

2008 POP WARNER



# Pop Warner Cheer & Dance 2008 Championship Guide



## Regional & National Championships

*Serving America's Youth through Safe Athletics and Academic Excellence since 1929.*



**Pop Warner Little Scholars, Inc.**  
586 Middletown Blvd. Suite C-100 ▪ Langhorne ▪ PA ▪ 19047  
Phone: 215-752-2691 ▪ Fax: 215-752-2879  
[www.popwarner.com](http://www.popwarner.com)



Dear Pop Warner Spirit Head Coach,

Congratulations on continuing to your Regional Cheer & Dance Championships!

The enclosed information needs to be reviewed, filled out and sent back to the National Office before your squad continues onto your Regional Championships. **No squad will be allowed to compete unless this information is received at the address on this letterhead no later than Monday, November 10, 2008.**

This information package contains the following: (If you do not have all the pages, please call me at 215-752-2691 (ext. 22) as soon as possible.)

- Articles of Compliance (Statement of Acceptance – Page 12) Head Coach must sign and return with 2008 Spirit Roster from League One Roster software
- Personal Responsibility Memo
- Sportsmanship Memo
- Walt Disney World Information (**3 difference files - download separately**)
- Study Hall Information for Coaches
- Memo to Schools for Participants
- Compliance with Mandatory Background Checks
- Fundraising Initiatives for Administrators and Coaches
- Licensing and Proprietary Information Reminder for Administrators and Coaches

Please thoroughly review the enclosed information with your squad, parents and coaches. **Please return the following by US Mail or Overnight Delivery – No Faxes or E-Mails Will Be Accepted:**

- The signed Statement of Acceptance (**Page 12**), along with your 2008 Spirit Roster from League One Roster software

**Remember these items must be received in our office before your squad competes at your Regional Championships.**

If you have any questions regarding the enclosed information, please feel free to contact me at the Pop Warner Office at (215) 752-2691 (ext. 22).

Again, congratulations and good luck at your competition!

Sincerely,

Beth S. Dietz  
National Events Manager



## ARTICLES OF COMPLIANCE REGION AND NATIONAL CHEER & DANCE CHAMPIONSHIPS

### **GENERAL RULES:**

All codes, rules and regulations found in the 2008 Official Pop Warner Rule Book remain in effect for all squads performing in the Region/National Cheer & Dance Championships. Please sign the, Statement of Acceptance (Page 12) and return to the National Office along with a copy of your 2008 Spirit Roster from League One roster Software by Monday, November 10, 2008 in order to participate in these events.

**REGION / NATIONAL COMPETITION RULES & REGULATIONS AS OUTLINED IN THE OFFICIAL POP WARNER RULEBOOK:** The squads performing in the Pop Warner Region and/or National Championship Program(s) must abide by the following guidelines:

- Must be declared League/Conference champion or qualifier as outlined in Region/National Championships General Information listed in the Pop Warner Official Rulebook.
- Must have a certified roster with the Region and National by the specified cut-off date.
- It is highly recommended that football squads competing be accompanied by the corresponding spirit squads at all games, except when the region/national spirit championships are being held at the same time.
- All squads must be accompanied with a copy of the certified roster, league registration forms with photo identification, birth certificates, medical release forms and scholastic eligibility.
- An absentee form for any participant absent from a certified roster must accompany said squad.
- The Cheer and Dance Championships will consist of the following divisions: Junior Peewee, Peewee, Junior Midget and Midget. In addition, the Cheerleading Championships will consist of a Small and Large category in each division. The cheer categories will be further subdivided into Novice, Intermediate and Advanced.
- Only registered cheer squads may qualify and compete in cheer, and only registered dance/auxiliary squads may qualify for the dance championship. All participants must be current and officially rostered members of their regular Pop Warner squad. Absentee Forms must be processed prior to the competition. PWLS reserves the right to penalize or disqualify a squad, in advance or at the event, due to a significant lack of participation from its spirit leaders.
- Spirit squads participating must have at least six (6) members.
- Squad size status is based on your roster count as of the first Monday in October. Please note that the number of actual cheerleaders determines "Large Squad" versus "Small Squad". Since mascots cannot participate in competitions, they do not count on the squad numbers (even though listed on the roster for registration and insurance purposes.)
- Safety - In concentrated efforts to reduce the risk of injury to participants, every regional/national event will use every possible means to obtain performance mats for safety, as well as to secure professional spotters.

### **NATIONAL CHAMPIONSHIP GENERAL INFORMATION:**

#### **COMPETITION DATES:**

Monday, December 8, 2008	Junior Peewee Cheer Divisions
Tuesday, December 9, 2008	Peewee Cheer Divisions
Wednesday, December 10, 2008	Junior Midget Cheer Divisions
Thursday, December 11, 2008	All Dance Divisions
Friday, December 12, 2008	Midget Cheer Divisions

**CHECK-IN:** The Head Coach will check in at Celebrity Hall Registration Center or Port Orleans Registration Center upon arrival to the Resort. He/she will sign for the squad's credentials and competition information package that includes the Official Championship Order of Performance and maps of the Disney's™ Wide World of Sports Complex. Times for your squad's Photography, Warm-Up and Order of Performance will also be released on the Pop Warner website, [www.popwarner.com](http://www.popwarner.com), prior to the start of competition.

**THE JOSTENS CENTER, PRACTICE AREA & SQUAD BOOK CHECK: NEW LOCATION!**

**PRACTICE AREA:** *The Jostens Center* will be available for practice space and mat time at the Disney's™ Wide World of Sports Complex as follows: (Practice is restricted to this area only and is not permitted in the Disney Resort Area.)

