



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



November, 2008

Dear Pop Warner Champions and Advisors:

On behalf of the entire National Staff of Pop Warner, congratulations and welcome to the 2008 Pop Warner Super Bowl & National Championship Week at WALT DISNEY WORLD® Resort, Florida. Pop Warner, The Mid-Florida Pop Warner Football Conference and WALT DISNEY WORLD® Resort are looking forward to making this year's Super Bowl and Cheer & Dance Championships a rewarding and enjoyable experience for you.

This manual contains all the information you'll need to make your trip and your stay at the WALT DISNEY WORLD® Resort as easy and exciting as possible. We should have already received your statement of acceptance and roster. All you need to do is call Walt Disney World Sports Reservations at (407-939-7810) with your rooming information and Anthony Travel (800-736-6377) with your air travel plans. We will be strictly enforcing rules of conduct at the resorts, theme parks and water parks, as well as during competition at *Disney's Wide World of Sports™* Complex. We urge all coaches and advisors to set a good example for the young men and women and their parents. Please note that there are separate downloads for the following documents: **Anthony Travel Request Sheets; Mears Transportation** (only if you are not using Disney's Magical Express); **Avis Information; Disney Sports Waiver** (these are turned in at Registration at Disney); **SE Video Information Sheets; Amazing Photos Information Sheet** and a **Planet Hollywood Request Form**.

If you have any questions regarding the contents of this manual, please feel free to contact me at the Pop Warner office at (215) 752-2691 Ext. 22 before November 26, 2008. While at WALT DISNEY WORLD® Resort, if you have any questions or concerns, please have a Super Bowl volunteer contact me. I will be at WALT DISNEY WORLD® Resort on Friday, November 28, 2008.

Once again, congratulations and we look forward to seeing you at the competitions in December! Have a great time at WALT DISNEY WORLD® Resort and the Pop Warner National Championship Week!

Sincerely,

Beth S. Dietz

Beth S. Dietz
National Events Manager

SCHEDULE OF EVENTS

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All Football Photographs will be done at
Disney's Wide World of Sports™ Complex

SUNDAY - DECEMBER 7 CONTINUED

9:00 PM – 5:00 PM Division I Football Games

Buses Leave:

7:00 AM Junior Pee wee Teams (Game times - 9 AM)

9:00 AM Pee wee Teams (Game times - 11 AM)

11:00 AM Junior Midget Teams (Game Time – 1 PM)

1:00 PM Midget Teams (Game Time 3 PM)

MONDAY - DECEMBER 8

Football Practice Fields Available.- need own transportation to the Sports Complex

Study Hall Sign-Ups at the Registration Center

Sign-up for time slots for both at Pop Warner Registration Center.

Football Weigh-Ins – 10:00 AM – 6:00 PM –Jostens Center – Multi-Purpose Room

7:00 AM – 7 PM - Josten's Center Cheer Practice and Book Check – Signups Needed

6:00 AM Buses start to transport cheer squads to the Sports Complex

**7:00 AM Cheer Coaches Facility Walkthrough (Optional)
Entrance to the Baseball Stadium Photography Area**

8:00 AM - 5:00 PM

CHEER COMPETITION Sports Complex

Junior Pee Wee Cheer Only - Order of Performance

and Time Schedule TBA Squad Photograph taken **before** performance

6:30 PM Football Head Coaches Meeting (Division II Only) Sports Complex
Baseball Stadium – 1st
Base Line

Football and Spirit Spectators: Special PW/Disney Transportation is supplied for the Pop Warner football teams and spirit squads and only for their respective competitions. Please check for the Spectator Buses to the Sports Complex.

****CHECK MESSAGE BOARD AT YOUR HOTEL LOBBY
FOR ANY POSSIBLE CHANGES!!***

SCHEDULE OF EVENTS

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TUESDAY - DECEMBER 9

Football Practice Fields Available - need own transportation to the Sports Complex

Study Hall Sign-Ups at the Registration Center

Sign-up for time slots for both at Pop Warner Registration Center.

7:00 AM – 5 PM - Josten's Center Cheer Practice and Book Check – Signups Needed

9:00 PM – 5:00 PM Division II Football Games

**All Football Photographs will be done at
Disney's Wide World of Sports Complex**

Buses Leave:

7:00 AM Junior Pee wee Teams (Game times - 9 AM)

9:00 AM Pee wee Teams (Game times - 11 AM)

11:00 AM Junior Midget Teams (Game times - 1 PM)

1:00 PM Midget Teams (Game times 3 PM)

6:00 AM Buses start to transport cheer squads to the Sports Complex

**7:00 AM Cheer Coaches Facility Walkthrough (Optional)
Entrance to the Baseball Stadium Photography Area**

8:00 AM - 5:00 PM

CHEER COMPETITION Sports Complex

Pee Wee Cheer Only - Order of Performance

and Time Schedule TBA Squad Photograph taken **before** performance

WEDNESDAY - DECEMBER 10 - DIVISION I GAMES

Football Practice Fields Available - need own transportation to the Sports Complex

Study Hall Sign-Ups at the Registration Center

Sign-up for time slots for both at Pop Warner Registration Center.

7:00 AM – 4 PM - Josten's Center Cheer Practice and Book Check – Signups Needed

- **Last Day to purchase party ticket for Wednesday night's special Pop Warner Party at Disney-MGM Studios. Tickets can be purchased at the Pop Warner Registration Center**

Football and Spirit Spectators: Special PW/Disney Transportation is supplied for the Pop Warner football teams and spirit squads and only for their respective competitions. Please check for the Spectator Buses to the Sports Complex.

