



ELITE CLUBS NATIONAL LEAGUE

Member Club Marketing Template



The Elite Clubs National League (ECNL) was founded in 2009, and is the top development, training and competition program for youth female soccer players in the United States. The mission of the Elite Clubs National League is to change the landscape for players in the United States through innovative, player-centered programming that raises standards of quality and experience in all aspects of the game.



INNOVATION

Through player-centered programming
A constant focus on raising standards in all aspects of the game

RESPECT for DIVERSITY

Through unique member clubs
Diverse styles, systems and structures; unified vision and philosophy

OPPORTUNITY

Through exposure, showcasing and role modeling
A path to college, a path to a career, a path to fulfillment

DEVELOPMENT

Through the daily environment
Coaching development, club development, referee development, player development

EXCELLENCE

Across the youth experience
The ECNL look, feel, and experience



The ECNL - WHO. WE. ARE.





LEAGUE STRUCTURE

Conferences & National Events



CONFERENCES



2018-19 Girls ECNL National Event Schedule

U15-U18/U19 ECNL NATIONAL EVENTS

- **ECNL PHOENIX FALL**
November 9-11, 2018 | Phoenix, AZ | U15-U18/U19
- **ECNL SOUTH CAROLINA**
November 30-December 1, 2018 | Greer, SC | U15-U17
- **ECNL FLORIDA**
January 11-13, 2019 | Sanford, FL | U16-U18/U19
- **ECNL TEXAS**
February 16-18, 2019 | TBD, TX | U15-U17
- **ECNL PHOENIX SPRING**
April 5-7, 2019 | Phoenix, AZ | U15-U17
- **ECNL NEW JERSEY**
May 25-27, 2019 | Somerset, NJ | U15-U17

U13/U14 ECNL SHOWCASES

- **ECNL CALIFORNIA**
October 6-8, 2018 | Davis, CA | U13-U14
- **ECNL TEXAS**
February 16-18, 2019 | TBD, TX | U13-U14
- **ECNL PHOENIX SPRING**
April 5-7, 2019 | Phoenix, AZ | U13-U14
- **ECNL GREER**
May 10-12, 2019 | Greer, SC | U13-U14

ECNL POST SEASON

- **ECNL PLAYOFFS**
June TBD, 2019 | San Diego, CA
- **ECNL FINALS**
July TBD, 2019 | TBD

***National Event Preference Selection will be sent to club contacts in the end of June. Please do not make general arrangements until National Event team lists are finalized in mid-July.*



ECNL National Event Requirements in 2018-19

U13

Optional

U14

Optional

U15

2 Mandatory
National Events

U16

3 Mandatory
National Events

U17

3 Mandatory
National Events

U18/U19

1 Mandatory
National Event

**Member Clubs may attend additional events as space allows*



CORE PLATFORMS

COMPETITION

- Regular Season:
 - Girls ECNL Conference Competition
 - National Events
- Post Season:
 - ECNL Playoffs & U18/U19 ECNL Finals
 - ECNL National Finals

PLAYER IDENTIFICATION

- Conference-Based Player Development Programs (PDPs)
- National Training Camp

COACHING & CLUB DEVELOPMENT

- Annual Coaching Symposium
- International Coaching Trip
- ECNL Directors Course

HEALTH & EDUCATION RESOURCES

- The Zone
- Amazing Young Women
- HER Coaching Scholarships





THE ECNL IMPACT

Developing for the Next Chapter



The ECNL is the UNDISPUTED TOP PATH TO COLLEGE IN YOUTH SOCCER

- College soccer is the **target destination** for every **ECNL athlete**
- ECNL National Events are the **best college identification platforms** in the country
- The ECNL, with over **90% of graduating players moving to college soccer every year**, is the dominant “supplier” of future college stars
- A select few will move on to the **professional ranks** in the NWSL or abroad



DIVISION 1

ECNL ALUMS IN ALL DIVISION 1 CONFERENCES IN 2017

141

ALL-FRESHMAN TEAM HONORS

4,078

ECNL ALUMS ON 2017 ROSTERS

40

PLAYER OF THE YEAR HONORS
(O-POY, D-POY, MVP)