Sunday, December 7 <sup>th</sup>	8:00 a.m. to 7:00 p.m.	Junior Peewee Cheer
Monday, December 8 <sup>th</sup>	7:00 a.m. to 7:00 p.m.	Peewee Cheer
Tuesday, December 9 <sup>th</sup>	7:00 a.m. to 5:00 p.m.	Junior Midget Cheer
Wednesday, December 10 <sup>th</sup>	7:00 a.m. to 4:00 p.m.	Dance
Thursday, December 11 <sup>th</sup>	8:00 a.m. to 7:00 p.m.	Midget Cheer
Friday, December 12 <sup>th</sup>	7:00 a.m. to 4:00 p.m.	

At Registration, the Head Coach for each squad will receive a contact number in the Head Coaches' Packet to call and reserve a matted practice time, 30 Minutes. Mat practice times are limited each day to the listed divisions above. Squads should arrive at the Jostens Center at least 15 minutes early to stretch and promptly take your scheduled mat time. Please remember to bring your credentials to enter the facility. You may bring your own CD/Jam Box for this practice area. There will be four matted performance floors, 9 panels each, available during your 30 minute practice time so there may be three other squads practicing at the same designated time.

**In addition to Mat Time,** The Jostens Center also has indoor, hardwood floor space for squads in any division, to come in during the times listed above to run through a routine. Squads are not permitted to stunt or tumble on the hardwood floor area. If a matted floor becomes available due to scheduling or squad cancellation, a Pop Warner Volunteer will permit squads that are practicing on the hardwood floor to fill the time on the mats on a first come first serve basis with sign-up sheet.

**BOOK CHECK AREA:** *The Jostens Center is the new location for your Official Book Check.*

The Head Coach should check in with the assigned Pop Warner, Book Check Volunteer upon arrival to the Jostens Center. Your squad's Book Check should be completed prior to or immediately following your designated Practice Mat Time. This brief, mandatory, book check will take place on the same day as your practice time, one day prior to your competition day (i.e., Junior Peewee Cheer Book Check takes place on Sunday, Dec. 7<sup>th</sup>.) Upon entering the Book Check Area, a Pop Warner volunteer will be on hand to assist the Head Coach in lining up your squad in book order. Each participant will be checked to their picture identification. All books must include the squad spirit roster, absentee forms, proof of scholastic fitness, picture identifications, medical/ release forms and a copy of birth certificates. In addition, the book should include the Head Coach's current Coaches' Education Certificate of Completion from the Pop Warner Coaches' Clinics. If your book is in order, this station should take no more than 10 minutes. If there are any discrepancies, the National Cheer & Dance Commissioner will be on hand to resolve any challenges with the Head Coach.

**HEAD COACHES' FACILITY TOUR:** There will be no formal Head Coaches' meetings. We will have a facility tour for rostered Head Coaches each morning. Lisa Moroski, the National Cheer and Dance Commissioner, will conduct a brief tour and general review of information listed in this package. The walk-through will begin promptly at the Entrance to the Baseball Stadium / Photography Area. Please note that due to varied travel schedules attendance is not mandatory.

Monday, December 8 <sup>th</sup>	7:00 a.m.
Tuesday, December 9 <sup>th</sup>	7:00 a.m.
Wednesday, December 10 <sup>th</sup>	7:00 a.m.
Thursday, December 11 <sup>th</sup>	2:00 p.m.
Friday, December 12 <sup>th</sup>	7:00 a.m.

**ENTERING THE EVENT WITH YOUR SQUAD ON COMPETITION DAY:** Arrive 15 Minutes Prior to Photography Time, please report to the designated Photography Area for group and individual photographs, Baseball Stadium Second Floor. If your squad arrives early to watch the events, they are permitted to sit in the stands with their squad. Participants may be seated in the back and upper seating areas only. When your squad leaves their seating, they must bring their belongings with them.

**PHOTOGRAPHY AREA:** This is the first scheduled station at the event in the designated Photography Area, Disney's™ Wide World of Sports Complex, Baseball Stadium Second Floor. Each squad will take a group photo and any individual photos at this time. Please ask your photographer, Amazing Pictures, about action photos at this station.

**ID CHECK:** The next scheduled station is the Milk House Squad Entrance (Last/Side Door between the Milk House and the Baseball Stadium). Rostered Coaching Staff, League and Rostered Participants with credentials will be the only individuals admitted to this area. You must be prompt and prepared for your scheduled times. A brief PWLS ID check will take place upon entering the Warm-up Area. Pop Warner volunteers will be on hand to assist the Head Coach in lining up your squad in book order. Each participant will be checked to their picture identification and they must have the Pop Warner Patch secured to the uniform before being released to the Warm-up Area. Any Participant not wearing a properly affixed Pop Warner patch will NOT be permitted to compete. The Pop Warner Volunteer will also verify that the Head Coach has at least two copies of your squad's music CD at this time. If your book is in order, this station should take no more than 10 minutes. If there are any discrepancies, the National Cheer & Dance Commissioner will be on hand to resolve any challenges with the Head Coach while the squad and other rostered coaching staff will be permitted to keep with their scheduled Warm-up times.

**WARM-UP AREA:** A Pop Warner representative will take your squad to one strip of roll out, matted floor for warm-up, tumbling and stretching for a timed, 10 minute period. At the close of the 10 minutes, the squad will be asked to immediately move to the warm-up area, a 54' x 42' surface for a timed, 10 minute practice. The area will be equipped with a sound system for your Warm-up time. Keep in mind that you will not be permitted to warm-up after your specified time has passed so please be prompt.

