsburg University*

“ Starting an Ultimate team is venturing into the unknown of sports. It's broadcasting to others that they are more important than the outcome of a game. Whether or not you are ready for it, you have started a family.

*Dan Fiorino
DePaul University*



WHAT IS USA ULTIMATE?

The national governing body of the sport in the United States, USA Ultimate (USAU) is the largest membership organization in the world devoted entirely to the sport of Ultimate. A not-for-profit organization based in Boulder, Colorado, USAU was founded in 1979 to promote and support the sport of Ultimate and its players and to increase participation at all levels. For up-to-date information regarding USAU membership, visit www.usultimate.org/membership. The organization is governed by a board of directors composed entirely of volunteers elected by USAU membership, with day-to-day operations directed by a small professional staff.

USAU serves as the governing body for the sport of Ultimate in the U.S. Our mission is to advance the Sport of Ultimate in the United States by enhancing and promoting Character, Community and Competition.

What is Ultimate?

Ultimate is a non-contact disc sport played by two teams of seven players with a high-tech plastic disc on a field with two end zones. The objective of the game is to score by catching a pass in the opponent's end zone. A player must stop running while in possession of the disc, but may pivot and pass to any of the other receivers on the field. Ultimate is a transition game in which players move quickly from offense to defense on turnovers that occur with a dropped pass, an interception, a pass out of bounds, or when a player is caught holding the disc for more than ten seconds.

Although Ultimate resembles many traditional sports in its basic athletic requirements, the rules are simpler which allow the game to be self-officiated. The concept of Spirit of the Game™ is integrated into the basic philosophy of the sport, is written into the rules and is practiced at all levels of the game.

Ultimate was developed in 1968 by a group of students at Columbia High School in Maplewood, NJ. The first official rules of the game were recorded in 1970. One of the fastest growing sports in the world, Ultimate is played in more than 42 countries by hundreds of thousands of men and women, girls and boys. According to the Sports and Fitness Participation Report conducted by the Sporting Goods Manufacturers Association, over 895,000 people play Ultimate in the U.S.

Spirit of the Game™

Ultimate relies upon a spirit of sportsmanship which places the responsibility for fair play on the player. Highly competitive play is encouraged, but never at the expense of mutual respect among players, adherence to the agreed upon rules of the game, or the basic joy of play. Protection of these vital elements serves to eliminate adverse conduct from the Ultimate field. Such actions as taunting of opposing players, dangerous aggression, belligerent intimidation, intentional fouling, or other "win-at-all-costs" behavior are contrary to the Spirit of the Game™ and must be avoided by all players.

GETTING STARTED

Preparation

Starting a new college team can be a challenge, but with some initial effort you can form a solid foundation for your team that will make it easier to maintain in the long run. People want to play Ultimate and once they start it doesn't take long before they are hooked!

Newcomers to Ultimate may feel a little nervous, shy, or doubtful of their ability to play. To accomplish your goal of getting participants to join your team, it is important to focus on creating a fun and friendly atmosphere to welcome new players. If you are successful at bringing a group together and fostering friendships, then their desire to play and compete as a team will follow.

Ideally you will have enough time (preferably several weeks or a couple of months) to take care of some of the logistics for starting your new team. If you take the time to do this the right way, you will be prepared when players express interest in joining the team. The program will run more smoothly and your new recruits will be more likely to continue coming out.

In order to give your new team its best shot at succeeding, it is important to explore your options and prepare for obstacles ahead of time. Bringing new players into an organized and well-thought out activity will foster a feeling of confidence and help to lessen frustrations. Remember that the more work you put into preparing for this, the easier it will be to maintain. Take a look at the following suggestions and see what you can do to prepare for your new team.



Recruitment and Retention

Many programs struggle initially to get enough players to have effective practices and be able to travel to tournaments. It may seem that you can't recruit enough people to play. But more often than not, the issue lies not with recruitment but with retention. Many people may come to try it out and not return. It is important to work hard to recruit. The whole team should be involved in this effort. But you must work extra hard to retain the new players by creating an experience they will want to return for.

Ideally you would start getting a team together in the fall. During this time people are looking for things to get involved in and this leaves you with plenty of time before the spring college season to develop team skills and interest in the sport.

Recruiting

Recruiting new players should involve the efforts of everyone on the team. Your current players love the sport and understand reasons for playing and they are, therefore, the ones that can best market your program. To help teammates get involved it is good to outline a marketing strategy with helpful tips for promoting your team and Ultimate.

Ideas for promoting your Ultimate team:

- » Talk with everyone you can about the sport of Ultimate and what makes playing so great. Marketing the program by word of mouth will have the greatest impact on recruiting new players. Provide current teammates with a copy of the Team Marketing Guide in this manual and offer incentives to students who bring in new players.
- » Purchase the College Team Development Kit. The kit includes posters, cones, discs, an instructional DVD, skills and drills manual and additional materials helpful for organizing your team.
- » Identify a faculty adviser. Faculty Advisors listen to concerns and questions and are an invaluable mentor for students, assist students in developing and enriching the program, may assist in the general operation of the club, are knowledgeable about school resources, policies and procedures, encourage and support a students' individual

development and provide students with a school contact and advocate for your program.

