



USA CRICKET MEMBERSHIP

2021

Building a platform for American cricket

2030 VISION

WITHIN THE USA...

CRICKET IS ESTABLISHED AS A
LEADING SPORT IN THE USA

AND ON THE GLOBAL STAGE...

USA CRICKET IS ESTABLISHED
AS A FULL MEMBER OF THE ICC



2 January 2021

To the members of the USA Cricket Community,

Happy New Year to you all!

In our recently launched Foundational Plan, USA Cricket identified the need to develop and launch a new membership portal through which USA Cricket's membership program could be managed.

For the past few months we have been working with our partner, Funngage, to develop a bespoke platform which can become a central focal point for the entire cricket community and through which all cricketing activities in the USA will eventually be administered and promoted.

It has taken us longer than we had hoped, but this will be an important mechanism by which USA Cricket can help to bring together the entire cricket community so that we can together achieve our collective vision of making cricket a mainstream sport in the USA and attaining Full Membership status of the ICC by 2030.

This document provides important information about the timing of the phased launch of the membership portal over the next few weeks, the costs and benefits for different categories of membership, the next steps for those interested in joining as well as where to direct any questions that may arise.

The 'Introductory' membership package and cost reflects USA Cricket's desire to be sympathetic to the financial and logistical challenges faced by cricket communities across the country during 2020 as well as the need to be as inclusive as possible. It seeks to provide immediate tangible value to all Leagues, Academies, Clubs and Individual Members and the membership benefits will evolve further over time as additional functionality is incorporated into the platform and the membership program matures and supporting commercial partners are brought on board.

We look forward to working with the entire cricket community in the coming weeks to demonstrate the potential value of this membership portal and to assist in the on-boarding of as many members as possible.

Thank you all in advance for your support with this important piece of work.

All the best for the upcoming season!

A handwritten signature in black ink that reads "Iain Higgins".

Iain Higgins, on behalf of the USA Cricket Board

Please direct all questions relating to the membership program or benefits to the following e-mail address:

membership@usacricket.org



MEMBERSHIP PORTAL LAUNCH

During 2020, USA Cricket was in contact with all of the known Leagues and Academies across the USA and invited them to pre-register as potential members of USA Cricket by providing details of their members. We were extremely encouraged to see that many of them did exactly that, and we are confident that many others who didn't formalize their support in 2020 will do so now that this information has been made available.

In order to ensure that we are able to provide enough attention and focus on the onboarding of members at the right time and to be able to respond to queries that arise, we have decided to adopt a gradual launch of the membership portal through a three-phased approach.

In Phase One, working on a Zone-by-Zone basis, we will focus on verifying the individuals that have been pre-registered by those Leagues and Academies that had engaged with us during 2020. In Phase Two, we will open the registration process for all other Leagues, Academies and Clubs that were not part of Phase One. And, finally, in Phase Three, we will open up the registration process to all Individuals who by that stage have not been registered by a League, Academy or Club member of USA Cricket and wish to join as Individual Members. This is described more fully below.

In order to ensure that all persons and organizations are treated fairly, each of the specific processes will continue to be available once open at any time thereafter.

PHASE ONE

- January 4th, 2021: Verification process starts for members of all pre-registered Leagues/Academies (East Zone only)
- January 11th, 2021: Verification process starts for members of all pre-registered Leagues/Academies (Mid-Atlantic Zone; South Zone; Mid-West Zone)
- January 18th, 2021: Verification process starts for members of all pre-registered Leagues/Academies (West Zone; South-West Zone)

PHASE TWO

- January 25th, 2021: Registration process opens for all other Leagues/Academies (and their members) across the country that did not pre-register
- February 1st, 2021: Registration process opens for other Clubs (and their members) that have not been registered through their League

PHASE THREE

- February 8th, 2021: Registration process opens for all individual members not otherwise registered at any of the above phases.

2021 MEMBERSHIP FEES, PAYMENT AND DURATION

As an Introductory Offer for 2021 only:

- Membership fees will be charged on an individual basis only.
- The membership fee will be \$10.00 per verified individual member for a 'Basic' package of benefits.
- The term of membership will run from the date of joining until 31 December 2021.
- For the individuals that are affiliated to those Leagues/Academies/Clubs that are onboarded in Phases One and Two, membership fees (which will be based on the number of verified members) will be collected by USA Cricket directly from the relevant League/Academy/Club (as applicable).
- Individuals wishing to register in Phase Three will be required to pay the requisite membership fee themselves directly through the membership portal at the time of joining.
- No membership benefits will be forthcoming until payment has been collected.
- For 2021 only, there will be no additional charges added for Leagues, Clubs, Academies or Other Organizations to register as a member of USAC in that capacity.





