2018 AFC AJAX SELECT PROGRAM

- AMSTERDAM, THE NETHERLANDS -
- AUGUST 11-19, 2018 -
generation adidas international is proud to offer top tier adidas youth clubs in the U.S. an exclusive soccer experience in the Netherlands through its partnership with one of the most famous soccer clubs in the world – A.F.C. Ajax. The Ajax Academy facility is named ‘De Toekomst’, which means ‘future’ - a fitting name given Ajax’s reputation for developing top Dutch talent from a young age. In fact, most of the current Ajax starters have developed their skills in this Academy. It is considered by many to be the best Academy in the world. Come experience Ajax’s youth development philosophy firsthand while visiting the beautiful city of Amsterdam.

THE CLUB

Ajax is the most successful club in the Netherlands and has always played in the highest league, the Eredivisie, since its foundation in 1956. They have won 33 Eredivisie League titles, 18 Dutch Cups, and 8 Dutch Super Cups, as well as 4 UEFA Champions League titles, 1 UEFA Cup, 3 European Super Cups, 1 European Winners’ Cup, and 1 FIFA Club World Cup.
Team Travel Program Components

Train with professional Academy coaches at state of the art facilities. Experience the life of a European youth Academy player!

Challenge your game by playing against top quality local opponents, putting your new skills into practice. Learn about the local style of play first-hand!

Take your game to the next level by seeing the greats play in person. Imagine seeing Messi, Bale or Mueller’s skills up close.

Get a behind the scenes glimpse of your favorite stadiums! See the trophies won, see the field from the team bench, and visit the locker rooms.

Experience a European capital, including its local culture, language, and food! Visit important historical sites and learn about local life.

Train with professional Academy coaches at top facilities.

Play competitive friendly matches.

Attend professional matches.

Tour professional stadiums and facilities.

Cultural sightseeing.

“I love watching the different coaching styles, I can pick up new things that I can bring back to the U.S. and put into my training sessions. Just being able to see where the top players in the world are able to train and compete I think is fantastic.”

Danielle Malagari Coach

“I think there is a lot we can bring back to our teams back home, that’s the main thing - just the culture and style of play. It’s good to play international games against kids our own age, because it shows how you compare to them.”

Paxton Pomykal Player

“We saw the full out team...which is really awesome to see players that I look up to play live, not just on the tv.”

Matthew Boberg Player

“The atmosphere amazing, the complex is amazing, the coaches are fantastic, and I have learned so much. Being here is the best experience I could have imagined.”

Dakota Peterson Player

“You have enough time for soccer but also enough time to experience the culture. It is an educational experience that not too many people have the opportunity to participate in.”

Joe Flynn Supporter
2018 will feature two squads composed of 16 players. This year, A.F.C. Ajax Select will be hosting players born in 2003 or 2004.

In conjunction with adidas America, the landed package cost will be covered for selected players (directors, please discuss with your adidas representative or generation adidas international representative for further details). A full training kit plus footwear and additional adidas swag will be presented to each participant.

As a premier pillar of the generation adidas platform, the top adidas clubs nationwide have the exclusive opportunity to nominate players for the A.F.C. Ajax Select and other Select programs. The process for this is as follows:

• Premier adidas clubs will have the opportunity to nominate one player in either the ‘03 or ‘04 age group for the A.F. C. Ajax Select Program
• Nominees will be selected based on positional needs and qualification
• Upon arrival, players will be split into two teams for competition (some players will flex between the two squads), but will train together
• All players selected will receive their training kit, including footwear, and will only have to cover the cost of their flight and match tickets
KEY DATES:
- **November 15, 2017**: Nominations must be presented to generation adidas international.
- **December 7, 2017**: Nominated players will complete their Soccer Scout online profile for selection process.
- **January 18, 2018**: generation adidas exclusive Squads will be selected, and clubs and players notified.
- **February 28, 2018**: Deadline for selected players to register, after which point their spot will be offered to an alternate player.
- **May 30, 2018**: Deadline for youth club or youth club dealer to remit payment to generation adidas international.