- » Distribute and hang posters. Use posters from the kit, print out posters or email electronic versions of flyers available online at www.usultimate.org/resources/development/college. A sample flyer and the information it should contain is included in this manual. Post in dorms, recreation centers, club sports buildings, student centers, dining halls, weight rooms, libraries, building lobbies, student commons, etc. Use professional looking posters and brochures.
- » Target your audience. Invite athletes that play different sports. Because of the similarities, many soccer players pick up Ultimate in the off-season and find the friendly atmosphere and lack of referees refreshing. Is there an Ultimate intramural league?
- » School resources for marketing your program may include the school newspaper or radio station, free website space, advertising in the student handbook and special opportunities to set up information booths during freshman orientation week or club sports fairs.
- » Create a brochure or handout to distribute to interested parties and new players at practice.

It may take countless efforts to receive just a few responses. Be persistent and you will get a team. You must sell the sport and your team. Remember that recruitment is an ongoing process. You will always need new players to replace ones that leave.

Retention

Recruiting new players to come out is one thing, but getting them to stay is another. The real work comes with keeping the interest of new players long enough for them to discover their own passion for the sport and being part of a team.

Many players will contact you or visit your team practices. But not all of them will return. Retaining players is something that is in your control and you must work hard to understand the needs of new players. Here are some suggestions for things to consider:

- » Start with introductions. Welcome everyone to the team and learn everyone's name. This is critical in making people feel important and like part of the team.
- » Plan organized practices. Minimize down time. Don't waste your players' time. Maintain interest by keeping things structured and focused. Consider the different options based on the number of players that will attend.
- » Foster a learning environment. Players want to feel challenged to learn new skills and make improvements during practice. Focus initially on introducing basic skills and keep scrimmaging to a minimum. Players want to understand what it is they are supposed to do before being thrown in a situation. Mix things up, keep them interesting.
- » Mentoring. Match new players up with experienced players. The experienced player is responsible for helping the new player feel welcome, encouraging them to return and partnering up at practice when appropriate.
- » Help players feel successful. Enforce good efforts with positive feedback. Keep constructive criticism to a minimum. Offer opportunities for player comments and questions. Treat each individual as an equally valuable part of the team. Let pre-season practices be more focused on teaching new players than supporting the experienced.
- » Team bonding. Many players will join for the social aspect of meeting new people. While people that stick with it will come to love the sport itself, it is important to do things that encourage and promote friendships amongst the players. Ask anyone who plays Ultimate what they like about the sport, and they will answer, "The people".
- » Attention. Players that receive one-on-one communication time feel valued and improve at an increased rate.

You can't recruit too many players to a new team. Encourage as many people to join as possible. People will drop by and some won't return. But many will feel the excitement and want to get involved.

Retention Advice for Women's Teams

College women typically begin playing the sport for one of two reasons: 1) they are athletes looking for a new sport or 2) they are looking for a group of friends. Determining which group individuals fall into is important in order to understand what motivates them and what will encourage them to stick with the sport.

The first group of players will likely be competitors who want to win and who will be motivated by the challenge of figuring out the intricacies of a new sport. These players should be given specific feedback about their performance in both group and individual settings. They will thrive in an environment where there is a strong element of competition and where the bar is constantly being raised. Incorporate head-to-head drills into practices and match them up with other competitive rookies and returning players who will challenge them to improve. At tournaments, have them guard the other team's best players and let them struggle—this will leave them hungry for more.

On the other end of the spectrum are the players who join for the social aspect of being on a team. While these players may approach competition differently, they have as much potential to contribute to the team as players in the first group. However, they may be more sensitive and may need more positive feedback and one-on-one interaction than other players. These players will thrive when they feel positively connected to and supported by their teammates. It is important to create opportunities for players to interact outside of practice; encourage players to support each other in their off-field endeavors, cook team dinners together, volunteer for a worthy cause as a team, and just generally spend time together. This will provide players in this second group with the environment that they need to succeed.

Ultimate brings people from many walks of life together and by teaching your team how to build on these differences, you will be able to build a thriving Ultimate program. College women's teams have a strong sense of camaraderie—this means an environment where players push each other hard at practice, as well as enjoy college life together. This sense of team and togetherness is appealing to many women.

ESTABLISH MEANS OF COMMUNICATION

Make sure there is a vehicle for team communication. Obtain contact information for all of the players. Create a team listserv and add everyone to it. Be vigilant and quick to respond to inquiries. Electronic communication tools such as e-mail, Facebook and Twitter will likely become your most efficient way to communicate with the team. Use these tools to address issues raised at practice, send out practice reminders, acknowledge team efforts, or plan socials. Build an online publication or site for the team and encourage group engagement.

Provide team contact lists to all players. This enables them to reach out to one another, schedule times to throw outside of practice or catch rides together. Help players feel part of a team. Provide them with the means for communicating with you and other teammates.

FIRST MEETING

Schedule your first team meeting in the beginning to kick things off or soon after things get started. This meeting will be your opportunity to help organize and unite the team. Use this meeting to get the program off to a good start. Plan the meeting carefully and come prepared.

Meeting Logistics

Choose a location that will be private and allow the participants to be focused. A school classroom or conference room is ideal. Avoid restaurants or public places. Make sure it is easily accessible. When selecting a meeting time, keep in mind that you must work around school schedules.