**MUSIC AREAS:** Please come prepared with extra copies of your music for the warm-up and performance areas. All CD's must be standard size. Only your routine music is to be placed on the CD. Your designated, rostered music person will be directed to the music station at least 20 minutes prior to your performance. A Pop Warner Volunteer will help to insure that you are on time and directed to the music station. At this station, there will be two Pop Warner volunteers on hand to allow you to preview and then finally play your music. Please be mindful that there are other coaches waiting to perform immediately following your routine. It is best to keep calm and quiet so that others can have their moment, push play and watch their squad's routine.

**ENTRANCE AREA:** The squad will continue down the first floor of the Milk House to the Performance Area. At this time the coaching staff should do a last minute check with the squad before being escorted to the coaching area. There will be a designated area available to leave squad bags in a secure location until their performance time is complete. There will not be a safety check in this hallway so the coaches should do one last reminder to the squad at this time (i.e., no glitter, tie shoelaces, no safety pins, etc.). Two rostered coaches will be permitted to stay with the squad up until their performance time. When it is time to take the competition performance area, the MC will announce, "Squad #1, You May Take the Floor", the squad's

music person will then signal the MC when ready and he/she will announce, "Squad #1, You May Begin". The participants must "Spirit On" to the Performance Area. The participants will enter and exit the floor through a PWLS Official Spirit Tunnel located in the center and directly behind the performance floor, back of the mat. They are not permitted to jump, tumble, cheer or chant onto the floor.

**COACHES' AREA:** There will be a designated area for the rostered coaching staff in the first two rows of the seating area while your squad performs.

**PERFORMANCE AREA:** The competition area for the National Championship will be approximately 54' x 42' deep.

**ROUTINE TIMING:** Each cheer squad will perform a choreographed routine not to exceed (2:30) two minutes and thirty seconds; up to (75) seventy-five seconds may be performed to music. Each dance squad will perform a choreographed routine not to exceed (2:30) two minutes and thirty seconds. Refer to PWLS Rulebook, Pgs.95-96 for details on Routine Timing and Pgs. 105-106, for details on Interruption of Performances.

**CATEGORIES:** Please review the Pop Warner Rulebook, Pgs. 86-90, for category criteria, Novice, Intermediate and Advanced. A 5 point deduction will be given for any skill performed that is not appropriate to the category level. The inappropriate skill would not be scored by the panel judges.

**POINT DEDUCTIONS:** Review the Pop Warner Rulebook, Pgs. 100-103 on Pop Warner Scoring and Pgs. 103-105, for a complete breakdown on the Pop Warner Deduction procedures.

**JUDGES & EVENT SPOTTERS:** The judges' area will be directly in front of your squad during their performance along with the event videographer. Competition spotters will be provided for safety.

**EXIT AREA:** Upon finishing their routine, the squad will leave the performance area through the PWLS Official Spirit Tunnel, located in the center and directly behind the performance floor, back of the mat. There will be no formal exits from the floor, participants should "spirit off" the performance area in a timely fashion through the Pop Warner Tunnel, back center of the performance mat. Participants may not tumble, jump, cheer/chant or any other organized exit from the floor. The squad will meet up with the coaching staff and immediately retain their belongings from the designated area and proceed to the exit area. When your squad is not performing, they are permitted to sit in the stands with their squad. Participants may be seated in the back and upper seating areas only. When your squad leaves their seating, they must bring their belongings with them.

**ATHLETIC TRAINER:** There will be a Disney Sports Trainer on hand at the Exit Area of the Performance Area. If at any time your squad needs medical assistance, please notify the Pop Warner Volunteer that is responsible for your location. Water stations will also be available throughout the Warm-up and Exit Areas.

**AWARDS CEREMONY ANNOUNCEMENT:** The Awards Ceremony and Parade of Champions will begin shortly after the last competing squad in your division. Each squad with their coaching staff will meet on the walkway between the football fields and the Milk House. The parade will enter the northwest doors of the Milk House and then onto the performance floor under the direction of their Region Management Team for the Trophy Ceremony. At the close of the ceremony, each squad with their coaching staff will stay together for the closing parade of champions led by the RMT Staff. Parents please meet your squads outside, at the main entrance to the Milk House. The area will be supervised by Disney staff members to assist your squads.

**AWARDS:** The National Championship will award five places, first through fifth, in each division, small and large. In addition, first through third places will receive Championship Medallions, Gold, Silver and Bronze. A Spirit of Sport Award will be awarded to one squad in each division, Junior Peewee, Peewee, Junior Midget and Midget at the close of each competition day. All squads nominated for the Spirit of Sport Award will receive a Championship Rosette for their spirited efforts. If your squad is announced for an award, please send one coach and two cheerleaders/dancers to the awards' area. A championship picture will be taken in the awards area with the National Staff, Region Management Team and any League/Association Officials on hand.

**AWARD RECIPIENT/CHAMPIONSHIP PHOTO:** Award Recipient Championship Photos will take place in the designated Photography Area, Baseball Stadium, Second Floor, with your trophy for a Championship Squad Photo immediately following the parade. At that time, the award recipient, Head Coaches will also receive their score sheet package from a Pop Warner National Representative.

**SCORESHEET DISTRIBUTION:** Your score sheet package will be available for pick-up at the Sports Complex Milk House immediately following your division's competition for one hour. The pick-up area is on the ground floor lobby of the Milk House from Monday through Friday. The Head Coach will be required to sign for the score sheets with picture identification. (Only one person per squad should come to the pick-area to receive the package.) Pop Warner Little Scholars, Inc. takes no responsibility for the score sheets after the championship has ended.