OBJECTIVES:
- Advanced individual technical and tactical training
- Team tactical development training
- On field problem-solving
- Pre-season preparation
THE PROGRAM INCLUDES

• 7 Nights accommodation in Amsterdam in a 3* or 4* hotel
• Meal plan: Full board (breakfast, lunch and dinner)
• Pre-arranged competitive matches against Dutch Academy opponents (playing time is not guaranteed and will be based on coaches’ technical decisions)
• Training pitches and clinic sessions (as per itinerary)
• 1-2 coaching sessions per day with A.F.C. Ajax Academy Coaches at A.F.C. Ajax’s world famous De Toekomst training facility
• On site athletic physio during the A.F.C. Ajax Academy training sessions
• Guided tour of A.F.C. Ajax’s De Toekomst training complex
• Laundry for Players only (Uniforms, 3 loads)
• Tour A.F.C. Ajax’s Amsterdam Arena Stadium, museum and megastore
• Guided city tour of Amsterdam
• All required ground transportation, including airport transfers
• Supervisor with the team 24 hours a day
• Comprehensive medical and cancellation insurance
• generation adidas international promo product
• Social media coverage during your training program

*Roundtrip airfare is not included, but will be sourced for the group.

OPTIONAL ITEMS

Please inquire for further information on these items:
• Match tickets to professional games (subject to availability)
• Additional items such as phone calls, beverages, and snacks
• Admission fees to any cultural or leisure activities not listed in itinerary
• Any other items not specified under the “Program Includes” section
SAMPLE ITINERARY

* Please remember that this is a sample itinerary.

AUGUST 11: Depart for Amsterdam, the Netherlands.

AUGUST 12: Arrive at Amsterdam Airport Schiphol in the Netherlands and transfer to accommodations. Welcome presentation and free time to relax and adjust from the long journey. Preparations for A.F.C. Ajax Select Training Program.

AUGUST 13: A.F.C. Ajax Select Training Program. Morning and afternoon sessions with A.F.C. Ajax Academy coaches at the world famous De Toekomst training facility.

AUGUST 14: A.F.C. Ajax Select Training Program. Morning and afternoon sessions with A.F.C. Ajax Academy coaches at the world famous De Toekomst training facility.

AUGUST 15: Guided visit of A.F.C. Ajax’s Amsterdam ArenA. Afternoon session with A.F.C. Ajax Academy coaches at the world famous De Toekomst training facility.

AUGUST 16: Attend an A.F.C. Ajax first team training session (subject to head coach’s discretion). Competitive friendly game #1 vs. top Dutch club team, most likely A.F.C. Ajax Academy team.

AUGUST 17: Guided visit of the city of Amsterdam, including a canal boat ride. Afternoon session with A.F.C. Ajax Academy coaches at the De Toekomst training complex.

AUGUST 18: Competitive friendly game #2 vs. top Dutch club team, most likely AZ Alkmaar Academy team. Attend a professional Eredivisie game (*optional and additional cost, subject to availability).

AUGUST 19: Depart from Amsterdam, the Netherlands.
The legendary Dutch soccer club A.F.C. Ajax is known all over the world for being a club of homegrown talent. Some of the most notable players to come through the Ajax youth system are Johan Cruyff, Dennis Bergkamp, Frank de Boer and Wesley Sneijder. Ajax is a club that is not afraid to give young players an opportunity to start playing, and loves to see their youth players climb the ranks and debut in the first team. Former Ajax and Dutch national team midfielder and current Ajax Academy coach, Arnold Mühren, gives us his take on the Ajax Training Philosophy, football, and his time with our generation adidas international A.F.C. Ajax Select players.

We spent time with the A.F.C. Ajax Coach and former professional player to find out what sets the Ajax Academy a cut above the rest. Click to learn about:

- A few of the key components of the Ajax youth development philosophy
- What the training experience is like at Ajax for our generation adidas international A.F.C. Ajax Select players
- The advice that Mühren gives to young players that want to improve their game
- How football has changed throughout his career, and what advice he has for players looking to become professionals
WHERE WILL YOU PLAY

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