Define Team Vision

Establishing the team's vision will provide the group with a focus and form a foundation for your team from which many future decisions will be based upon. Visions vary from team to team. You may choose

to announce the team vision or you may choose to determine the team vision based on responses from the players. Just remember that team buy-in is important. Things to consider when determining your team's vision may include:

- » What is your ideal team experience?
- » Will there be tryouts?
- » Will you compete in tournaments?
- » When is your playing season?
- » What would you like to accomplish as a team?
- » Will you allow practice players that don't wish to compete?
- » What level of commitment is expected from individuals?
- » What are expectations outside of practice?
- » Will there be a focus on the social aspects of being a team?

Identify Team Needs

The needs for each team vary. Work with your team to determine needs and brainstorm solutions. Following are some suggestions for things that most teams will need to address. For more information about these needs, see the section on Leadership Roles.

- » Coach
- » Leadership
- » Funds/Budget
- » Fields/Insurance
- » Web/Tech
- » Player Logistics
- » Competition Logistics
- » Club Sports

Schedule

Everyone is here because they want to play! If a field site has been secured then establish a practice schedule. At a minimum determine a time and meeting place to get together and throw.

Wrap Up

Everyone should leave this meeting with a clear understanding of what is coming next, what their responsibilities are, and what it means to be a part of the team. Come prepared with information and/or handouts to help answer questions participants may have. Some questions may include:

- » What is the estimated cost for someone to play?
- » Where might you travel for tournaments?
- » What equipment do you need to play and where can you get it?
- » Will there be financial support from the school?

LEADERSHIP ROLES

It is important to identify clear leaders for the team. It is likely that some roles have already been determined. But getting the team's involvement is important. You can't do it all yourself! Sharing responsibilities gives individuals an invested interest in the team and leads to team buy-in. There are many leadership structures that can exist. The key is to find the model that works best for your team.

Coach

Not all teams have coaches. In fact, most don't. But many teams do and it is becoming more widespread. It is not difficult for teams to see the advantage in being coached by a more experienced player who is not a part of the team.

Coaches offer perspective, experience, and they lessen the responsibilities of players on the team so that they can in turn focus on their own game. Because coaches are not playing, they can spend more time watching and providing feedback to the team and individual players. A coach is generally not looked upon as a peer like a captain may be. This means that teammates are more likely to welcome their feedback and less likely to take suggestions for improvements personally.

A good coach is an asset to any hard working team. If you don't have a coach, it is recommended that you ask around to see if you can find someone who is willing to fill that role. Past college players, current and past club level players that are in your area make the best candidates. Check with your local teams and organizations. Or go to www.usultimate.org for more information.

For many teams, the responsibilities of the coach may include:

- » Planning/running practices. Each practice should be structured to best meet the needs of the team.
- » Calling subs. This is often only done at tournaments and it is something your team may or may not choose to do.
- » Team strategy. Determine different offensive and defensive tactics the team should learn. What is the best way to teach them? What will you likely see from other teams?
- » General team management (ensure other roles are handled).

Captains

Whether or not there is a coach, it is important to select a captain and co-captain for the team. If there is not a coach, then captains will often undertake the responsibilities outlined in the coaches section above. If there is a coach then s/he may take on these jobs or they may be divided up amongst the captains and coach.

Even if there is a coach to take on all of these responsibilities, the roles of the captains are still an important component of any team. Captains work



with the coach to determine plans that are in the best interest of the team. They will often call positions on the field, inspire teammates with psych-up speeches or cheers and should always lead by example.

Additional Team Roles

Team work is essential to any successful team. Therefore, it is important to get your teammates involved in the work and sweat that goes into building a team. Following are some ideas for roles that may need to be filled on your team. Many of these roles are simple and may be combined with other tasks. Some of these roles are ideal for one person while others may be best accomplished by a committee.

- » Treasurer. Responsible for determining and collecting team dues, maintaining the team budget, and writing checks for team expenses. Applies for team funding through the school.
- » Fitness/Workout Planner. Should have knowledge of best fitness practices. Organizes team workouts outside of practice. May include throwing/skills work, track runs, stretching, etc.
- » Fields. Responsible for finding and reserving fields for team practices and team events.
- » Insurance. Applies or obtains insurance for field use. If insurance is not available through the school it can be obtained through USAU. See the section on insurance for more details.
- » Club Sports. Primary contact for the club sports department. Works to register team as a school club sport and obtain benefits available to affiliated programs.
- » Listserv. Manages the team listserv maintaining easy communication amongst teammates.
- » Website. Create and maintain team website. Your school may offer space or you can find free space elsewhere. Check USAU website for more information.
- » Fundraising. May be best done by a committee. Responsible for suggesting and organizing opportunities for the team to raise money. See the section on Fundraising for more details.
- » Uniforms/Equipment. Orders team uniforms and equipment. May work with the fundraising person

to order team merchandise that can be sold to raise money.

- » Competitive Planner. Proposes a tournament schedule to the team. Submits entry fees to secure the team's spot.
- » Travel Planner. Reserves hotels and cars for team travel. Organizes and provides directions and other logistical information to the team.
- » Social Planner. Plans team activities, dinners, outings, etc. Promotes team bonding.
- » Recruiting Committee. Actively recruits players throughout the year.

