



DOING IT DIFFERENTLY

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BASA UNITED INTERMEDIATE PROGRAM

Brandon Area Soccer Association is *doing it differently* and changing soccer in our area for the better.

In South Dakota, we only have 2 levels of soccer for the 15,000 participants: Recreational and Competitive.

Recreational Soccer: At the recreational level, age appropriate teams are randomly made and the kids go out and have a blast playing soccer at local fields. There's probably one practice a week and the season is over in about 8 weeks. Cost is not out of this world, but player development is rather low.

Competitive Soccer: At the competitive level, players try out to make a team that will remain together for an entire year. Teams practice year-round, 3-4 times a week when the weather allows, and maybe twice a week in the winter. On top of that, the team attends weekend tournaments - a couple may be local, but most require overnight stays in places like Minneapolis, Kansas City, Omaha, Indianapolis, Denver, and so on. The cost to play is significantly higher than recreational soccer, and that doesn't include your travel, uniform, or tournament costs.

Imagine that you've got a child who would love to do more than what the Rec level offers, but you're looking at the Competitive level: the time commitment, the price tag, the lack of open weekends...and you're thinking, "Is this seriously the only other option?"

It was... until BASA decided to *do it differently*.

BASA United is the ANSWER to "not enough" and "way too much".

- BASA United is the only Intermediate program in the area!
- An "in between" program designed for players excelling at the rec level who want more development without the year-round commitment and expenses of fully competitive programs.
- Local tournaments and events only (usually within 90 miles).
- Not as cheap as rec, but much more appealing than competitive.
- 2 seasons: Spring and Fall
- Tryouts before each season.
- Teams formed for U9-U18 age groups.
- 2 practices/week: 1 with BASA professional coach, and 1 with team coach

BASA has seen this program double in just 3 years from 61 players in 2016 to 124 players in 2019. This is proving to be a highly desired level of play and we need your help to keep it that way.

Are You In?!

Interested in helping us *do it differently* for the benefit of our kids? Check out the included sheet to find a list of ways that you can help out!

Thank you for your willingness to make a positive impact on the kids in our community!