









Dear Punt, Pass & Kick local host:

Thank you for your effort to help manage this year's NFL Punt, Pass & Kick program. We look forward to working with you to make this year's event better than ever. The NFL and USA Football are providing this program to instill football fundamentals, to youth across the nation.

In addition to improving these skills, this program also develops self-confidence, encourages kids to be active for at least 60 minutes every day and learn to have fun playing the game of football.

On behalf of the NFL and USA Football, thank you for supporting this important youth initiative. Thanks to you, these children have a foundation for the game of football and memories for a lifetime.

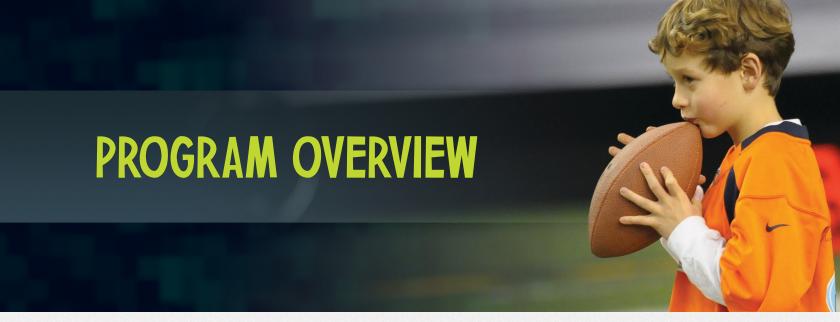
Good luck!

Sincerely,

ROGER GOODELL, NFL COMMISSIONER



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Purpose

The NFL Punt, Pass & Kick (PP&K) program creates a lively and engaging forum for boys and girls to compete individually against their peers in punting, passing and kicking skills.

Philosophy

The NFL and USA Football want every child to be given an equal opportunity to compete. Therefore, there is no registration fee or purchase required for any participant to enter.

Participants at local youth organizations

All participants must fill out a waiver form, which is available online at NFLPPK.com. Children must be age 6 to 15 and show a valid birth certificate for age verification.

Age Groups

The five age divisions are: 6-7, 8-9, 10-11, 12-13 and 14-15, with boys and girls competing separately (age is determined as of Dec. 31 11:59 p.m. local time of the current year). For each age division, the top scorer for each boys' division and the top scorer from each girls' division at each local competition advances to the sectional competition. The top four first-place scorers in each age group for boys' and girls' divisions from the pool of sectional competition champions advance to the Team Championships. Therefore, if there are more than four sectionals in your NFL market, not everyone will advance to the Team Championships – only the top four. A competitor must be a first-place winner at the sectional level in order to be considered for the Team Championships.

Structure

Each NFL city/team is divided into a minimum of four sections by geographic location.

Local/sectional competitions

Local competitions must take place in May, June, July, August or September. Winners from each local competition (one winner from each of the boys' and girls' five age divisions) move on to compete at an assigned sectional competition. Sectionals preferably will be held on Saturdays and/or Sundays in October.

Team Championships

Team Championships take place in NFL team stadiums in November and December (the competition will take place prior to the game). A passing exhibition will take place either during pregame or halftime. The top four scorers from all Team Championships first-place finalists in each age division in both the boys' and girls' groups advance to the National Finals. These 40 winners plus one parent or guardian will travel to the National Finals.



Eligibility:

- 1. The competition is open to all boys and girls ages 6 to 15. Boys and girls compete separately. <u>The five age divisions are based upon the child's age as of Dec. 31 11:59 p.m. local time of the current year.</u>
- 2. There is no charge to participate in the NFL PP&K program.
- 3. All participants must show proof of age at all levels of competition. Failure to provide a birth certificate or religious document (baptismal record) will result in that participant being ineligible to compete.
- 4. Participants may register and compete in only one local competition. Competing in more than one local competition will result in the automatic disqualification of that participant.
- 5. All participants must submit the signed parental waiver form on page 24 to the on-site organizational group. The entry form may be copied onto organization's letterhead.
- 6. Participants must be present at the scheduled starting time in order to compete. Failure to do so may result in ineligibility.

Scoring/Competing:

- 1. Each participant is allowed one punt, one pass and one place kick as part of his/her competition.
- 2. Scores are based on both distance and accuracy. **Example:** If a participant passes the ball 100 feet, but the ball lands 30 feet to the right of the measuring tape, the final score would be 100 30 = 70. Scores are based on exact feet and inches (no partial inches round to nearest inch). No participant will receive a negative score; the lowest possible score is zero.
- 3. A participant's final score is his/her cumulative total for the three individual events. **Example:** If participant scores (40) for punting, (60) for passing and (22) for kicking, the participant's final score is 122.
- 4. If a participant goes over the line prior to or before releasing or making contact with the ball, he/ she is penalized five feet. **Exception:** In kicking, a participant may go over the line without penalty provided the tee is placed on or behind the line.
- 5. There is no violation if the kicking tee is kicked with the football during the kicking event.
- 6. Scores are determined from where a participant's punt/pass/kick first makes contact with the ground. Bounces or rolls do not add to the score.
- 7. If a participant tries to punt, pass or kick and misses the ball completely, it **DOES NOT** count as an attempt, and another attempt is allowed.