FIELDS

It is important to ensure that you have access to safe playing fields you can use for practices. Regularly scheduled practices are important to your team's success. Consistency in practice times and locations makes it more likely that players will attend. A general recommendation is that you practice at least twice a week before and/or during the competitive season. Most colleges should provide fields space for school sports. But if not, there are additional places you can look.

- » Your school club sports department. Because field space is in such demand, many schools accept field reservations well in advance. If your school has another Ultimate team, schedule your practices at the same time and place if possible. This creates the feeling of community amongst players and provides the potential for meeting new people.
- » The Parks and Recreation Department manages all city and state regulated field space.
- » Schools serving any grades K-12 will often loan or rent their field space.
- » Churches often welcome the use of their fields when they are not being utilized.
- » Local Ultimate organizations may have access to field space they can share or are likely to know of available sites. Visit www.usultimate.org/about/ultimate/where_to_play.aspx to find organizations in your area.

- » Indoor facilities may be an option, especially if you are in a location where weather may be an issue. Rental fees can be costly but sites are generally well maintained.
- » Public parks offer opportunities for field use. However, it's generally first come, first serve. This isn't preferred but can be better than no fields at all.

Over time you will likely find a consistent practice schedule that works best for your team. Your team may only play during the college season, or may play year round. Knowing in advance what you need will make it easier to reserve fields well ahead of time.

EQUIPMENT

Fortunately Ultimate is a relatively low-cost sport to play. Not much is needed to get started. Teams may find information about purchasing equipment at www.usultimate.org/shop. If you have purchased the Team Development Kit then you have all of the field equipment you need to get started.

Team Equipment

Having the proper equipment before you get started is critical to the team's safety and fun. At a minimum team equipment will include cones. It should include discs as well, although it may be reasonable to expect each player to bring their own disc in the beginning. Having team discs ensures that there will always be plenty available at practice and your ability to execute drills correctly will not depend on individuals remembering to bring them.

Each team should have at least 8 cones which are needed to set up a playing field. Extras are always handy for drills, etc. A handful of discs should be enough to get you started though it is recommended that you have at least one disc for every two players. This will be good for certain drills and will ensure each person gets an opportunity for a lot of throwing.



Player Equipment

It is also important to consider an individual player's equipment. All a player really needs to get started are cleats and two shirts (light and dark).

Many new players will show up to practice in running shoes. It is a good idea to encourage players to purchase cleats as soon as possible. Playing Ultimate in running shoes has several disadvantages. When wearing running shoes players can not cut effectively, have a difficult time playing defense and are more likely to get injured. They also have a hard time playing against others who are wearing cleats. Players with cleats will have a better experience on the field and are less likely to hurt themselves. Light and dark shirts make dividing into teams for scrimmaging manageable.

BECOME ACCREDITED WITH YOUR COLLEGE OR UNIVERSITY

It is important to pursue accreditation with your school. While accreditation may not be necessary for you to play, this recognition will bring you additional benefits and earn your team respect with school officials. Meet with your Club Sports Director to discuss the process you must follow to become an official club sport. You should do this as soon as possible as there may be a waiting period, voting process, or other administrative requirements to apply. Some things you may need to do to become an official club sport include:

- » Establish club bylaws. They may have an example for you to use or you can use the one provided in this manual.
- » Name a faculty advisor for your club.
- » Establish and elect club officers.
- » Establish a budget. A sample budget of costs associated with starting a new Ultimate club is included in this manual.
- » Agree to abide by all school rules and regulations, codes of conduct, and bylaws.
- » It is recommended that you identify a club sports manager on your team that can maintain the relationship between the team and the school.



Information about Ultimate for the School Administrator

While most schools are familiar with Ultimate, occasionally there may be a Director that doesn't consider it a legitimate sport. This perception may be due to a lack of knowledge about Ultimate. If this is the case with your school, there are several handouts included in the team development kit designed to bring school administrators up to speed with the legitimacy of our sport. Share that information with your Club Sports Director. These forms (About Ultimate, About USAU and the School Administrator letter) are also available online at www.usultimate.org. The hope is that with information about how widespread the sport is and how USAU is working with others to provide additional opportunities to play, your Director may see the benefits of including and supporting an Ultimate club.

INSURANCE

Regardless of whether you are registered as a club sport and using school fields or not, you may be asked to provide insurance coverage for your practices. Even if you are not asked to provide proof of insurance, it is recommended that you have liability coverage. Insurance may be obtained through the USAU event insurance program.

USAU Event Sanctioning Program

Organizers can apply to have their tournaments and leagues sanctioned by USAU. For more details about the sanctioning program go to www.usultimate.org/resources/sanctioning. Some benefits of having your event sanctioned include:

- » Ties between USAU and local Ultimate communities provide the strongest support for the growth of Ultimate in the U.S.
- » A certificate for general liability insurance coverage.
- » It is free for members.
- » Discounted equipment and merchandise.
- » Online tools for increased organizational efficiency.
- » College regular season events count towards national rankings.

FUNDRAISING

While playing is rather inexpensive because of the minimal equipment needed, players will often need financial assistance to travel and compete. You will find ways to cut costs when necessary. However, it is always good to plan for a revenue source in order to keep your club going.