**STUDY HALLS:** We will have classrooms available at the Baseball Stadium at the Disney Sports Complex throughout the week that will serve as Study Hall Rooms. You must sign up for access to these Study Hall Rooms at the Registration Center when you register your team and/or squad. These rooms will have computer workstations that may be used, as well as internet access for the students to use. Email access is strictly to be used for school-related activities only!

**SPORTSMANSHIP MEMO:** All participants, coaches, administrators and parents agree to display good sportsmanship throughout the Championships and related events. The Head Coach of each squad is responsible and will be held accountable for proper conduct of participants, coaches, parents and any other persons affiliated with the squad. Please review the "Personal Responsibility at PWLS Events and Sportsmanship" memos contained in this packet with your entire squad and organization.

**GRIEVANCES:** Disputes or rules violations will be handled by the Disciplinary Review Board. Details on this process will be available in the Volunteer Tent located at the Sports Complex. As part of your participation in the Pop Warner Championships, you will hereby agree to Binding Arbitration should any dispute arise during the event, traveling to and from the event, violation of the coaches code of conduct and sportsmanship related incidents. The decision of the arbitration panel will constitute full, final and complete disposition of the grievance, and will be binding upon the participants, Pop Warner and those involved in this agreement. Players, coaches, administrators and parents violating these articles, rules and regulations will be subject to disciplinary action and/or removal from Disney property and will be disqualified from the event.

**MEMBERS CODE OF CONDUCT:** As a condition of my participation in the 2008 Pop Warner Championship Week, I hereby agree to accept the Arbitration Process as outlined in this advisory manual. I hereby agree to accept the decision of the Disciplinary Review Board (DRB) as final, binding and non-appealable. As such, the decision of the DRB will constitute full, final and complete disposition of the grievance, and will be binding upon the participants, Pop Warner and those involved in this agreement.

All volunteers, coaches, football and spirit participants will abide by a Code of Conduct which includes the following provisions. If any of these rules are broken, the League and/or any HLA shall have the authority to impose a penalty. Members shall:

- S1:** Not smoke and/or use smokeless tobacco on the field.
- S2:** Not criticize players/spirit participants in front of spectators, but reserve constructive criticism for later, in private, or in the presence of team/squad members if others might benefit.
- S3:** Accept decisions of the game officials and judges on the field and in competitions as being fair and called to the best ability of said officials.
- S4:** Not criticize an opposing team, its players, spirit participants, coaches, or fans by word of mouth or by gesture.
- S5:** Emphasize that good athletes strive to be good students and that both are physically and mentally alert.
- S6:** Strive to make every football and spirit activity serve as a training ground for life, and a basis for good mental and physical health.
- S7:** Emphasize that winning is the result of good "teamwork."
- S8:** Not engage in excessive sideline coaching and shall not leave the bench area to shout instructions from the sidelines.
- S9:** Together with team officials, be jointly responsible for the conduct and control of team fans and spectators. Any fan who becomes a nuisance and out of control will be asked to leave.
- S10:** Not use abusive or profane language at any time.
- S11:** Not "pile it on;" not encourage their team to get a commanding lead and raise the score as high as it can. In these instances, every effort shall be made to let all players play.
- S12:** Not receive any payment, in cash or kind, for services as a coach in Pop Warner Football/Spirit. This includes any coach, expert, consultant or choreographer, regardless of his/her roster status.
- S13:** Not permit or encourage "sweating down" tactics in order for a player to make the team weight.
- S14:** Not recommend or distribute any medication, controlled or over the counter, except as specifically prescribed by participant's physician.
- S15:** Not permit an ineligible player or spirit participant to participate in a game.
- S16:** Not deliberately incite unsportsmanlike conduct.
- S17:** Abstain from the possession and drinking of alcoholic beverages and the possession or use of any illegal substance on both the game and practice fields.
- S18:** Remove from a game or practice any participant when even slightly in doubt about his/her health, whether or not as a result of injury, until competent medical advice is available.
- S19:** Control their fans. Remember, as a team coach, you're responsible for your team, and fan reaction will usually be in step with your reaction.
- S20:** Uphold all rules and regulations, National and local, regarding Pop Warner Football, Cheerleading and Dance.
- S21:** Refrain from engaging in any action which reflects negatively, or causes embarrassment to, the Pop Warner Program.

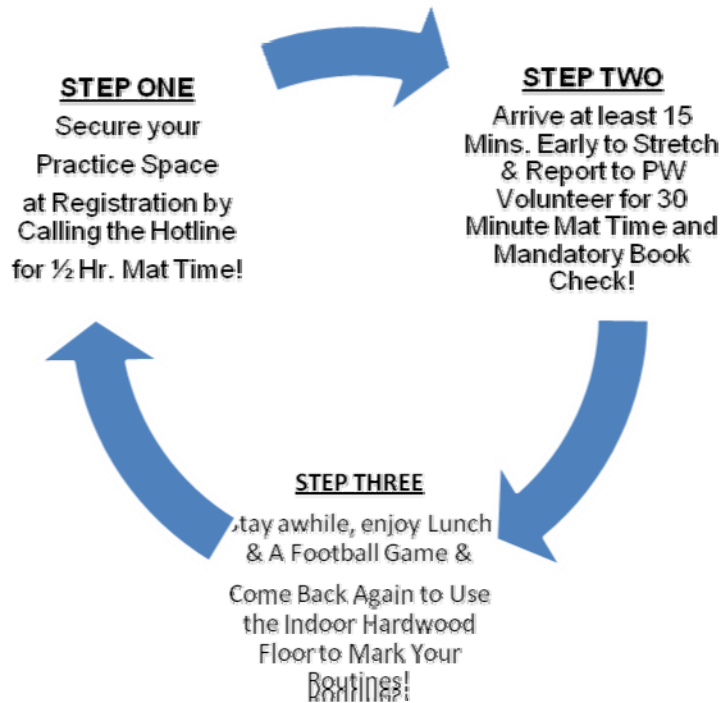
**NATIONAL CHAMPIONSHIP, EVENT SPECIFIC, CODE OF CONDUCT:** By my signature below in the Articles Understanding Statement of Acceptance, I understand:

1. All squads and teams will observe a 10 p.m. curfew. If any participants are out of their rooms past the 10 p.m. curfew they must be under the direct supervision of a Parent, Guardian or Chaperone. Any participants in violation of this designated curfew time, without a parent, guardian or supervisor present, will be subject to disciplinary action.
2. The Walt Disney World Company prohibits the possession of any firearm while on Walt Disney World property. Your cooperation is greatly appreciated.

**CODE OF CONDUCT ACCEPTANCE:** By my signature below in the Articles of Understanding Statement of Acceptance, I hereby swear and attest that I fully acknowledge and understand the Coaches Code of Conduct. Furthermore, I acknowledge and understand that any violation, public display of poor sportsmanship or failure to uphold the Code may result in disciplinary action including but not limited to the suspension and/or revocation of the league charter as well as my dismissal, suspension and/or permanent removal from any and all Pop Warner activities.

# **THE JOSTENS CENTER**

***Sunday, December 7<sup>th</sup> to Friday, December 12<sup>th</sup>***



## **SIGN-UPS REQUIRED FOR MAT TIME!**

Please remember to bring your credentials to enter the facility. Thirty minute mat practice times are limited each day to the listed divisions below:

Sunday, December 7 <sup>th</sup>	8:00 a.m. to 7:00 p.m.	Junior Peewee Cheer
Monday, December 8 <sup>th</sup>	7:00 a.m. to 7:00 p.m.	Peewee Cheer
Tuesday, December 9 <sup>th</sup>	7:00 a.m. to 5:00 p.m.	Junior Midget Cheer
Wednesday, December 10 <sup>th</sup>	7:00 a.m. to 4:00 p.m.	Dance
Thursday, December 11 <sup>th</sup>	8:00 a.m. to 7:00 p.m.	Midget Cheer
Friday, December 12 <sup>th</sup>	7:00 a.m. to 4:00 p.m.	

**Practice is restricted to this area only and is not permitted in the Disney Resort Area.**

**In addition to Mat Time**, The Jostens Center also has indoor, hardwood floor, space for squads in any division, to come in during the times listed above to run through a routine. Squads are not permitted to stunt or tumble on the Hardwood Floor Area. If a matted floor becomes available due to scheduling or squad cancellation, a Pop Warner Volunteer will permit squads that are practicing on the Hardwood Floor to fill the time on the mats on a first come first serve sign-up sheet.

**POP WARNER  
CHEER & DANCE  
NATIONAL CHAMPIONSHIP**

**HEAD  
COACHES'  
FACILITY  
TOUR**



Monday, December 8 <sup>th</sup>	7:00 a.m.
Tuesday, December 9 <sup>th</sup>	7:00 a.m.
Wednesday, December 10 <sup>th</sup>	7:00 a.m.
Thursday, December 11 <sup>th</sup>	2:00 p.m.
Friday, December 12 <sup>th</sup>	7:00 a.m.

**DISNEY'S WIDE WORLD OF SPORTS™, MILK HOUSE**  
(Baseball Stadium, Entrance (Beyond the Entrance Turnstiles))

**ATTENDANCE IS NOT MANDATORY!**

## **2008 Championship Spirit Forms:**

### **Cheerleading:**

- ✓ **Pop Warner Cheer Official Scoresheet**
- ✓ **Point Deduction Sheet (Cheerleading)**
- ✓ **Legality Deduction Sheet (Cheer & Dance)**

### **Dance:**

- ✓ **Pop Warner Dance Official Scoresheet**
- ✓ **Point Deduction Sheet (Dance)**
- ✓ **Legality Deduction Sheet (Cheer & Dance)**
- ✓ **Prop Approval Form (Dance)**

The listed forms can all be downloaded separately at  
[www.popwarner.com/forms](http://www.popwarner.com/forms)

## STATEMENT OF ACCEPTANCE

I have reviewed the attached 2008 Articles of Compliance, Official Pop Warner Rulebook, Coaches' Code of Conduct, Personal Responsibility and Sportsmanship Memos and the rules of behavior at the *Walt Disney World*® Resort and *Disney's Wide World of Sports*™ Complex with my entire coaching staff, squad, parents and guests. We accept the Articles of Understanding as a fair and integral part of the rules of the Pop Warner Cheer and Dance Championships and agree to adhere to the policies and procedures contained herein. We also agree to be financially responsible for any damage caused by any member of our coaching staff, squad, parents and guests, to any property of the *Walt Disney World*® Resort or the property of any other guest of the *Walt Disney World*® Resort.

Squad Name:				
Region Name: (Please circle one)	Eastern	Mid-America	Mid-South	New England
	Pacific Northwest	Southeast	Southwest	Wescon
League Name:				
Association Name:				

Please circle the following:

Program:	Cheer Small	Cheer Large	Dance	
Division:	Jr. Peewee	Peewee	Jr. Midget	Midget
Category:	Novice	Intermediate	Advanced	
Total Number of Performing Spirit Leaders:				
Total Number of Rostered Coaches:				
Total Number of Spirit Staff Members:				

Head (Rostered) Coach's Signature:
Print Head Coach Name:
Head Coach's Mailing Address:
Head Coach's Daytime Phone Number:
Head Coach's Cell Phone Number: (MANDATORY: Contact number at event location in case of emergency.)
Head Coach's E-mail Address:

If your squad does not carry the Pop Warner Insurance please be sure to bring insurance verification and claim forms. The above information must correspond with your roster on file at national headquarters as of **October 1, 2008**.

