

ULTIMATE SPORTS ASSOCIATION

PREPARING YOUTH FOR SUCCESS...IN LIFE!



ULTIMATE MISSION

OUR MISSION

The Ultimate Sports Association (USA) is dedicated to youth development, healthy living and social responsibility. We exist to provide our community with an environment and programming that allows us to develop our youth to their full potential, socially, physically and mentally. We will use sports as a tool to:

- Teach and inspire leadership
- Prepare our youth to succeed in life
- Give back to our community and teach our youth to do the same
- Promote the importance of a healthy and active lifestyle

**“WE USE SPORTS AS A
VEHICLE TO PREPARE OUR
YOUTH TO SUCCEED IN
LIFE!”**



ABOUT US

ULTIMATE SPORTS ASSOCIATION (USA)

The Ultimate Sports Association, a non-profit, 501c3, was created to fulfill a great need in Northern California. USA exists to make first-class sports programming available within a safe and secure facility that serves our community and provides opportunities to under-served youths. USA strives to make these services available for participants, of all needs and from all economic backgrounds in a safe, welcoming, and supportive environment.

PROGRAMS/ACTIVITIES

The Ultimate Sports Association provides instructional training, camps and clinics, league play, tournament play and practice opportunities in a wide variety of sports as well as life-skills clinics and tutoring services for thousands of children each year. USA's founders are determined to give back to the community in which they grew up in, by providing opportunities for others to experience life through sport and develop the life-skills necessary to succeed both on and off the court.

JR. NBA CERTIFIED

Our facility and its programming were selected to the Jr. NBA Flagship Network, which recognizes that our facility and its programming are among the 15 best-in-class youth basketball organizations in the world.

It certifies that we share the Jr. NBA's vision for how the game should be taught and played at the grassroots level, and have committed to pursuing the highest standard of operation in the industry.

This includes adhering to NBA and USA Basketball Youth Basketball Guidelines, implementing coach licensing requirements, providing resources to educate coaches and parents, and a continued commitment to improving the overall youth basketball experience.



ULTIMATE SPORTS



PREPARING FOR SUCCESS...IN LIFE

HOW CAN YOU DO ALL THIS THROUGH SPORTS?

Sports serve as a conduit for us to capture a child's attention. However, we preach that in order to truly succeed at anything, you must take a well-rounded approach, and focus on becoming a great human-being. Success is a habit and those who enjoy the greatest success in any endeavor, practice perfection in every area of their life. With this in mind, we weave important lessons into our daily instruction and also provide additional opportunities and services that allow players to "round-out" their efforts, including:

Life Skills Clinics

We host numerous Life Skills workshops throughout the year for our players and our community. Topics may include: *Interview Skills • Application/Resume Writing • Dining/Meeting Etiquette • Money Management • Social Media Management • Being a Positive Teammate, Co-Worker, Friend, Family Member, & more!*

Health and Wellness Education

We educate our youth on the importance of leading a healthy lifestyle by hosting workshops on topics such as: *Healthy Eating • Injury Prevention/Rehabilitation • Diabetes Education/Prevention*

Tutoring/Study Center

We have a dedicated study center within the Fieldhouse, providing players with a place to study and to ensure they succeed in the classroom; an essential part of succeeding in life. We will also have tutors available to assist in this process!

Community Service

Part of succeeding in life is understanding the importance of assisting the less fortunate and giving back to the communities and people who have supported us along the way. We participate in a number of service-oriented initiatives each year and encourage the youth in our programs to join us in our efforts, exposing them to the need/benefits of giving back.

Coaching/Player Education

We have a vast network of extremely experienced coaches. It is important for us that we utilize this network to educate the area's youth coaches how to properly teach the game and motivate players. In doing so we can help improve level of coaching in our area by leveraging our resources to educate numerous CYO and city league coaches on how to make the most of their time with players.



THE FACILITY

THE FACILITY - THE JOHN MUIR HEALTH ULTIMATE FIELDHOUSE

One of the key components to being able to deliver on our mission, is to provide an environment for all of the needed programming. With this in mind, we built, own and operate the John Muir Health Ultimate Fieldhouse, a state-of-the-art sports facility in Walnut Creek. This facility provides USA the foundation necessary to have an incredible impact on our community.