There are many ways a team can earn money. It is important to get everyone involved. After all, everyone hopes to benefit from the revenue. Following are a few suggestions (see sample budget included in this manual) for ways in which teams can get their revenue. But don't let this limit you. Be creative in developing ways for your team to raise money.

- » My Sports Dreams Program
- » Events
- » Merchandising
- » Sponsorship
- » Pledges
- » Team Dues

My Sports Dreams Program

USA Ultimate has formed an exclusive fundraising partnership with a company called My Sports Dreams, and the first-ever program is now offered to all USAU-affiliated college teams at no cost. To learn more, or to participate in the program, USAU college teams can go online to www.usultimate.org.

My Sports Dreams was founded in 2004 to help college, high school and youth athletes pay for necessary budget items such as tournament travel, equipment and apparel. Their clients include more than 15,000 teams at all levels of competition in every state.

Unlike traditional fundraisers that require student-athletes to sell products that deliver only 50 percent profits, My Sports Dreams is a mail-based system that connects athletes with friends, family members and business owners living anywhere in the United States. The entire effort requires less than one hour for each team to raise an average of \$4,000-\$7,000.

Events

Events can provide a great revenue source for teams. The key is to be sure they are carefully planned and well publicized. Select a date when participants are likely to attend. This will differ depending on the type of event. Consider free weekends when people will be around, holiday times for themed events, or soon after a major team victory. Announce the event well in advance.

Typical fundraising events include hat or regular team tournaments. But Ultimate players often enjoy participating in other disc sports. Consider competitions with alternative games. Some disc games require fewer people than Ultimate which may be ideal if you aren't expecting enough for a tournament. A good event will require some money be spent up front. Participation fees will offset these costs and provide extra for the team.

Well organized raffles can also be a great source of revenue. It is ideal to coordinate them with an event where the prize will be announced. Many of your teammates may have access to different resources. Consider raffling items or services such as discs, t-shirts or team gear, massages, dinners, artwork and more.

Merchandising

Selling team merchandise is one of the easiest ways to earn team money. This is an opportunity for family and friends to show their support. Items that are generally easy to sell are discs and team shirts. But also consider hats, hoodies, pants, wristbands, etc. Have a talented local player help create a team logo or design. Find a manufacturer that offers good rates and you can double the cost that it took to purchase them.

Sponsorship

Soliciting local sponsorship can be a great way to raise money for the team. But if not done properly, it can amount to a lot of work with little results. Many local businesses have a budget for sponsorship or donations. The key to being successful is to do your homework and execute a well-researched plan.

The first thing you should do is create a list of local businesses that may be interested in sponsoring your team. Small, locally owned businesses are more likely to contribute than big businesses. Determine what the



sponsor may be able to provide for you (if something other than cash) and also think through what you can provide to the sponsor.

Sponsorship should be beneficial to both the recipient and the sponsor. Most sponsorship includes financial support; however, in-kind gifts can be helpful as well. In-kind gifts that might be useful for a team include jerseys, uniforms, practice gear, equipment, food, sports drinks, and travel discounts. In exchange for sponsorship, a business hopes to enhance its public image and gain access to a wider audience. How can you help them do this? Advertising and promoting their business can be done in many ways. Put their logo on your uniforms, in any printed material you may produce and on your website if possible. Promote them through word of mouth. Perhaps you can host a weekly team social at a sponsoring bar or restaurant. Ultimate players wear a lot of hi-tech gear. Your team could purchase this gear at the local sporting good store. Be creative when considering why a business may want to sponsor you.

Now that you know who to target, you should develop a sponsorship package. Following is the information you should include in a sponsorship package.

- » Information about Ultimate (included in start up kit and available on USAU website)
- » Information about USAU (included in start up kit and available on USAU website)
- » History of your team and its mission statement (see sample flyer)
- » Pictures of your team showing team spirit, competition and/or receiving awards
- » Schedule including practices, games and tournament participation
- » Results (if positive or show growth)
- » Personalized letter explaining the reasons for the partnership. What will the sponsor get for their investment and what type of support do you hope to receive?

Start soliciting sponsorship in the fall if possible. Give yourself ample time to follow through with your bargain. If logos need to be screen printed on uniforms, you will want to do this before your competitive season starts.

Personal contact is the key to making connections. Don't mail the packages. Find out specifically who you should direct your proposal to, and hand-deliver your package. Follow up on your visit within a week. Call the contact and remind them of your proposal. Offer to answer questions.

After you have received sponsorship, be sure to keep up your end of the bargain. Follow through with the agreement. Send updates throughout your season. Make sure to send a thank you along with a summary of your accomplishments at the end of the season. Explain how important their support was and what it helped you accomplish. Follow-through and follow-up is important to potential future sponsorship.

Pledges

Consider setting up a Pledge for Points system. An example for how this might work is you ask team supporters to pledge a certain amount of money for point differentials in games you win. So for example, if

a person has pledged \$1 per point and you win a game 15-8 then that person would owe you \$7 for that game. No money would be owed for games you lose.

To organize the pledge and make it more interesting for the person making the pledge, you can provide a list of tournaments you will be playing in, team seedings for each event, and online score postings soon after the game or event. Pledges offer a fun way for supporters to get involved and follow along with the progress of the game.

Team Dues

Collect money from team members at the beginning of the season. This will provide the team with funds to front for tournament fees, team jerseys, merchandise, etc. It's often easier and more effective to estimate an individual's cost to participate on the team for a year and collect the money once rather than each time a situation arises in which you need to pay for something.

