



UPSTATE FRANCHISE BASKETBALL TRAVEL CLUB SPRING SEASON IS AROUND THE CORNER!

NEW SEASON, NEW VISION

With Upstate Franchise approaching its 20th anniversary, there are big changes ahead. While the mission has always been to use basketball as a means to make a difference in children's lives with a commitment to complete the personal growth of our players, we admit that we lost our vision somewhere along the way. We will be implementing new programs - while reimplementing some that worked well in the past - to bring UFBA players a redefined vision that will provide many opportunities for growth and success, both on and off the court.

Our vision... UFBA is more than just basketball. It's not simply about perfecting free throws or executing slam dunks - it's about instilling a deep passion for the game, teaching resilience in the face of adversity, and building a strong sense of unity among players. We are creating opportunities for our youth by prioritizing education, life skills, and mentorship. Through these pillars, we prepare our athletes to excel not only in competition but in life, fostering a foundation for long-term success.

At Upstate Franchise, we take pride in our legacy of success and remain steadfast in our commitment to shaping the lives of our players, inspiring them to thrive, both on and off the court, for years to come. We are dedicated to equipping our athletes with the best resources and tools to empower them to become leaders, make positive contributions to their communities, and create lasting impacts on society.

Vision strategy... With a focus on providing a supportive environment, elite coaching, and holistic programs in life skills, mental health awareness, education, entrepreneurship, college preparation, vocational training, community leadership, and more, UFBA will help every young athlete unlock their full potential by working closely with organizations such as Truly Blessed Associate (TBA), Destined for Greatness (D4G), and Hoop 'N Holla. During the season, players will engage in one day of training in life skills each week. Educational support will be available for players in need. Financial assistance is available to ensure that all players have an equal chance at joining an Upstate Franchise team.

With Coach Tyson Pye returning as the UFBA Ballers Elite Commissioner, Erin

Ashbaugh as our new director, new and returning advisory board members, new partners in the community, a new rugby club, a generous donation of \$20,000 from Dick's Sporting Goods and many other new sponsors, and Coach Walter Kemp's continued outstanding leadership, there is an entire team working to make our players' experience with UFBA exceptional.

A special thanks to our advisory board members who have committed their time and talent to making Upstate Franchise WNY's premier basketball organization... welcome - or welcome back - to Melissa Arena, Erin Ashbaugh, Sarah Betts, Rick Bohrer, Jim Ebenhoch, Darren Evans, Walter Kemp, Gina Nicosia, Tyson Pye, Demetrius Rhodes, and Akeem Ross!

We look forward to welcoming our seasoned players back while welcoming new players to the UFBA family! It's a great time to be a UFBA player!!!

And now, for the news! *In this newsletter...*

- TRYOUTS AND NEW TEAMS ANNOUNCED
- CALL FOR APPLICATIONS: UFBA TO HIRE COACHES THIS SEASON
- UFBA TOURNAMENTS ANNOUNCED
- UFBA JOINS ZERO GRAVITY CIRCUIT
- RECAP OF LAST NEWSLETTER



UPSTATE FRANCHISE BASKETBALL
2025 TRYOUT SCHEDULE
COACHES & TRAINERS WILL BE PRESENT
TRYOUTS ARE FREE

SUNDAY, JANUARY 26
9-10:30 2ND-8TH GRADE
11-12:30 9TH-12TH GRADE

SUNDAY, FEBRUARY 2
9-10:30 2ND-8TH GRADE
11-12:30 9TH-12TH GRADE

EDISON TECH HIGH SCHOOL
655 COLFAX STREET

PLAYERS ARE REQUIRED TO ATTEND AT LEAST ONE SESSION & BRING THEIR OWN BASKETBALL AND WATER

BOYS & GIRLS | GRADES 4-VARSITY | D1/A | D2/B | D3/C

QUESTIONS: UFBA2005@UPSTATEFRANCHISEBASKETBALL.COM
REGISTER: UPSTATEFRANCHISEBASKETBALL.COM

WE ARE PROUD TO ANNOUNCE OUR TRYOUTS ARE SCHEDULED AND NEW TEAMS HAVE BEEN ADDED FOR YOUNGER PLAYERS

UFBA is excited to announce that we are offering 4th grade-Varsity girls and boys teams, and a coed team for 2nd and 3rd graders.

Basketball players in 2nd-12th grade are encouraged to tryout, *for free*, on Sunday, January 26th and Sunday, February 2nd. **Register here.**

This is going to be a season like no other! With coaching and mentoring on and off the court by highly qualified coaches and leaders, a

weekly open gym, better equipment, and more opportunities for training than before, this is a great time to be a UFBA Baller!