The Fieldhouse allows us to serve the community, providing it with access to a world-class training facility that is both safe and secure. In doing so, we are bettering the experience, not just for our own programs, but also for numerous community organizations such as CYO, WCYAA, LMYA and other city and private programs, and also special needs groups like the Special Olympics.

Thanks to Ultimate Sports, the John Muir Health Ultimate Fieldhouse features:

- Four regulation, state of the art basketball courts
- A separate training court featuring:
 - Two half-courts
 - Eight baskets
 - Six shooting machines to provide repetitions
- Four regulation, state-of-the-art volleyball courts
- Performance Center (Strength, Speed/Agility Training)
- Tutoring & Study Center/Team Room
- Athletic Training Room
- Additional opportunities for other sport activities
- Large lobby with Wi-Fi for work/studying



SERVING OUR COMMUNITY

UNIQUE PROGRAMING

USA provides a number of greatly needed programs for our community. These programs focus on overall life-skills development by providing instruction from the best coaches in the area who focus on the importance of the journey and doing things the right way.

USA offers the following ULTIMATE programs to our community:

- ULTIMATE Girls' Basketball (Grades 3-12)
- ULTIMATE Lil' Ballers (Boys and Girls Ages 3-7)
- ULTIMATE Hoops Training (Grades 3-12)
- ULTIMATE Performance Training (Grades 3-12)
- Tutoring Services (Grades 3-12)
- Basketball & Life Skills Clinics (Grades 3-12)

PROVIDING FOR THE COMMUNITY

In addition to offering its own programs, USA is able to assist a number of other community groups by providing them with a home at the Ultimate Fieldhouse. This is equally important for our youth as it provides a number of other great organizations with the resources and space needed to offer youth programming in our community. Some of the programs that benefit from the use of the Fieldhouse include:

- City organizations like WCYAA, LMYA
- Numerous local middle and high schools use the facility for their practice and games
- Church leagues like CYO & Upward Sports use the Fieldhouse for games and team practice
- Numerous private club teams and tournament/league operators
- Special needs organizations like the Juvenile Diabetes Research Foundation and the Special Olympics
- Jr. NBA can bring national level programming to the youth in our community
- Long standing camps like Excel in Basketball and the Golden State Warriors have a consistent home and can host more kids



ULTIMATE SPORTS



BRINGING WORLD-CLASS OPPORTUNITY

A JR. NBA FLAGSHIP PARTNER

Based on our mission and the first-class environment that the Ultimate Fieldhouse provides for the community, we were chosen to serve as part of the Jr. NBA Flagship Network. We are just one of five facilities world-wide to have this distinction.

As a member of the Jr. NBA Flagship Network, families in our community receive the rare privilege of having access to the Jr. NBA's menu of specialty offerings and resources. In the past this has resulted in our community having access to opportunities such as:

- Parent Education Forum

NBA MVP Steph Curry and his mother spoke with parents about how to successfully parent in today's youth sports environment. They also hosted a skills clinic for 200 youth players.

- Jr. NBA 3v3 League

We are one of just 10 facilities world-wide that get to offer the Jr. NBA 3v3 league. Boys & girls ages 10-13 select their own team and compete to try and win the local league. Winners advance to play in the Jr. NBA national competition in Atlanta. Players get to meet and hear from numerous NBA Legends

- Skills Clinics and Combines

Each year we get to host a number of Jr. NBA and Gatorade sponsored skill clinics that are completely free to participants and only available at select facilities throughout the country.

HOME OF THE SC30 SELECT CAMP

As one of the nicest and best-equipped training facilities in the country, we have been able to serve as the home for Steph Curry's SC30 Select Camp. Steph hosts a private camp for 30 of the country's best high school players, providing them the opportunity to learn from the best!



ULTIMATE SPORTS



THE COST OF QUALITY PROGRAMMING

GET INVOLVED

There are a few privately managed sports facilities and programs in the East Bay Area. However, none exist in an area as affluent and secure as Walnut Creek, nor in a size large enough to offer extensive programming. Providing a facility and programming like this is financially challenging to begin with; doing so in a location that provides families with a safe and secure environment for their children presents a whole new financial challenge.

Despite that, we remain committed to providing a quality, privately run, facility and programming in Walnut Creek. For years we heard parents discuss the need to be able to offer these activities closer to home, in a safe and secure environment. That dream is now a reality. However, your assistance is needed in order to keep this facility and its programs in their rightful home.