COMPETITION

As a team you should decide what you would like your competitive season to look like. Competition can come in many forms. Your team will want to compete at some level, otherwise what's the use of practicing? Visit our website at www.usultimate.org/

[about/ultimate/where_to_play.aspx](http://www.usultimate.org/about/ultimate/where_to_play.aspx) for information about Ultimate in your area.

You can choose to play at the local level. This will eliminate the need to travel. However, it will most likely be up to you to organize the games. You can contact local high school teams, other college teams and non-collegiate club teams to arrange scrimmages. You may also be able to participate in local leagues as a team.

Tournaments offer another opportunity for competition. You will find many opportunities to attend tournaments if you are willing to travel. The good news is that many will be within driving distance. The level and organization will vary to a wide degree. Small tournaments may only host a few local teams while larger events can host many teams from around the country within multiple divisions. The only competitive college series of tournaments available are hosted by USA Ultimate. You can find information about participating in the USAU College Series section included in this manual.

It is also important to determine whether or not you will compete year round or only during the college season (spring). Many teams choose to continue their training by participating in tournaments throughout the year.



USA ULTIMATE COLLEGE SEASON

USAU College Season is comprised of a College Regular Season followed by USAU College Series. The regular season is an option for teams who wish to have game results at USAU sanctioned events impact bid allocation within USAU College Series. The USAU College Series is a sequence of tournaments leading up to the USAU College Championships (a.k.a. Nationals). There are two divisions: College Open and College Women. The Series takes place in the spring of each year and is comprised of teams from different geographic regions. Each region is further subdivided into conferences. Any college team, provided that all players meet the eligibility requirements, may compete at their Conference tournament.

The top teams from Conference Championships then qualify for their Regional Championships. A maximum of 16 teams (in each division) may play at Regionals. The top finisher(s) at Regionals (depending on wild card allocation) qualify to compete in the USAU College

Championships, a four-day tournament usually held around Memorial Day weekend every year. Teams from smaller colleges compete among a similar track for the Division III Championships.

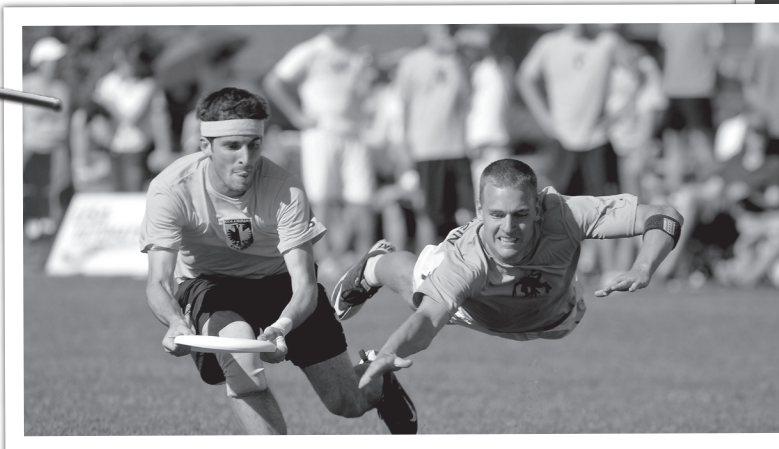
Teams must submit an online roster to USAU Headquarters before competing in the Series. Each player on that roster must be a USAU member and meet USAU's college eligibility requirements. In order to make sure your team follows the rules for competing, review the details regarding series guidelines and how to register at www.usaultimate.org/competition/college_division/default.aspx.

For additional information on participating in the college series, the fall club series, registering your team with USAU or registering as an individual member please review the information online at www.usaultimate.org or contact info@hq.usaultimate.org.

SEASON WRAP UP

Organize a special game or social event at the end of the season to highlight the team's triumphs for the year. Be creative, make the event fun. Encourage non-participating students to be a part of the future team.

With the end of each season comes an important time to evaluate your program. Determine what has worked and areas for improvement. Take notes, distribute a survey and make plans for modifying the program. Remain open-minded to suggestions. Your efforts to continue to improve the program and find ways to involve new students each season will ensure the program's success and growth.



TEAM MARKETING GUIDE

Team Logo & School/Team Name Here

Your team needs you to bring in new players and help secure its future! Current players spreading their passion for Ultimate by word of mouth is the best recruiting tool we have. Please get out there and talk with everyone you meet about the sport of Ultimate and why it's so awesome. Don't miss these opportunities to incite interest in a potential new player.

Here are some ideas for things you can talk about that will help convey your excitement about being part of our Ultimate team. When talking with others, imagine all the reasons why you play. There is no bigger selling point than talking earnestly about why you enjoy the sport. Consider why others may be hesitant to play and address those concerns.

