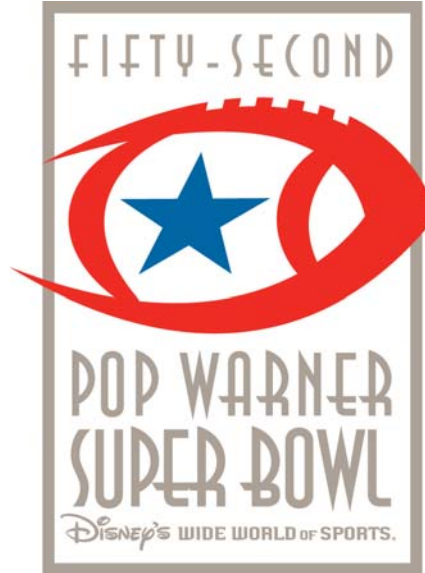




2008 Super Bowl Week
December 6 -13, 2008 · Disney's WWOS™ Complex



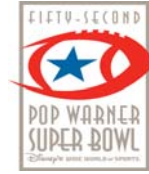
2008 Pop Warner Super Bowl Football Guide





2008 Super Bowl Week

December 6 -13, 2008 · Disney's WWOS™ Complex



October 2008

Dear Pop Warner Football Head Coach,

Congratulations on continuing to your Regional Games and Competitions!

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

This information package contains the following: (if you do not have all the pages, please call 215-752-2691 extension 22 as soon as possible)

- Articles of Compliance – must be signed and returned by the Head Coach (**download separately**)
- Media Page (**download separately**)
- Walt Disney World Information (**3 separate files - download separately**)
- Personal Responsibility Memo
- Sportsmanship Memo
- Study Hall Information for Coaches
- Memo to Schools for Participants
- Mandatory Requirements Memo
- 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 Articles of Compliance (**download separately**), along with your 2008 Football Roster
- Media Page (**download separately**)

Remember these items must be received at our office before your team competes at your Regional Competitions.

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

Again, congratulations and good luck at your competition!

Sincerely,

Beth S. Dietz
National Events Manager



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ARTICLES OF COMPLIANCE FOR POP WARNER SUPER BOWL FOOTBALL TEAMS

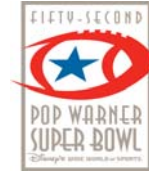
All games will follow National Pop Warner Rules and where applicable National High School Federation Rules

- I. Teams must report to Celebrity Hall for Check in and Credentials
- II. After Check in; Teams will board buses at Celebrity Hall to the Jostens Center (located at the Sports Complex) on the 1st floor in the Multi-purpose Room for weigh ins. (Please check with your Region Director for weigh in details.) Please have players wearing Game Jersey's for weigh-ins. Team Books and player picture ID's must be presented at weigh ins and will be conducted prior to each game.
- III. Teams must have their books present and ready for inspection at Weigh ins. **ID's, physical forms, parental consent forms and scholastic forms will be checked for accuracy and validity.** If any paper work is found to be missing, forged or tampered with the player in question will not participate.
- IV. All players must be listed on the team's Official Certified Roster. Teams must provide absentee forms for any rostered players not in attendance. Please have three (3) completed MPR forms ready for initial weigh-in and 3 for each game thereafter.
- V. **MANDATORY Head Coaches Meetings:** Division I Head Coaches MUST meet Saturday evening at 6:30 P.M. at the Wide World of Sports Complex Baseball Stadium.(1st Baseline) Division II Head Coaches MUST meet Monday evening at 6:30 P.M. at the Wide World of Sports Complex Baseball Stadium. (1st Baseline) (D-II Jr. Peewee Head Coaches Meeting MUST meet Saturday Morning @ 10AM in the Baseball Stadium 1st Baseline.) League and Association Presidents will be allowed to attend as space permits. If a Head Coach fails to attend he/she shall not be permitted to coach at the event and may subject his/her team to forfeit.
- VI. Midget Teams will have a team meeting with Pop Warner National, Regional Staff and Disney personel after weigh ins at the Jostens Center.
- VII. Admission credentials to the *Disney Wide World of Sports™* Complex will be provided to all participating players, corresponding teams' cheerleaders, and rostered coaches. League members, parents, and any other visitors will pay a special Pop Warner entrance fee to the complex for scheduled events. **ONLY ROSTERED PARTICIPANTS WILL RECEIVE ADMISSION CREDENTIALS.**
- VIII. Disney will provide transportation for players, coaches and corresponding teams' cheer squads if present to all games. Disney will also provide separate transportation for league members, parents and visitors to the



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Sports Complex on game and competition days only. Check hotel lobby and Celebrity Hall for schedule.