MEMBERSHIP BENEFITS FOR INDIVIDUAL MEMBERS

All those who join USA Cricket as individual members will receive the following 'Basic' package of benefits:

- A digital USAC lifetime membership ID that will be linked to player data from USAC matches and matches organized by USAC registered Leagues and Clubs through the membership portal.
- The ability to vote in respect of the upcoming USAC Board Director elections.¹
- Access to the USAC membership portal (which will be both web-based and mobile app-enabled) as it is developed over the coming months, which will allow:
 - centrally coordinated communications from and within relevant Leagues, Clubs and Academies;
 - integrated live scoring technology for all matches played within or by USAC registered Leagues, Clubs and Academies;
 - updates, newsletters and offers directly from USAC, Leagues, Clubs and Academies in a personally curated membership news feed.
- General Liability and Secondary Sports Accident Insurance covering all matches organized by USAC registered Leagues, Clubs and Academies.²
- Eligibility to participate in USAC organized trials, competitions and matches.
- Access to and discounted rates on USA Cricket merchandise, kit and equipment, tickets and promotions.
- Such other benefits as will be made available from time to time as the membership portal develops, and new USA Cricket commercial partners are brought on board.
- In the case of Umpires, Coaches and Volunteers, the following additional benefits will also be provided:
 - role-specific tools, resources and access to USAC developed programs;
 - official USAC recognition and the ability to promote services through the membership portal.

¹ Subject to compliance with certain constitutional criteria.

² Subject to the applicable terms and conditions of the relevant policies.



MEMBERSHIP BENEFITS FOR LEAGUES, CLUBS AND ACADEMIES

By registering to become a member of USA Cricket and paying the appropriate membership fee to USA Cricket, all Leagues, Clubs and Academies will secure for all of their verified individual playing members all of the above benefits. In addition, each registered League, Academy and Club will get:

- Access to the USAC membership portal (which will be both web-based and mobile app-enabled) as it is developed over the coming months, which will provide:
 - Each League, Academy or Club will be provided with a dedicated page within the portal that will enable them to engage directly with their members and provide updates about their activities.
 - Management of each League, Academy or Club through the membership portal, including centrally coordinated communications to all members, management dashboards, engagement analytics and access controls for effective administrative and engagement governance.
 - Member management and registration of new members within Leagues, Academies and Clubs.
 - Facilitated promotion of all Leagues and related competitions and tournaments to the wider USA Cricket Community
 - Integrated live scoring technology for all matches played by Leagues, Academies and Clubs.
 - Player statistics, analytics and performance data tools for all Leagues, Academies and Clubs
 - Integrated scoring graphics for inclusion within live streamed matches.
 - Updates, newsletters and offers directly from USAC and relevant Leagues, Clubs and Academies within a curated membership news feed.
- The ability to vote in respect of the upcoming USAC Board Director elections.¹
- The authority to stage, conduct and promote tournaments, competitions and events that are recognized as 'official' cricket by USA Cricket in accordance with relevant regulations.
- The right to use USA Cricket marks and logos to promote 'official' tournaments, competitions and events.
- The right to have included as 'official' cricket within a comprehensive domestic cricket calendar to be held on the USA Cricket website.

¹ Subject to compliance with certain constitutional criteria.

- The ability to put forward affiliated players for USA Cricket zonal trials, talent IDs and competitions.
- General Liability and Secondary Sports Accident Insurance covering all matches organized by Leagues, Academies and/or Clubs, including a dedicated support function to promptly provide suitable Certificates of Insurance to enable booking of relevant facilities.²
- Access to and discounted rates on USA Cricket merchandise, kit and equipment, tickets and promotions.
- Such other benefits as will be made available from time to time as the membership portal develops and matures, and new USA Cricket commercial partners are brought on board.

² Subject to the applicable terms and conditions of the relevant policies.

Finally, in recognition of the COVID-related challenges faced by many Leagues and Academies throughout 2020, as a gesture of goodwill and support, all previously committed costs of providing General Liability and Secondary Sports Accident Insurance to each League or Academy (and all of their members) through the USA Cricket nationwide insurance program during the 2020 playing season will be waived by USA Cricket in full for each of the Leagues and Academies who complete their registration as a member of USA Cricket and support the process of member verification in a timely fashion and in accordance the above process.





WHAT ARE THE NEXT STEPS?



If you are a **LEAGUE OR ACADEMY (that has already pre-registered)**, you will be contacted by USA Cricket in the coming days and we will work with you to help ensure the effective verification of your members during Phase One.



If you are a **LEAGUE OR ACADEMY (that has not pre-registered)** and we already have your details, you will be contacted by USA Cricket in the coming days and invited to review the information contained in these pages. If we do not have your details, or you do not hear from us, please get in contact with USA Cricket to discuss how this membership program can be of great value to your League/Academy and how you can best prepare for registration during Phase Two.



If you are a **CLUB**, please seek confirmation from your League representative as to whether it has already pre-registered or intends to register, and encourage it to participate. If you are having difficulty establishing the status of your League, please get in contact with USA Cricket and we can work with you to determine how best to process your interest, either through your League or directly in Phase Two.



If you are an **INDIVIDUAL**, please seek confirmation from your Club representative as to whether your League or Club has already pre-registered or intends to register. If you are having difficulty establishing the status of your League's registration, please get in contact with USA Cricket and we can work with you to help you process your registration directly in Phase Three.

For any questions relating to the membership program or further information, please either visit the USA Cricket website at www.usacricket.org/membership or send your query to the dedicated e-mail address: membership@usacricket.org





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www.usacricket.org