Talk about these things when recruiting for the team:

Ultimate:

- » Is a real field sport that is played at the local, national and international level
- » Has an awesome culture which is why it is such a cool sport today
- » Is governed by USA Ultimate (USAU) which hosts the competitive college series
- » Costs a lot less than other sports to play
- » Is structured so that even new teams have the opportunity to compete at the national level
- » Allows new teams to rise to the top fast
- » Focuses on sportsmanship and is played without referees
- » Is played by more than 1.5 million people in the U.S. (as reported by SGMA).
This is more people than Rugby and Lacrosse combined.
- » Provides people of all sizes an opportunity to excel as a player
- » Will get you in shape and keep you fit

About your team:

- » Closely bonded, have a lot of fun together
- » Will give you instant friends
- » There are no tryouts, everyone is welcome.
- » No experience is necessary
- » Can work with your schedule and will allow varying levels of commitment
- » Will give you the opportunity to travel around the country and play with friends

SAMPLE PRACTICE SCHEDULE

This sample practice schedule can give you an idea of how to spend your time. Remember that you want practices to be structured so that people stay interested and don't feel it is a waste of their time.

- 0:00 Start. Cleats on. Practice throwing while teammates arrive and get ready.
- 0:15 Introduction/Welcome/Quick mention of the plan/goals for the day.
- 0:20 Warm-up. Prepares participants for activity and helps minimize injuries.
- 0:45 Skills and drills.
- 1:45 Sprints or other running exercise.
- 2:00 Scrimmage.
- 2:50 Practice wrap-up. Address questions and cool down lap/stretch.
- 3:00 End.

TIPS

- » If you don't have enough players to scrimmage you can use that time to practice/discuss strategy, get in extra work on skills and drills or cut out early for a team dinner.
- » Playing several short games to 5 points which focus on particular aspects of the game are often more effective than single, long games.
- » Use the Skills and Drills manual included in the Kit for suggestions on teaching skills and drills to practice these and other techniques.
- » View the *Ultimate 101: Laying Out the Game* DVD (included in the Kit) with your team.

SAMPLE FLYER

Interested in Playing Ultimate?



Everyone is welcome to join



There are no cuts

We are the *Women's/Men's* Ultimate Club team

WHEN: Tuesdays and Thursdays from 4:30-7:00pm

WHERE: Intramural Fields

CONTACT: Your Name at your@email.address

SAMPLE LETTER TO COLLEGE ADMINISTRATOR

Dear College Administrator-

I would like to introduce you to the sport of Ultimate, one the fastest growing team sports in the country. According to the Sporting Goods Manufacturers Association's (SGMA) annual report, more people in the U.S. play Ultimate than Rugby and Field Hockey combined. Ultimate is a fast-paced team sport played on a 40x120 yard field (40x70 yards plus 25 yard end zones). It combines the field spacing, cutting and movement of soccer and lacrosse with the aerial excitement of football.

There are a number of reasons to support the development of Ultimate on your campus. Ultimate:

- » is **inexpensive** to play- all you need are a few discs, a set of cones and a field;
- » is a **real field sport** played at the local, national and international level;
- » is governed by USA Ultimate (USAU) which hosts the competitive **college series**;
- » tournaments are held **all over the country** throughout the academic year;
- » is structured so that **all teams** have the opportunity to compete at the national level;
- » allows new teams to **rise to the top** fast;
- » provides people of all sizes an **opportunity** to excel as a player;
- » involves running, cutting and skill and hand-eye coordination which **keeps players fit**;
- » does not use referees....players must follow the rules and make their own calls which promote **good sportsmanship**, the development of **conflict resolution skills**, and general **respect** and **responsibility**.

For these reasons and many more, please help your school to join the over 700 college teams currently participating in the USA Ultimate College Series each year and the hundreds more that are in various stages of development.

USA Ultimate is the National Governing Body for the sport of Ultimate and offers resources to support the development of Ultimate teams.

General College Resources	www.usultimate.org/resources/development/college
College Team Development Kit	www.usultimate.org/resources/development/college/team_kit.aspx
College Series (Div I & III)	www.usultimate.org/competition/college_division/college_season
Intramural Ultimate	www.usultimate.org/resources/officiating/rules/intramural_rules.aspx
Youth Ultimate	www.usultimate.org/resources/development/youth
Organizer's Resource Center	www.usultimate.org/resources/organizer_resources/default.aspx
Team Fundraising	www.usultimate.org/news/my-sports-dreams
Grant Opportunities	www.usultimate.org/resources/grants/default.aspx
Ultimate Statistics in the U.S.	www.usultimate.org/membership/statistics.aspx

Thank you for your time and please do not hesitate to contact me with any questions you may have. Playing college Ultimate is an incredible experience and I hope to talk with you soon about helping your student-athletes have that opportunity.

Sincerely,



Melanie Byrd
Director, Membership and Sport Development
Melanie@hq.usultimate.org
303.447.3472 x112

SAMPLE BYLAWS

BYLAWS OF
Insert College or University name
(if officially affiliated)
ULTIMATE CLUB

ARTICLE I

The club is and shall be called the *insert your school name* Ultimate Club.

ARTICLE II

Purpose

The purpose of the club is to:

- » Introduce, teach, promote, and encourage participation in the sport of Ultimate in all its aspects, within the University, within the community.
- » Ensure that Ultimate is played according to the rules of the sport and in accordance with the Spirit of the Game™.

ARTICLE III

Membership

The *insert school name* Ultimate Club membership shall be open to any willing and able person that wishes to participate and contribute to the purpose of the club.

- » Members pay dues to the club by the deadline specified by the club President.
- » The club will determine the annual membership fee.
- » General members may consist of players or non-players.
- » Members take responsibility to follow the Bylaws and any Code of Conduct that may be instituted by the club or the *insert school name*.
- » The club has fulfilled all the University requirements for insurance.