**THIS FORM MUST BE SIGNED BY THE HEAD COACH AND RECEIVED IN THE NATIONAL OFFICE ALONG WITH A COPY OF YOUR 2008 SPIRIT ROSTER FROM LEAGUE ONE SOFTWARE BY MONDAY, NOVEMBER 10, 2008. THANK YOU.**

**PLEASE DO NOT FAX OR EMAIL ANY INFORMATION-FAXES & EMAILS WILL NOT BE ACCEPTED.**

Pop Warner National Cheer & Dance Championships, 586 Middletown Blvd., Suite C100, Langhorne, PA 19047



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**IMPORTANT - PLEASE READ CAREFULLY**

**TO:** All Pop Warner Association, League & Regional Officers  
**FROM:** Jon C. Butler, Executive Director  
**RE:** **Sportsmanship**  
**DATE:** September, 2008

One of the deep concerns of everyone in sports is the decline in sportsmanship at all levels. Especially at the very impressionable Pop Warner age level, we believe that everyone involved should read and remember the following sportsmanship credo:

- Your number one priority is the physical and emotional welfare of your young athletes.
- Develop the respect of your rival coaches and administrators, and remember to deal with them as you would like to be dealt with.
- Squash rumors early, before they gain momentum.
- Support the officials.
- Educate your participants about the “spirit” as well as the “letter” of the rules.
- Refuse to teach, or allow others to teach, techniques or philosophies that violate the spirit or letter of the rules.
- Clearly tell your athletes and their parents that there are consequences for unacceptable behavior, and that they will be held accountable.
- Make sure that your fellow coaches, participants and parents respect the officials, and accept their decisions without argument.
- Do not make, or allow others to make, insulting comments.
- Be a “good winner”, polite and considerate in victory, and calm and controlled in defeat.
- Respect your opponents. Without them, you wouldn’t have a competition.
- Remember that 20 years from now, your young athletes will care much more about the fabulous experience than whether they won or lost.

**Since sportsmanship is such an important part of overall behavior at Pop Warner events, we will hold accountable Head Coaches and their Associations for instances of obvious poor sportsmanship in accordance with the Pop Warner Members’ Code of Conduct stated on Page 8 of the 2008 Pop Warner Official Rule Book.**



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**IMPORTANT - PLEASE READ CAREFULLY**

**TO:** All Pop Warner Association, League & Regional Officers  
**FROM:** Jon C. Butler, Executive Director  
**RE:** **Personal Responsibility** At PWLS Events/Activities  
**DATE:** September, 2008

As Pop Warner's events grow, each of us has a duty to make sure that ALL of the people at those events represent Pop Warner appropriately.

We've had serious behavior problems at past Pop Warner Super Bowls at WALT DISNEY WORLD®. This note gives you and your participants, young & old, players & coaches, parents & fans fair warning that such problems have not been tolerated in the past, and certainly will not be tolerated this year.

Every Pop Warner Association is accountable for its players, cheerleaders, coaches, administrators, parents and others from your area at all Regional and National events. Any incidents of unacceptable behavior from any person(s) affiliated in any way with your Association will mean:

- A possible **immediate** ejection from the Pop Warner Super Bowl events and WALT DISNEY WORLD® property. THE ENTIRE TEAM/SQUAD ROOM BLOCK, WHICH INCLUDES EVERYONE BOOKED WITH THE TEAM, MAY BE EVICTED, AND MAY FORFEIT HOTEL AND OTHER DEPOSITS. Revised air reservations/ ticket payments will be your problem, not ours nor Disney's.
- Possible lifetime ban from Disney World.
- AN AUTOMATIC PROHIBITION FROM ALL REGIONAL AND NATIONAL EVENTS FOR ALL TEAMS/SQUADS FROM THAT ASSOCIATION FOR ONE FULL SEASON.
- Possible suspension and/or probation from coaching or administering in Pop Warner.

Each Association is responsible for those who represent it. So is each League. So is each Region. If repeated problems occur within a particular Association, League or Region, additional measures will be taken.



**Pop Warner Little Scholars, Inc.**  
586 Middletown Blvd. Suite C-100 ▪ Langhorne ▪ PA ▪ 19047  
Phone: 215-752-2691 ▪ Fax: 215-752-2879  
[www.popwarner.com](http://www.popwarner.com)



## MEMORANDUM

TO: All Administrators & Coaches  
Cc: Regional Management Team  
FROM: The Pop Warner National Office  
DATE: September 2008  
SUBJECT: Mandatory Requirements for Participation in Super Bowl & National Championships

As a reminder, please be advised that in accordance with our child protection and coaching education programs as stated in the 2008 Pop Warner Official Rules, no team or squad will be permitted to participate in regional and/or national post-season play unless all of the following requirements have been met:

1. Each volunteer required to have a background check has been screened and can prove he/she successfully passed the screening.
2. Each association has filed a completed affidavit of compliance with background checks with its league
3. Each league has filed a completed affidavit of compliance with background checks with the national office by November 1, 2008.
4. Each head cheerleading coach has attended a mandatory Pop Warner coaching education course and can provide evidence of passing such course within the stated timeframe permitted.
5. Each head football coach has taken the mandatory Pop Warner-USA Football Coaching Education course and can provide evidence of passing such course successfully.

