“To Compete is to Win”. The phrase heard by every ATA student who has ever attended any ATA tournament in the past 25 years. The ATA Tournament Department is very excited and proud to introduce a new incentive program aimed to encourage and reward tournament participation. This innovative new program is aptly named the "ATA Strong Champion Program". The concept behind using the term "Champion" is simply "To Compete is to Win". By competing in multiple and more events per tournament, the competitor is being exposed to more first-hand experiences to life skills such as Perseverance, Confidence, Integrity, Discipline, Respect and Honor. Through the dedication of challenging oneself by competing at Official ATA Strong Champion Tournaments any student can become an “ATA Strong Champion.

Each event in which one competes earns the competitor one gold coin during an ATA Strong Champion Tournament. It is possible to earn up to 8 coins per ATA Strong Champion Class A, B or C Tournament. At National and World Events, bonus coins will be offered! The more events (forms, sparring, xtreme, creative, etc...) the competitor competes in, the faster he/she will compile enough gold coins to earn the exclusive ATA Strong Champion Jacket (total of 90 coins needed).

The basic concept is simple:

1. A student competes in one event at an Official ATA STRONG Champion Tournament and receives one GOLD ATA Strong Competitor Coin. It is possible to earn up to 8 coins per ATA Strong Champion Tournament. These gold competitor coins can be earned any Class A, B or C that is officially sanctioned an Official ATA STRONG Tournament. There is an official seal that will be used to signify which tournaments have chosen to participate in this program. It will be up to the host of the event to determine if he/she will seek this sanction.

2. A student earns 90 GOLD ATA Strong Competitor Coins (coins are non-transferable), turns them in to ATA HQ Tournament Department during the month of May and receives their Official ATA Strong Champion Jacket at the World Conference. This jacket has a retail value of approximately $400.00. There will be no charge to the student to earn this jacket.

Specific Details:

- Not all Sanctioned ATA Tournaments will be Official ATA Strong Champion Tournaments. Individual hosts may choose to enter an agreement with ATA HQ Tournament Department to sanction their tournament as an Official ATA Strong
Champion Tournament. The website, ataonline.com, will reflect whether the tournament is an Official ATA Strong Champion Tournament or not. Specific guidelines are in place to assure quality control.

- Tournaments that choose not to participate in this program will still carry the same point value as before, but they will not be able to use the official seal, or advertise the event as an **ATA STRONG TOURNAMENT**.

- The student is responsible for keeping their coins and turning them into the tournament department at ATA headquarters. The tournament department is keeping a count of individual participation at ATA STRONG CHAMPION TOURNAMENTS will cross reference this participation with the number of coins submitted by a student.

- Coins must be turned in by May 25th of each year in order to assure the jacket will be ready for pick up at worlds. We are working on a possible ATA STRONG Champion Jacket presentation ceremony at the World Conference. This step however has not been finalized, nor is there a guarantee that this ceremony will occur. Students not in attendance will have their jackets shipped to them the week after the World Conference. The student is responsible for the cost of shipping.

- A sample of the jacket, front and back, has been mailed to all school owners and will be posted online at ataonline.com.

- More patches, pins and items are being developed for students to earn. More information on these additional items is on its way!

- A coin collector page has been created and will be available for students to purchase through their school owner/instructor. This coin collector page can be seen on our website, ataonline.com.

Commonly asked questions and answers:

**What does "non-transferable mean"?**

The student earns the jacket by participation and dedication. For this reason, it would not be fair to allow one student to give his or her ATA Strong Competitor chips to another student. If that were allowed it would defeat the purpose of **earning** a reward.

**Can I purchase one of these jackets?**
No, these jackets will not be for sale. This program is meant to be an incentive program, and not a profit center. The pride a student will have in his or her accomplishment will be priceless.

**What happens if I lose some of my gold coins?**
Lost coins will not be replaced. Personal responsibility is a value taught in every ATA school. This program is meant to assist in teaching that value. For this reason, coins lost will not be counted.

**Where do I ship the gold coins to receive my jacket?**
Coins will be shipped to ATA International Headquarters located at 6210 Baseline Road, Little Rock, AR. 72209.

**How long will it take to earn my jacket?**
Each person will earn their jacket at a different rate. The more one goes to Regional and National events the faster they earn their coins. At National and World events, there will be additional coins given to those who compete in more than 5 events. If the school one attends hosts Class C tournaments the student can earn their jackets even faster. The more events in which a student competes the faster he/she will earn their jacket. It is really up to the individual.

**Can I only receive my jacket at the World Conference?**
Yes, the ATA Strong Champion Jacket will only be awarded at the World Conference. In every type of athletics the end of the season is celebrated by rewarding the athletes in some way. The ATA celebrates the end of each season with the “Tournament of Champions” on Thursday and Friday of Worlds and then begins the next season on Saturday. For this reason, we have chosen the World Conference as the time each year where one may receive his/her ATA STRONG CHAMPION jacket.

**What are the “Bonus” coins?**
At all ATA Nationals and World tournaments, competitors will be given a bonus coin for competing in 5 events, (forms/sparring count as 2) and an additional bonus coin for competing in all 8 events. *Regional Tournaments and Class C tournament hosts will NOT be allowed to give bonus coins.*

**Are the Red Coins the same as the Gold Coins?**
No, the red coins are used by school owners as part of the ambassador program and for seminars/events at their school. Gold ATA Strong competitor coins can only be earned at Official ATA STRONG CHAMPION Tournaments. Red coins will not be accepted as part of this program.
For further information please contact the tournament department at ATA International Headquarters, extension 2235.