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SCHEDULE OF WEDNESDAY CONTINUED EVENTS

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9:00 PM – 5:00 PM Division I Football Games

- All Football Photographs will be done at the Sports Complex

Buses Leave:

7:00 AM Junior Pee wee Teams (Game times - 9 AM)

9:00 AM Pee wee Teams (Game times - 11 AM)

11:00 AM Junior Midget Teams (Game times - 1 PM)

1:00 PM Midget Teams (Game time – 3 PM)

5:30 PM Tiny Mite Game – Mid Florida Pop Warner Team

6:00 AM Buses start to transport cheer squads to the Sports Complex

**7:00 AM Cheer Coaches Facility Walkthrough (Optional)
Entrance to the Baseball Stadium Photography Area**

8:00 AM - 5:00 PM

CHEER COMPETITION Sports Complex

Junior Midget Cheer Only - Order of Performance & Time Schedule TBA
Squad Photograph taken **before** performance

8:00 PM - 12 PM **POP WARNER NATIONAL CHAMPIONSHIP PARTY**

*Disney-
Hollywood
Studios*

THURSDAY - DECEMBER 11

Football Practice Fields Available - need own transportation to the Sports Complex

Study Hall Sign-Ups at the Registration Center

Sign-up for time slots for both at Pop Warner Registration Center.

8:00 AM – 7 PM - Josten's Center Cheer Practice and Book Check – Signups Needed

12:00 PM Buses start to transport dance squads to the Sports Complex

**2:00 PM Dance Coaches Facility Walkthrough (Optional)
Entrance to the Baseball Stadium Photography Area**

1:00 PM Challenger Division Football Team

2:30 PM – 5 PM **Dance Championships – All Divisions**
Order of Performance and Time Schedule TBA
Squad Photograph taken **before** performance

Football and Spirit Spectators: Special PW/Disney Transportation is supplied for the Pop Warner football teams and spirit squads and only for their respective competitions. Please check for the Spectator Buses to the Sports Complex.

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SCHEDULE OF FRIDAY
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FRIDAY - DECEMBER 12 DIVISION II CHAMPIONSHIPS & CONSOLATIONS

Football Practice Fields Available - need own transportation to the Sports Complex
Study Hall Sign-Ups at the Registration Center
Sign-up for time slots for both at Pop Warner Registration Center.
7:00 AM – 4 PM - Josten’s Center Cheer Practice and Book Check – Signups Needed

9:00 PM – 5:00 PM Division II Football Games

Buses Leave:

7:30 AM Junior Peewee Teams (Game time - 9 AM)

9:30 AM Peewee Teams (Game time - 11 AM)

11:30 AM Junior Midget Teams (Game time - 1 PM)

1:00 PM Midget Teams (Game time – 3 PM)

6:00 AM Buses start to transport cheer squads to the Sports Complex

7:00 AM Cheer Coaches Facility Walkthrough (Optional)
Entrance to the Baseball Stadium Photography Area

8:00 AM - 5:00 PM -

CHEER CHAMPIONSHIPS Sports Complex
Midget Only - Order of Performance and Time Schedule TBA
Squad Photograph taken **before** performance

SATURDAY - DECEMBER 13

9:00 PM – 5:00 PM Division I Football Games

8:30 AM Junior Peewee Teams (Game time - 10 AM)

10:30 AM Peewee Team (Game time - 12 PM)

10:30 AM Junior Midget Teams (Game time – 12 PM)

12:30 PM Midget Teams (Game time – 2:30 PM)

Football and Spirit Spectators: Special PW/Disney Transportation is supplied for the Pop Warner football teams and spirit squads and only for their respective competitions. Please check for the Spectator Buses to the Sports Complex.

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IMPORTANT INFORMATION

INSURANCE PROCEDURES

Dear Coaches,

Please make sure before you leave for the 2008 Super Bowl & National Championship Week that you have a copy of each player's primary insurance card. Please have a copy of the front and back listing the 800 # to call in case of an incident. This will be needed if a player should require any treatment. Pop Warner insurance acts as a secondary insurance for those that have insurance and primary insurance for those that do not have any medical insurance. We will also have available medical claim forms from Pop Warner. We hope this will alleviate any problems if medical care is needed.

Please remember, if your team does not carry Pop Warner insurance you must bring a claim form from your medical carrier.

Thank you.



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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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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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POP WARNER SUPER BOWL & NATIONAL CHAMPIONSHIP WEEK

CELEBRATION PARTY!

Ticket Information

Congratulations!! As part of the 2008 Pop Warner Super Bowl & National Championship Week, we are pleased to invite you to join our: **Disney-Hollywood Studios** Celebration exclusively for you, our Pop Warner athletes and guests!

- When?** Wednesday, December 10, 2008 – 8 PM – Midnight!
- Where?** *Disney-Hollywood Studios*, transportation to/from the *Disney's All-Star Resorts* and *Disney's Port Orleans Riverside Resort* is provided. The use of all shows and rides is free and unlimited food & beverage at selected restaurants & food cart locations.
- Cost?** \$60.00 per ticket available either in advance through Disney Sports Reservations, when booking your travel Package, or at the following locations, *All Star Resort Celebrity Hall* (Pop Warner Registration) and *Disney's Wide World of Sports™* Complex Box Office. Tickets will be sold at these locations until **Wednesday, December 10, 2008**.

REMEMBER:

Hollywood Studios Party Celebration tickets
are included in the Official
Pop Warner Resort/Park Package



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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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MEMORANDUM

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

Congratulations! Your team/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, 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 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?table=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 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.