Every dollar helps!

WHAT ARE YOU INVESTING IN?

Our Youth

Your investment will help cement the longevity of these programs, thus providing your children and future generations of children continued access to:

- **First-class coaches, trainers & role-models**
- **A home-base in a safe and secure environment.**

This Community

Your contributions are a long-term investment in our community and its youth that will effect generations to come.

Increased Local Commerce

Due to our location and the amount of foot-traffic our events drive, every event we host leads to a significant boost to the city's economy, as our customers will become patrons of many other local businesses, thus strengthening our community.

HOW DOES MY CONTRIBUTION HELP?

TRACKING YOUR CONTRIBUTION

Ultimate Sports is a Non-Profit 501c3. Every dollar you contribute to Ultimate Sports is a tax-deductible donation that goes directly towards the Ultimate General Fund, which ensures that great opportunities exist for generations to come. As a donor to Ultimate Sports, you are making a choice to invest in our community and the education of its youth by helping to fund the following:

PROGRAMMING

Quality programming comes at a premium, especially in an area as safe and secure as Walnut Creek. Help us ensure consistent programming is available along with instruction from the area's best instructors!

COMMUNITY PROGRAMMING

We will offer a variety of FREE Community programming, including educational clinics for youth coaches, skill clinics for youth players and also skill clinics for special needs groups. While such opportunities are free to the participants, there is still a significant cost to run them successfully.

SCHOLARSHIPS

Every season we provide numerous full and partial scholarships to families for a variety of reasons. Help make these scholarships possible and assist those families who can't otherwise afford to participate.

EQUIPMENT

Everything from the flooring, to baskets, balls, bleachers and computers are needed to ensure this is a great experience.

FACILITY IMPROVEMENTS

Every year we make a number of improvements to our facility to ensure it is able to adequately serve the needs of our community and keep our kids safe. Improvements are wide ranging and could be as simple as re-finishing the floors to ensure they are safe; to adding air conditioning over courts to allow players to play in a climate controlled environment.




















DID YOU KNOW?

**IT COSTS US ABOUT \$5,000
TO HOST JUST ONE FREE
3-HOUR YOUTH CLINIC?**

ULTIMATE DONOR BENEFITS CHART

DONOR BENEFITS

As a donors to the Ultimate Sports Association, you are eligible for a number of exciting benefits. Benefits are awarded annually and increase based on your donation level. Every dollar donated is a tax-deductible gift. Please contact a consultant for exact rules on write-offs.

 ULTIMATE SPORTS ASSOCIATION	Red \$500	Blue \$1,000	Silver \$5,000	Platinum \$10,000	ULTIMATE \$25,000+
Ultimate Polo Shirt					
Donor Wall Recognition Term - One Year					
Season Pass Ultimate Tournaments for One Year					
Donor Wall Recognition Term - 5 years					
Shooting Machine Naming or Basket Naming Rights Term - 5 Years					
Office Naming Rights or Named Camp Scholarship Term - 5 Years					

If you are interested in assisting by underwriting the cost of an entire program or project, or if you wish to set up an Endowed Scholarship or another Endowment Fund, please contact us. We would be happy to assist in making this opportunity possible.

HELP PROVIDE AN ULTIMATE EXPERIENCE

Thank you for your consideration in making a donation to the Ultimate Sports Association.

Donation Checks payable to:
Ultimate Sports Association

TAX ID:
47-4361038

Mail to:
Attn: Mike Samuels
John Muir Health Ultimate Fieldhouse
2675 Mitchell Drive, Walnut Creek, CA
94598

YOUR DONATION HELPS DREAMS LIKE THIS COME TRUE:



In 2017, thanks to the Ultimate Sports Association, these 5 local girls from the East Bay Area received the opportunity to play in the Jr. NBA 3v3 league.

They made the best of their chance, winning the regional league and were then flown to New York for the National Championships. They became first Girls team to win the Jr. NBA 3v3 National Championship.

2017 JR. NBA 3v3 NATIONAL CHAMPS!
Advanced from the **ULTIMATE FIELDHOUSE** regional
Won the **NATIONAL CHAMPIONSHIP IN NEW YORK**



ULTIMATE SPORTS