Players in our 2nd and 3rd grade coed league will have eight weeks of training, while players on the 4th grade-Varsity boys and girls teams will play in a ten week season. Our schedule includes:

Practice Tuesday and Thursday
Training & Mentoring Wednesday
Open Gym Friday
Tournaments Throughout the season

UFBA coaches, along with trainers from organizations like the Rochester Royal Ballers, will hold tryouts. **Please note that players are required to attend**

at least one tryout session and should bring their own basketball and water. Team placement will be communicated within 48 hours of the last tryout. **Questions can be directed to Coach Tyson Pye.** *We offer generous financial support to players in need; our main focus is to make sure that those players who CAN play at the Elite Club level, DO play at the Elite Club level.*

Our website has been updated to include many team resources which we encourage you to review: [FAQs](#), [team guidelines and expectations](#), [travel](#) and [refund](#) policies, a [cost breakdown](#), and information about our [educational support program](#), and [community](#) and [training](#) partners (some offer a discount). Other important details have been added as well, with more updates to come. And, with new UFBA logos, a new merchandise store will be added in the coming months so you can show your spirit everywhere you go!

Registration will be completed on a new platform as we've migrated to Playbook and are no longer with LeagueApps. Not only does Playbook offer a user-friendly [registration site](#), but communications, scheduling, stats, and more will be available on both the web and app for families to access everything in one place.

An informational session will be offered before tryouts, watch your inbox for details.



CALL FOR APPLICATIONS: UFBA IS HIRING BASKETBALL COACHES THIS SEASON

To offer players an enhanced experience, UFBA is hiring head coaches this season. We welcome applications from coaches with 3+ years of experience at the modified/JV level and beyond. Training and compensation will be provided. Visit the [job posting](#) for more information.

Interested coaches are welcome to apply by December 30th. Know of a great coach? Please forward this information!

UFBA TOURNAMENTS ANNOUNCED

Save the dates! We have five upcoming tournaments that are a cornerstone event in our community, drawing players from across the northeast region. With 10 divisions comprised of 4-6 teams in each, our tournaments promise to be an exciting showcase of talent, sportsmanship, and community spirit.

Elite Teams in 4th grade-Varsity will play in 6-10 tournaments this season, including these hosted by UFBA. Players in 2nd and 3rd grade will play in 2-3 tournaments within the region. [Hotel discounts](#) will be

offered. Event details can be found on the [UFBA tournaments page](#). Learn more about the expectations regarding tournaments for Elite Teams on our [website](#).

UPSTATE FRANCHISE BASKETBALL
2025 YBOA TOURNAMENT SCHEDULE
ROCHESTER, NEW YORK

SPRING KING & QUEEN OF THE ROC SHOOTOUT
MARCH 29 - 30

JJ/JP MEMORIAL KING & QUEEN OF THE ROC SHOOTOUT
APRIL 12 - 13

 MOTHER'S DAY CLASSIC SHOOTOUT
MAY 10 

FATHER'S DAY HOOPFEST
JUNE 14 - 15

SUMMER KING & QUEEN OF THE ROC SHOOTOUT
JULY 12 - 13

1 day tournament \$275 per team • 2+ games
2 day tournament \$375 per team • 3+ games
400+ registered teams in 2024 • top-notch facilities • certified officials
live scores and game alerts • power rankings events
championship t-shirts and trophy • all tournament and mvp awards
multi-tournament/multi-team/hotel discounts and room blocks
the best in wny with 20 years of successful tournaments



BOYS & GIRLS | GRADES 4-VARSITY | D1/A | D2/B | D3/C

register: upstatefranchisebasketball.com

UFBA JOINS THE ZERO GRAVITY CIRCUIT

To offer our players more opportunity for exposure and competition, UFBA is really excited to join the rankings of 15,000 teams across the nation that are a part of Zero Gravity, the largest grassroots basketball event operator in the country. Learn more [here](#) and stay tuned for more information!

DID YOU MISS LAST MONTH'S NEWSLETTER?

Read it [here](#) and learn about the \$20,000 grant Upstate Franchise received from Dick's Sporting Goods, new community and training partnerships, programs, and discounts, successful fundraising events, and new sponsors. It's an exciting time to be a part of the UFBA family!!!

Be sure to follow us on social media to stay up-to-date with current events, fundraising, motivational content, and more!



Upstate Franchise Basketball Association | Basketball Lane | Fairport, NY 14450 US

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