- IV. **SPALDING** Footballs provided at no cost by National Pop Warner must be used during Playoff and Championship games. You will have a choice of Leather or Composite material.
- V. In the event of a tie, the ten yard-line overtime procedure will be utilized.
- VI. All teams must come prepared with two (2) sets of game jerseys, each of which is clearly a light color and the other clearly a dark color. Teams will be responsible for obtaining proper color jerseys should they fail to bring both. All teams must have the Pop Warner Patch sewn on in the designated areas.
- VII. Proper Coaching attire will consist of collared shirt with and Khaki pants or Khaki shorts. Collared shirts should have Pop Warner Logo and/or Team/Association/League name and/or logo. (Team jerseys, sleeveless shirts, tank tops, throwback jerseys and the like will NOT be permitted).
- IX. Practice fields and Study Halls will be provided at *Disney's Wide World of Sports™* Complex. Teams must reserve practice times at Celebrity Hall. Practice in any other areas of the WALT DISNEY WORLD® Resort is strictly prohibited. Practice times are limited and are strictly non-contact. (Helmets may be worn) If your team cannot make your scheduled practice, you must call Celebrity Hall to cancel practice. You must provide your own transportation or take regularly scheduled Disney Transportation.
- X. Study Halls are available and you must reserve times/dates at Celebrity Hall. Study Halls are NOT to be used for watching game film or reviewing plays, they are for academic school work only. You must provide your own transportation or take regularly scheduled Disney transportation. If your team cannot make your scheduled study hall, you must call Celebrity Hall to cancel.
- XI. All participants, coaches, administrators and parents agree to display good sportsmanship throughout the Super Bowl and related events. Every Head Coach is required to read and sign the Pop Warner Coaches Code of Conduct at the Coaches meeting to ensure an understanding of what is acceptable conduct for all team and supporters. Head Coaches are responsible for (not only themselves but) the behavior of each member of their staff and all of the team's supporters. The Head Coach will be held accountable for proper conduct of players, coaches, parents and any other persons affiliated with the team. Head Coaches must read and review the "Personal Responsibility at PWLS Events and Sportsmanship" memos contained in this packet with your entire team and organization.
- XII. All teams will observe a **10:00 P.M. Curfew**. As such, all players must be in their assigned sleeping rooms by 10:00 P.M. or players, coaches and/or the team as a whole shall be subject to disciplinary action including but not limited to forfeiture of past or future game decisions, suspension, financial penalties and/or permanent removal from Pop Warner. Players attending the Pop Warner Party at Disney's Hollywood Studios on Wednesday December 10th that are accompanied by an adult chaperone(s) shall be excused from such curfew that night only if they are attending the party. Other(s) out past 10:00 P.M. while they





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are still registered as a Pop Warner group associated with the Pop Warner Super Bowl, shall be subject to disciplinary action as stated above.

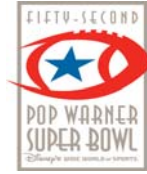
- XIII. Any behavior at or associated with the Pop Warner Super Bowl involving any and all violations of the Coaches Code of Conduct, rules' violations and/or behavior that resulted in harm or may result in probable harm to participants, volunteers, parents, spectators or other individuals, will be addressed by the Disciplinary Review Board (DRB) as outlined in the DRB Policy which all Head Coaches must read and adhere to. Copies are provided under separate cover. Forms requesting a hearing as well as a copy of the DRB process will be available upon request at the Volunteer Tent located at Field 1 throughout the duration of the Super Bowl.
- XIV. 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.
- XV. **For Division I Teams Only--DIVISION I CHAMPIONSHIP GAMES WILL BE PLAYED ON SATURDAY DECEMBER 13TH. DIVISION I TEAMS THAT LOSE EITHER THEIR SUNDAY OR WEDNESDAY GAME WILL NOT PLAY ON SATURDAY.** All teams (Division I & II) are offered and committed to playing 2 games, Sunday and Wednesday (Division I), or Tuesday and Friday (Division II), win or lose. Division II will play Championships on Friday. Division II Junior Peewee teams will begin play on Saturday December 6 and are committed to playing potentially 3 games should their team win both 1st and 2nd round games. All teams are guaranteed 2 games. Teams that choose not to participate in a consolation game, thereby creating a forfeit, will subject their Association & League to an automatic one year suspension from Regional and National Championships and possible coaches' suspensions/removals.
- XVI. Videotaping Opponents practice for scouting purposes is forbidden. Violators shall be subject to penalties as outlined herein.
- XVII. At the completion of each game Head Coaches from each team must report to the Media Trailer (located at the Southeast corner of Field 1) within 15 minutes of the conclusion of your game for post game interviews.
- XVIII. The Walt Disney World Company prohibits the possession of any firearm while on Walt Disney World property. Your cooperation is greatly appreciated.

** Individual team questions should be addressed at the Coaches Meeting by the team's Head Coach.*

PLEASE NOTE: Spirit squads attending the Super Bowl with a football team may perform a half-time routine during your team's Super Bowl game. **(This does not include the Midget Championship Game on Saturday, December 13, 2008)** (Each field will be equipped with a microphone.) Please come prepared with your own music and radio/box/sound system. You must adhere to all Pop Warner rules.



