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Elite Tournaments signs nationwide partnership with NSCAA

MARYLAND-BASED COMPANY PROUD TO AFFILIATE WITH TOP COACHING ORGANIZATION

Mount Airy, Md. - Elite Tournaments has signed a groundbreaking new partnership with the National Soccer Coaches Association of America (NSCAA) to stage elite showcase tournaments and coaching education events across the United States.

The three-year deal brings the Maryland-based company's event management skills to new markets while helping NSCAA, the largest soccer coaches' organization in the world, further extend its coaching education efforts throughout the country.

The arrangement is highlighted by the development of 12 elite showcase tournaments to be attended by college coaches from across the nation, who will have the opportunity to participate in NSCAA educational courses following the close of match action.

"This partnership allows us to expand our brand across the U.S. to provide top-quality tournament experiences for the players, coaches and spectators," said Mike Libber, founder and president of Elite Tournaments. "The educational and development expertise that the NSCAA brings to these events is unmatched across any sports organization in the country."

Clubs and players will receive sustained exposure to top NCAA and NAIA programs at these NSCAA events – as well as one complimentary one-year NSCAA membership for each team entered – while college coaches can take advantage of recruiting and continuing education opportunities at the same location.

"The NSCAA is proud to partner with Elite Tournaments, an organization that produces outstanding tournaments and events," said Joe Cummings, NSCAA's CEO and Executive Director. "This is an exciting opportunity that will help us further expand the NSCAA's brand in the youth soccer community."

In keeping with NSCAA's development philosophy, Elite will structure these tournaments in showcase formats, with teams typically playing only one match per day. Players will also take part in monitored training sessions to provide a broader perspective on their skills and attributes.

"Having the NSCAA on board unites the player and coaching development goals of the NSCAA and the high competition of the elite youth system in a unique manner that provides a value-added service not available from any other event," noted Matt Libber, Elite's Director of Operations and Business Development.

The first two tournaments in the partnership are the 2011 NSCAA Showcase - Midwest, a premier event for Under-15 to Under-19 boys and girls in Overland Park, Kan., and the Baltimore College Showcase. Both will be held over Thanksgiving weekend (November 25-27). Registration information is available online at <http://www.elitetournaments.com>

“The youth tournaments that Elite will be producing under the NSCAA brand are the first events in a series of new programs for the NSCAA,” said Geoff VanDeusen, NSCAA’s Director of Events. “We are very pleased to work with a top-notch tournament management company such as Elite Tournaments as our first partner in these endeavors to impact soccer at all levels.”

About Elite Tournaments

Founded in 2000 as a small family business, Elite Tournaments (<http://www.elitetournaments.com>) has organized over 130 youth soccer events for nine different clubs, colleges and international and professional organizations. Last year the company oversaw 16 tournaments over the course of 18 weekends across the Mid-Atlantic region as well as in Louisiana, New Jersey and Bermuda.

Elite Tournaments' staff includes former high school and college coaches, referees and standout players whose own experiences inform the company's professional approach to event management. Elite Tournaments prides itself on organization and communication with tournament stakeholders in order to create successful events and lasting relationships.

About the National Soccer Coaches Association of America (NSCAA)

Based in Kansas City, Kan., the NSCAA is the largest soccer coaches' organization in the world. Since its founding in 1941, it has grown to include more than 30,000 members who coach both genders at all levels of the sport. In addition to a national rankings program for colleges and high schools, NSCAA offers an extensive recognition program that presents nearly 10,000 individual awards every year. It fulfills its mission of coaching education through a nationwide program of clinics and week-long courses, teaching more than 6,000 soccer coaches each year.

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