If ANY of the above requirements have not been fulfilled, your team/squad may not partake in regional and/or national competition.

Please call the National Office with any questions. Thank you.



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September 2008

Dear Coaches:

Congratulations on a successful season and for making it to the **2008 Pop Warner Super Bowl and National Cheer & Dance Championships at Disney's Wide World of Sports™ Complex.**

While we share the excitement with you and your teams, we also understand that what makes us unique as a youth sports organization is our commitment to education.

With this in mind (and also keeping in mind that some Championship participants are out of school almost a week) we want to remind you that as coaches, you are responsible for the scholastic fitness of your players, cheerleaders and/or dancers, and therefore must ensure that **at least** one hour a day is spent doing schoolwork.

We will have classrooms available at the Milk House as well as several rooms provided at *Disney's Wide World of Sports™ Complex* property throughout the week that will serve as Study Hall Rooms. You must sign up for access to these Study Hall Rooms at the Registration Center when you register your team and/or squad. These rooms will have computer workstations that may be used, as well as internet access for the students to use. *Email access is strictly to be used for school-related activities only!*

It is Pop Warner's intention to maintain and establish positive, working relationships with the school systems around the United States. By doing this, we need to ensure that the 8,000+ children taking part in the Pop Warner Super Bowl and National Cheer & Dance Championships are fulfilling their academic responsibilities while participating in Super Bowl and/or National Championship Events.

Best of luck to you and your teams as you represent your local associations and communities at our annual event.

Sincerely,

Josh Pruce  
Director of Scholastics & Media Relations  
Pop Warner Little Scholars, Inc.  
[www.popwarner.com](http://www.popwarner.com)



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September 2008

Dear Principal, Teacher, and/or Staff Member:

We are pleased to announce that a child or group of children from your school has earned the right to represent his/her local Pop Warner association at the **2008 Pop Warner Super Bowl and National Cheer & Dance Championships at Disney's Wide World of Sports™ Complex.**

Pop Warner Little Scholars is the only youth sports organization in the United States that requires its participants to maintain certain academic standards in order to be eligible for participation. While we understand that not all student-athletes meet our scholastic requirements, we ask that schools sign a Scholastic Eligibility Form at the beginning of the season to determine whether participation in the Pop Warner program is a benefit to the child in question.

We are striving to work in accordance with the school systems around the country and prepare children for the guidelines and criteria that lie ahead of them pertaining to the National Federation of High Schools and the National Collegiate Athletic Association.

We will have classrooms available at *Disney's Wide World of Sports™ Complex* throughout the week that will serve as Study Hall Rooms. Coaches will sign up for access to these Study Hall Rooms at the Registration Center when they register their team(s) and/or squad(s). These rooms will have computer workstations that may be used, as well as internet access for the students to use. *Email access is strictly to be used for school-related activities only!* The Pop Warner Little Scholars staff and volunteers will continue to emphasize the importance of education by making sure the participants that come to our national championships have study sessions in a classroom setting available to them everyday during their stay in Orlando.

If you feel that it is not in the best interest of the child to make the trip to our national championships at WALT DISNEY WORLD® RESORT, please contact the child's parents to further discuss the matter. We do not want to jeopardize the academic status of any of our participants.

Thank you for your assistance in making this outstanding educational, social and athletic experience a lifetime memory for our scholar athletes.

Sincerely,

Josh Pruce  
Director of Scholastics & Media Relations  
Pop Warner Little Scholars, Inc.



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## MEMORANDUM

**TO:** All Pop Warner Spirit Coaches and Administrators  
**FROM:** Trevor Scholl, National Recruiting & Marketing Coordinator  
**RE:** **Fundraising Initiatives**  
**DATE:** September 2008

Congratulations! Your squad has worked incredibly hard to earn the opportunity to travel to Disney's Wide World of Sports to compete in the Pop Warner Nationals! Can you imagine having to tell your group of kids that despite their hard work they can not make the trip? Fundraising is one of the most challenging yet critical aspects of youth sports, and with proper planning; it can enable your organization to take advantage of many great opportunities.

Below please find a few nationally-endorsed organizations that are available to help you raise funds for your Pop Warner organization.

### Brax Spirit Cups



Brax allows your organization to purchase officially licensed NFL, MLB and select NCAA team spirit cups to sell as a fundraiser. A set of four cups of your favorite sports team sells for \$12, with your organization keeping **\$4** from every sale!

To learn more about fundraising with Brax Spirit Cups, please visit [www.spiritcups.com](http://www.spiritcups.com), or call 888-825-9339.

### ESPN Coaches Fundraising Program



The ESPN Coaches Fundraising Program allows Pop Warner groups to keep **75%** of every two-year subscription (52 issues) of ESPN The Magazine sold through the fundraiser!

To learn more about fundraising with ESPN Coaches Fundraising Program, please visit <http://proxy.espn.go.com/coaches/index> or call 888-530-ESPN.



### **Modell's Team Weeks Program**

Sporting Goods retailer Modell's is offering Pop Warner groups the opportunity to earn money for their programs through their Team Weeks Program. Leagues can apply for and receive custom coupons for **10%** discount off all merchandise purchased at Modell's. If your organization spends \$1,500 or more during your shopping period, your group receives a donation check from Modell's in the amount of **5%** of your purchases during that shopping period!

To learn more about fundraising with the Modell's Team Weeks Program, please visit [http://www.modells.com/corp/index.jsp?page=teamweek&clickid=body\\_teamweek\\_txt](http://www.modells.com/corp/index.jsp?page=teamweek&clickid=body_teamweek_txt) or stop by your nearest Modell's Sporting Goods retailer.

