

#### Mission Statement:

Create a website community of different non-competing leagues with a common goal to increase overall participation in each league.

#### Bringing a league or event into Arizona Sports League

- Submit a request to Phil at: **phillip\_montgomery@yahoo.com**

#### Basic concepts:

- Each league is controlled by its individual coordinators. There will not be any conflicting leagues; once you join you will be the only one running that league.
- Each league coordinator will have FTP access to their web pages so they can modify them as they see fit.
- If individuals want to run one time or annual events then they will have a requirement to advertise ASL website to help it grow.
- You will be asked to maintain an active league, if your league folds then you will be asked to remove it from the website.
- There might be occasions when your league will be asked to participate in ASL joint ventures designed to gain publicity from the local press. These will be efforts to increase the overall active adult participation level for all leagues.
  - For instance, a day at the park where people can come out and play each sport, talk with people, and hopefully sign up.

#### Benefits to joining Arizona Sports League

- Shared advertising. Each league that joins the ASL will bring with it an established pool of active adults. If it is a new league then the coordinators will walk around City leagues advertising the ASL website which will attract more active adults
- Professional website. The website will continue to go through enhancement phases as we obtain more and more sponsors. These enhancements will streamline our work so we can focus on running our leagues and not updating a website.
- The more leagues that enter ASL the greater the traffic will become.