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2008 Pop Warner Super Bowl Contact Sheet

Please fill out this contact information sheet and submit with your articles of understanding. You will need to provide us with **three (3) valid** phone numbers we can reach your organization at in case of emergency at the 2008 Pop Warner Super Bowl.

Team Information

Team Name: _____

Division: **Jr. Pee Wee** **Peewee** **Jr. Midget** **Midget** **Challenger** (Please circle)

Category: **Division I** **Division II** (Please circle one)

Emergency Contact Information

Main Contact:

Name: _____

Title: _____

Cell #: () - _____

Alternate Contact #1:

Name: _____

Title: _____

Cell #: () - _____

Alternate Contact #2:

Name: _____

Title: _____

Cell #: () - _____



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STATEMENT OF ACCEPTANCE

I have reviewed the attached 2008 Articles of Understanding, Disciplinary Review Board Policy, Official Pop Warner Rulebook, 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 Super Bowl and Championship Week 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.

Team 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:

Division:	Junior Peewee	Peewee	Junior Midget	Midget
Category:	Division I	Division II		
Will your Spirit Squad be attending the Super Bowl? Y N				
Total Number of Rostered Football Players:			Total Number of Performing Cheerleaders:	
Total Number of Rostered Football Coaches:			Total Number of Rostered Spirit Coaches:	
Total Number of Rostered Football Staff Members:			Total Number of Spirit Staff Members:	
Team Jersey Colors: Light _____ Dark: _____				

Head 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 team does not carry Pop Warner Insurance, you must bring insurance verification and claim forms to Super Bowl. 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 AN ORIGINAL MUST BE RECEIVED VIA MAIL IN THE NATIONAL OFFICE ALONG WITH A COPY OF YOUR 2008 ROSTER BY MONDAY, NOVEMBER 10, 2008. NO FAXES PLEASE. THANK YOU.



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

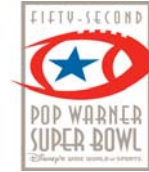
One of the deep concerns of everyone in sports is the decline in sportsmanship at all levels. Especially at the very impressionable Pop Warner age level, we believe that everyone involved should read and remember the following sportsmanship credo:

- 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 game.
- 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 7 of the 2007 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.

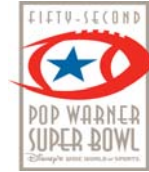
Every Pop Warner Association is accountable for its players, cheerleaders, coaches, administrators, parents and others from your area at all Regional and National events. Any incidents of unacceptable behavior from any person(s) affiliated in any way with your Association will mean:

- 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.



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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.

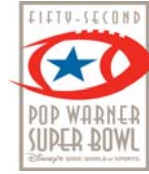
If ANY of the above requirements have not been fulfilled, your team/squad may not partake in regional and/or national competition.

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



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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.

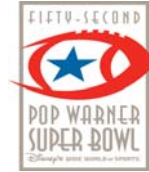
Thank you for your assistance in making this outstanding educational, social and athletic experience a lifetime memory for our scholar athletes.

Sincerely,

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



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MEMORANDUM

TO: All Pop Warner Football Coaches and Administrators
FROM: Trevor Scholl, National Recruiting & Marketing Coordinator
RE: **Status of NFL Grant Programs/Fundraising**
DATE: September 2008

Many of you have called us at the National Office to inquire about the status of the NFL grant programs for the 2008 season. We contacted the NFL regarding these programs and the NFL Youth Football Fund has advised us that the Board **has not released any funding to date.**

What this may mean for all of us:

Possibly no NFL Local Agency Grants for 2008
Possibly no NFL Travel Grants for teams qualifying for the Pop Warner Super Bowl

As soon as we hear any updated news from the NFL Youth Football Fund regarding these programs, we will pass it along to the field immediately.

Pop Warner National Fundraisers

Since grant funding is never guaranteed, Pop Warner National would like to emphasize the importance of year-round fundraising to all of our volunteers. As the Pop Warner Super Bowl approaches, we would like to highlight our national fundraisers, which have helped Pop Warner groups across the country raise money for their programs.



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, or call 888-825-9339.



ESPN Coaches Fundraising Program



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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.

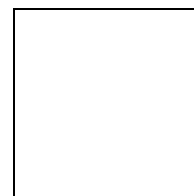


Modell's Team Weeks Program

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 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.trademarxonline.com/Forms/LicensedManufacturerList.aspx>

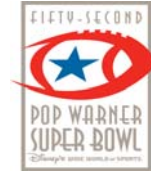
At this site, please type in Pop Warner and click on Search. Then, click on Pop Warner Little Scholars, to see the current list.

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.



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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.



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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 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

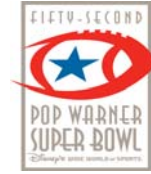
Events such as jamborees, competitions, scholastic banquets, bowl games, golf tournaments, barbecues, picnics, etc. are a fun and valuable source of revenue and help foster community support for your organization. Ticket sales, merchandise sales, 50/50's, raffles and silent auctions held at these events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



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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.