Additionally, many of our officially licensed vendors can offer items for you to sell and earn a profit. Please visit <http://www.popwarner.com/admin/licensees.asp?lable=licensees> and click on the following link to obtain information on our current licensees:



### **Licensing Resource Group Website:**

<http://software.trademarkonline.com/Forms/LicensedManufacturerList.aspx>

At this site, please type in Pop Warner and click on Search. Then, click on Pop Warner Little Scholars, to see the current list.

These, by no means, are the only sources of fundraising available to Pop Warner groups. We encourage all of our Pop Warner leagues and associations to seek safe, fun and profitable fundraisers in addition to the ones offered on the National level.

## **FUNDRAISING**

### **Tips for Successful Fundraising**

Selling products as a fundraiser is a valuable source of revenue. Product sales can be very profitable if the necessary ingredients are present:

- Adequate number of homes and businesses.
- Desired product.
- Product priced for high perceived value.
- Adequate number of participants and volunteers to organize, transport, and sell the product
- Advance planning to allow sufficient time for a successful campaign.

- Ability to re-order products as needed.

Consider selling products your own families make, such as baked goods. Try to obtain permission to sell in a mall or shopping center or to collect money for your organization at that locale, or you can take door-to-door orders for delivery of items you are selling. Service-oriented fundraisers such as car washes and fundraising events like golf tournaments can be extremely lucrative fundraisers and a lot of fun.

### **Avoiding Fundraising Pitfalls**

Some issues to guard against are: food, candy or confection delivered stale, and anything which is not climate-proof at time of delivery. Chocolates delivered in summer months must arrive in refrigerated packing and require refrigeration while awaiting sale. Order sensible quantities and refill only as necessary.

Many outside companies use charts to encourage large orders. Typically, a chart reads: “If you need \$1000, order X-amount of cases; if you need \$2500, order Y-amount of cases; and if you need \$5000, order Z-amount of cases”. Be realistic about quantities ordered. Reputable companies may take back unsold merchandise, but storing, mailing and otherwise handling it may prove cumbersome. Avoid suppliers who do not give a written “take back” provision in the literature. Remember, opened cartons usually cannot be returned. Freight charges eat up profits. Determine who pays freight both inbound and outbound (on returns) before committing. Ask questions. The written clauses are binding, no matter what the sales representative says. Attempt to develop a good working relationship with the supplier. Order realistic quantities and pay invoices in a timely manner, to maintain the relationship.

Sales require volunteer participation in large numbers. Sales between November and the beginning of the following August are difficult without year-round group activities. Often the majority of sales are to parents, immediate neighbors and relatives, so quantities ordered should be carefully considered. Research the products available, be realistic about the size of the territory to be covered, and count carefully the number of participants you will have.

## **SPONSORSHIPS**

### **Introduction**

Sponsorship is an excellent method of securing partial or total funding for your organization. Sponsorship typically involves an entity providing cash, goods or services in exchange for exclusivity, an affiliation with your organization, some publicity or other consideration. For example, many businesses may donate significant funds in exchange for goodwill, such as placing that business’ name on signs or jerseys. Teams may be named for sponsors, and the sponsor’s name may appear on the back of jerseys.

There are two types of sponsorships, cash and value-in-kind, and many sponsorships contain elements of both. While cash sponsorships involve an entity paying a fee to your

organization, value-in-kind sponsorships are budget relieving donations that relieve the organization of having to purchase something they need. Value-in-kind sponsorships can be service-related or product-related. Examples of value-in-kind sponsorships include a local printing shop offering free printing in exchange for signage at your games or a food supplier providing exclusive items for the snack shop. Many businesses would rather trade than give cash, so keep the door open to the thought of in-kind sponsorships.

### **National Sponsorship Program**

On a national level, Pop Warner has various national sponsors and partners which are the preferred providers for certain goods/services. Thus, local organizations may not enter into agreements with other providers of these goods/services that would interfere with the national relationships. National Sponsors are committed to offering you quality products/services at affordable prices and may be able to assist you in running your programs, fundraising, and providing fun products and contests for the participants. Please refer to [www.popwarner.com](http://www.popwarner.com) or contact the National Office for information on current National Sponsors. The National Office is also available to assist you in drafting and submitting sponsorship proposals.

### **Event Sponsorships**

Events such as jamborees, competitions, scholastic banquets, bowl games, golf tournaments, barbecues, picnics, etc. are a fun and valuable source of revenue and help foster community support for your organization. Ticket sales, merchandise sales, 50/50's, raffles and silent auctions held at these events are relatively easy to organize and quite profitable.

Event sponsorship packages may include a tiered structure with different levels like "Gold, Silver, and Bronze". Typically, a basic bronze level is offered at the lowest price (i.e. \$500 to put your sign up at the event), an upgraded silver level is offered for additional money (i.e. \$1000 for signage, insertion on the event flyers, advertisements and giveaways) and a Gold Level would be the most expensive (\$1500 to include all previous level offerings and a hospitality area, and Title Sponsorship Branding: the Marriott-Santa Clara Pop Warner Golf Tournament).

**Note:** One caution about using the word "advertisement". The IRS has made a case to designate advertising revenue from sponsorships as unrelated business income. This means that you may be required to pay taxes on advertising revenues even though your association falls under the National Pop Warner 501(c) (3) umbrella for tax exemption. Be wary of the word "advertising" and use words such as "acknowledgement" or "promotional page" when dealing with this issue.

We hope this fundraising and sponsorship guide assists you with securing financial support for your Pop Warner organization. Please contact us at the National Office if you have any questions.