ARTICLE IV

Affiliation

- » The club and its members will observe and be immediately governed through its affiliation with *insert school name*.
- » The club and its members will observe and be immediately governed through its affiliation with USA Ultimate which directly determines and publishes the Official Rules of Ultimate.

ARTICLE V

Officers

The officers of the club will be as follows:

- » President. The President of the club shall oversee the affairs and property of the club, subject however to the control of the voting members. The President shall also be the chief representative of the club.
- » Secretary. The Secretary of the club shall keep meeting minutes, handle relevant correspondence and maintain appropriate club records.
- » Treasurer. The Treasurer of the club shall be responsible for all funds of the club including but not limited to

the collection of dues, deposit and disbursement of funds, maintaining account records and balances.

- » Captain. The Captain of the club, in direct coordination with any coaches (if applicable) shall have charge of the preparation of the club for all matters concerning playing.
- » Vice Captain. The Vice Captain of the club shall work with and assist the Captain in his/her duties relating to preparation of the club for all matters concerning playing.

Rules of Office

- » These offices will be held by members of the club.
- » All officers are elected by the members.
- » The term of office shall be for one year.
- » In the event of an office becoming vacant, the President may appoint an individual to fill the office until the next club meeting, at which time the members will elect an individual to fill the remaining part of the one year term for the position.
- » Other positions of responsibility may be created and filled by election or appointment as the club sees fit.

ARTICLE VI

Finances

The income from the club shall come from:

- » Member dues;
- » Any net profit that is derived from any event organized by the club;
- » Fundraising efforts which may include sales of team merchandise, local sponsorship, etc.

ARTICLE VII

Meetings

An annual meeting will be held in the fall of each year to conclude all business from the previous year, hear reports from previous officers, input from members, elect new officers and discuss goals for the upcoming year.

ARTICLE VIII

Amendments

- » This constitution may be amended by two thirds of the members of the club.
- » The details of any proposed amendment shall be immediately circulated to all playing members.

SAMPLE BUDGET

This budget is meant to give you an approximate cost for a team's first year expenses.

Expenses

ITEM	ESTIMATED COST	ACTUAL COST
Equipment		
Discs	\$10-\$15/each or \$400-\$500 for 100	\$
Cones	\$10-\$20/set of 8	\$
Cleats	\$50-\$130/pair	\$
Uniform - 2 numbered jerseys (light and dark)	\$20-\$50 per shirt	\$
Uniform - 1 numbered shorts	\$25-\$40 each	\$
Whiteboard	\$10-\$20	\$
Rulebook	\$4 each or print online	\$
	Subtotal	\$
Competition		
Tournament Fees	\$100-\$300 per tournament	\$
Hotels	_____ @ \$50-\$120/night	\$
Car Rental	_____ @ \$30-\$100/day	\$
Flights	_____ @ \$_____/per ticket	\$
Gas	\$10-\$200 per car per event	\$
USAU Membership Dues	\$50/person	\$
	Subtotal	\$
General		
Field Space		\$
Logo Design	\$0-\$200	\$
Merchandising		\$
Other		\$
	Subtotal	\$
	Grand Total	\$

Revenue

ITEM	ESTIMATED REVENUE	ACTUAL REV
Player club dues	\$30-\$200/player	\$
Funding support through school		\$
Merchandise - Shirts	Sale price - actual price * #sold	\$
Merchandise - Discs	Sale price - actual price * #sold	\$
Merchandise - Hats	Sale price - actual price * #sold	\$
Merchandise - Other	Sale price - actual price * #sold	\$
Local Sponsorship		\$
Raffle		\$
Special Events		\$
	Grand Total	\$

SAMPLE SPONSOR FLYER

The *insert school name* Ultimate Club Team

About Our Team

The *Name of your University or College* Ultimate Club boasts a growing team of athletic and ambitious students which thrive on the challenges of playing hard, learning the game and working as a team. Ultimate has brought out the best in each of us fostering our growth as players, individuals and friends. Through this sport we have developed common goals which bring us together each time we play. Those goals are to work hard, play fair and support each other.

Our team practices regularly so that we can compete as a team at the national level. As our skills and knowledge of the game have strengthened, we hope to become a competitive force on the field and a proud representative of our school and community.

Our team wants to spread the unique spirit of the sport of Ultimate. Through our daily actions we share this passion with anyone who will listen. Your support is needed to ensure the success of the team and development the sport of Ultimate.

Mission Statement

We are the *Ultimate Club Team for the Name of Your University or College*. Ultimate is structured so that it emphasizes honesty and builds character in individuals. We believe that every person should have an opportunity to experience true sportsmanship in a team-oriented environment. Therefore, we are dedicated to introducing, promoting and teaching players about the sport of Ultimate. Our program ensures that Ultimate is played according to the rules of the sport and in accordance with the Spirit of the Game™. We hope to spread the word about this unique sport so that everyone may have an opportunity to participate.

Levels of Sponsorship

Become an Ultimate supporter!

- » The Ultimate Player. Donate \$300 and above.
- » All-Star. Donate \$50 to \$249.
- » Team Partner. Donate \$49 and under.

Contact

Your Name
your@email.address