



Utah Youth Soccer Becomes First Youth Sport Governing Body in the US to Deploy a “End to End” Web Based Management and Registration System

April 24, 2012 (Sandy Utah) – Utah Youth Soccer today announced it has successfully negotiated a comprehensive long term technology agreement with Affinity Sports (Affinity). Affinity will continue to be Utah Youth Soccer’s primary technology partner providing web based services for all online registration, state association management, state cup management, background checking and game scheduling to all 70 leagues and clubs in the association.

The agreement is the first of its kind in youth sports. All player, coach, volunteer, and administrator registration is web based. Fees are distributed to the club, league, region and state association at the time the registration takes place thus eliminating the need for invoicing based on player count. All records are stored in one database thus allowing for the implementation of the USYS National Championship Series Club Pass “Club Pass” and other player eligibility requirements. Team and player data are also integrated with the Far West Regional League (FRWL) system operated by Affinity.

“We have worked with Affinity over many years. During this time, they have fundamentally changed the way we operate at Utah Youth Soccer. We are now a membership organization specializing in providing a top quality soccer experience”, said Cindy Baron, President Utah Youth Soccer.

“The system has allowed us collect fees at the time of registration, saving the association time, money and improving cash flow. We offer online registration at no cost to our member leagues and clubs and we have substantially reduced transaction costs for our players. It has allowed us to reorganize our association to streamline operations and service our members more effectively”, said Drew Hiatt, Executive Director, Utah Youth Soccer.

“At Affinity, we view technology innovation not as just a novel user interface or a club web site, that’s easy. We believe technology should be used to allow clubs to focus on providing the best on field experience possible while enabling the state association to do what it does best, providing administrative services and support to its membership. Right now, every aspect of managing youth soccer in Utah is being conducted using one system. We believe that Utah Youth Soccer is the first youth sports association in the country to deploy technology in such an innovative way”, said Mark Skeen, President, Affinity Sports.

About Utah Youth Soccer

The Utah Youth Soccer Association is recognized by the U.S. Soccer Federation and the U.S. Olympic Committee as the governing body for youth soccer in our state. Founded in 1977, the Utah Youth Soccer Association is the state's largest soccer organization. It serves as the governing body for youth soccer in Utah on behalf of the United States Soccer Federation. The Utah Youth Soccer Association is a non-profit corporation and holds tax-exempt status under section 501(c)(3) of the Internal Revenue Service Code. The organization is also considered a charitable institution under the Utah State Tax Commission code. As a result, the Association is not operated for personal or corporate gain; rather, it is managed by a volunteer Board of Directors solely for the benefit of Utah's children.

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About Affinity Sports

Affinity Sports is one of the largest integrated registration and database management systems in amateur soccer with ten USYS state association clients and several premier gaming leagues (Alabama, CYSA-North Tournament Sanctioning, Washington Youth Soccer State Cup & State Leagues, Cal South, Georgia, Hawaii, Oregon, PA West, Ohio South, South Texas, Utah, Presidio Soccer League, and Region IV Gaming League).

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