

DATE: December 10, 2017

TO: AUDL PLAYERS

FROM: STEVE GORDON, AUDL COMMISSIONER

This past week, Jesse Shofner authored a letter sent to players requesting they join in a boycott of the AUDL based on her belief that the league does not support gender equity. While reviewing the letter, it became clear to us that we have not done a great job communicating to our players the AUDL's core values as it relates to this issue. Actually, gender equity is one element of a larger intended social agenda designed to also address race inequities in our sport and expand our present efforts to reach kids in underserved urban areas in a structured manner.

While I'll reference our greater social agenda, for purposes of this note, I'll focus primarily on our planned GE action plan since that's what you've been asked to make a decision on. My hope is that this will clear up any misperceptions and provide a clear picture of the breadth of our plan and dedication to advancing women's ultimate.

Over the last several months, we've done extensive due diligence consulting with several people to solicit their insights and opinions, evaluated what options are even feasible, developed our action plan and have been working to finalize partnerships to institute the plan (our hope was to have all contracts in place prior to Thursday, but we simply couldn't get everything completed by then). Personally, I spoke with over 50 people including team owners, players, prominent women in ultimate, long-standing individuals in ultimate but outside of the AUDL, and even a few individuals outside of ultimate with a passion for righting inequities - including gender and race. Tim DeByl has done much of the same. In contemplating our options, we determined the following.

- Anything we did needed to be sustainable year to year and, actually, would need to grow from year to year. Single events may be added, but could not be a core of our overall plan.
- It should include substantial exposure for women's ultimate and the women in it.
- It should include a concerted effort to expand participation of girls at the youth level.
- It should include games that are actually produced by the AUDL.

We reviewed our options, determined which were feasible and designed our action plan to meet the criteria just stated. Here's the plan.

- **Social/Digital**
 - Social Media - the AUDL will provide extensive exposure to women's ultimate through all of its social media arms. This will include content on games, individual players and events.
 - Digital - The AUDL is now centralizing all team websites and creating a common platform/layout for all. A prominent section will be committed to presenting and expanding women's ultimate in both the AUDL website and all 24 team sites.
- **Youth Development**

- The AUDL and Discraft have entered into a partnership designed to get 5,000 discs in the hands of youth in 2018.
- This will be done primarily through a structured clinic program primarily run in urban areas that will allow us to meet our mandate of purposely reaching traditionally neglected cultures and underserved kids, but also focus on the opportunity to reach girls specifically (we're working on an initiative now in an attempt to exponentially expand funding that would allow each city to run 100 clinics per year and pay instructors. Our expectation is that the funding probably won't be completed for 2018, but expects to be for 2019).
- 50+% of instructors at these clinics will be female. Over time, as more African-Americans, and people of Hispanic and Asian descent integrate into our sport, we'll continue to expand their presence as instructors as well.
- We are in discussions with multiple entities that will allow easy expansion into more schools and programs.
- **Producing 8 Women's Games**
 - We are in final stages of discussions regarding a partnership that will result in the AUDL producing 7-9 women's games in AUDL cities across the country.
 - These will be stand-alone games strongly marketed by the AUDL and individual teams.
- **National Media**
 - Soon, you will be hearing about a new media partner. They have agreed to broadcast 1 game live on cable TV nationally (into approximately 55 million households) and on twitter live internationally.
 - If the broadcast draws enough interest, our media partner is interested in expanding the # of women's games beginning in 2019.
 - All of the other games produced will be streamed on AUDL Facebook Live.

I hope this illustrates how serious we are in advancing women's ultimate. In all honesty, we'd like to do more, but the reality is that we can only do so much both financially, and within the confines of all partnership agreements we are party to. While, presently, the primary focus is on addressing gender, we don't want to forget the importance of addressing racial inequity as well, and hope you all can appreciate the time and effort we're trying to invest in addressing both.

In summary, first, I want to sincerely thank you all for the last 6 years you've spent as players in the AUDL. Please know we profoundly appreciate your time, effort and look forward to many more years as we continue to grow and advance Ultimate for everyone.

Thank you.