14

FRESHMAN PLAYER OF THE YEAR
AWARDS

154

ALL CONFERENCE 1ST TEAM
HONORS

192

ALL CONFERENCE 2ND, 3RD &
HONORABLE MENTION HONORS



FINAL FOUR

ECNL ALUMS IN 2017 NCAA WOMENS COLLEGE CUP

23

STANFORD

28

DUKE

19

UCLA

23

SOUTH CAROLINA

93

TOTAL ECNL ALUMS IN COLLEGE CUP



NWSL

ECNL ALUMS IN THE PROS

23

2016 NWSL DRAFT CLASS

30

2017 NWSL DRAFT CLASS

26

2018 NWSL DRAFT CLASS

41

ECNL ALUMS ON 2016 ROSTERS

60

ECNL ALUMS ON 2017 ROSTERS

46

ECNL ALUMS ON 2018 ROSTERS



The ECNL College Impact Is Your Future



ELITE CLUBS NATIONAL LEAGUE





BEYOND THE LINES

A Holistic Development Environment



BEYOND THE GAME: **Amazing Young Women**

In 2014, the ECNL created the *Amazing Young Women* movement to connect a player's **on-field experience** to her **off-field potential**

The *Amazing Young Women* movement has 2 objectives:

- To **inspire** female athletes to be their best on and off the field
- To **build** the next generation of female leaders

The 'AYW' movement is amplified by annual campaigns:

- 2014-15 - #BeautifulAmbition
- 2015-16 - #FuelYourFire
- 2016-17 - #UNSHAKABLE
- 2017-18 - **#GAMECHANGER**



ECNL S'HERO

- S'Heroes are a part of the AYW Campaign designed to showcase **strong, successful women** who embody the fact that drive on the soccer field translates into **life lessons**
- A S'Hero embraces their competitive nature, and proves they **cannot be shaken** from the path to their dreams
- The ECNL selects S'Heroes to share their story of **personal leadership** and **community service**


AMAZING YOUNG WOMAN (AYW) SPOTLIGHT

- The ECNL is calling on women of all ages to **share their story of achievement**
- AYW drives the movement to celebrate the power of what it is to be a girl today and prepare to become **a leader of tomorrow**
- Nominate your friends, mentors and/or role models to be featured as an AYW Spotlight



The ECNL: This is Why We Play





CLUB FOCUS

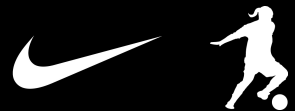
Serving Clubs, Coaches, Teams & Players



- The ECNL platform is built on a foundation of **respect and empowerment** of grassroots leadership.
- Using the power of **collaboration** and decades of **experience** of leaders across the country, the best ideas, concepts, and programs are created and operated to make the day-to-day player environment better.

**A holistic development approach provides
a pathway for every player:**

- To maximize their ability
 - To be exposed and prepared for college soccer
 - To have an unmatched experience in the game



The Catalyst: Better Coaches Create Better Players

- The **quality of coaching** has a direct impact on the quality of players
- Continuing **coaching development** is a responsibility of every leader in youth soccer
- Licensing is one, small part of coaching development and coaching success
- The ECNL supports coaching development:
 - Bringing **world-renowned experts** to coaching development events
 - Hosting an **annual coaching development symposium**
 - Facilitating **information-sharing and knowledge transfer** between clubs
 - Prioritizing the **development of the person** before the development of the players



"ALL-IN" for the ECNL means

a full service soccer organization

- Competition - local, regional, national, international
 - Coaching Education and Development
 - Player Identification and Development
 - Referee Development
 - Administrative Development and Club Structure
- "ALL-IN" means **STRONG, INDEPENDENT, VALUE-BASED** leadership

"ALL-IN" for an ECNL Club means a commitment to: (i) holistic development, (ii) collaboration with other ECNL clubs to raise standards in the game, (iii) creation of a player-centric environment; and (iv) placement of the ECNL as the aspirational focus for every player in the club



- **In the ECNL:**
 - College showcasing and placement is a priority
 - An atmosphere of excitement and prestige is created at every event
 - You determine your unique path:
 - High school soccer is **your choice**
 - Outside competition is **your choice**
 - Other sports are **your choice**
 - The ECNL is **YOUR league**



PLAYER DEVELOPMENT IS NOT A FORMULA.

PLAYER DEVELOPMENT IS A PROCESS MANAGED BY COACHES THAT CARE, LED BY PLAYERS THAT ARE INSPIRED, AND SUPPORTED BY A UNIQUE CLUB CULTURE BASED ON THE NEEDS, VALUES AND BELIEFS OF THE MEMBERS.

THE ECNL SUPPORTS THIS PROCESS AND WORKS TO RAISE STANDARDS IN THE PROCESS.



Welcome to the **Girls ECNL!**

www.eliteclubsnationalleague.com

www.AmazingYoungWomen.com