Regulations:

- 1. No football shoes or cleats of any form are allowed. Only gym shoes (soft sole) are permitted. No bare feet allowed. Failure to wear gym shoes results in the disqualification of the participant.
- 2. All equipment, other than shoes, needed for the competition will be provided by the school or hosting agency. Participants cannot utilize their own equipment (tees or footballs).
- 3. Rubber kicking tees: left, right and university styles will be provided by USA Football.

Advancement:

- 1. All participants must begin competition at the local level through schools, local community events and tackle or flag programs.
- 2. The top finisher in each of the boys' and girls' divisions from the five age brackets of each local competition advance to the sectional round. The top finisher is the participant with the highest final score for that round. Contestants who qualify for sectionals must compete at the location to which they are assigned. Each school/local will be notified of the location of the sectional prior to the competition. To determine and/or confirm Sectional information, contact your state chairperson.
- 3. At the sectionals, each competitor begins anew with a score of zero. Only the top four first-place finishers in each age bracket from the boys' and girls' divisions from the pool of sectional competition champions advance to the Team Championships. At all levels of competition, only first-place winners are considered for advancement to the next level.
- 4. At the Team Championships, each of the forty competitors begin anew with a score of zero. The top finisher within each age bracket at this level is declared that NFL team's NFL PP&K team champion. The top finisher is the participant who has achieved the highest final score for that round.
- 5. Only the TOP FOUR first-place team champions from each of the boys' and girls' divisions of all NFL Team Championships are eligible for advancement to the National Finals.
- 6. National finalists will be notified at the conclusion of all Team Championships (end of December).
- 7. At the National Finals, each competitor will begin anew with a score of zero. The top finisher within each age bracket at this level will be named the NFL PP&K national champion. The top finisher is the participant who has achieved the highest final score.





Tie Breakers:

- If a tie exists for first, second or third place at either the local or sectional round, each participant
 involved in the tie will compete in a playoff to determine the final standings. The playoff will consist of
 the participants competing head to head in a repeat of all three events. The playoff winner at a local
 competition advances to the next round. The playoff winner at a sectional round will be eligible to
 advance to the Team Championships.
- 2. If a tie exists for first, second or third place at the Team Championships, the contestant's score in his or her most recent competition will determine the winner. **Example:** If a tie exists at the Team Championship, the participant's sectional round score would be referenced to determine the winner.

Miscellaneous:

- 1. Competitions will be held rain or shine. Local host must cancel in threatening or dangerous weather conditions and reschedule the event. The local host on site will make cancellation decisions.
- 2. If an event is canceled, please contact your local NFL PP&K participants to inform them when your event will be rescheduled.
 - * PLEASE NOTE: The NFL PP&K website does not automaticallt notify participants that the event has been canceled unless you notify NFL PP&K staff has been canceled. You MUST notify NFL PP&K staff through nflppk@nflppk.com so participants will be notified.
- 3. USA Football, the NFL and subordinate chairperson/ organizers of NFL PP&K reserve the right to rule and make any recommendations regarding the NFL PP&K competition that they feel are beneficial to the continuance of the program. All decisions are final.
- 4. Participation constitutes permission to use competitor's name and likeness for promotional purposes without compensation.
- 5. All participants' parents must sign the entry/release of liability form (page 23) or complete and submit the form online at NFLPPK.com before participants can take part in any NFL PP&K competition.



Two Spotters

As soon as ball touches the ground, the spotter immediately goes to the location where ball first touched and measures the score for that event.

Two Retrievers

While the spotters are measuring, retrievers get the balls and toss them back to the front of the lines.

One Score Recorder

The score recorder is positioned between start line and the spotters. They mark participants' scores on score sheets after the spotters announce them.

One Score Tabulator

Once a given age category is completed, the score tabulator begins to total each participant's final score and determine the winners in each age division.

Two Crowd Controllers

One person is positioned at the front of the line and another at the end of the line to help keep participants orderly. Starters help participants begin the event (place ball on tee, etc.). They determine if participants step over the line before making contact/releasing the ball. If the ball is wet, the ball should be dried off before being given to the a participant. The person at the back of the line is there to keep order and control.

ONE-LINE CONFIGURATION

- MEASURING TAPE

RETRIEVER | RETRIEVER

SPOTTER | SPOTTER

SCORE TABULATOR RECORDER

STARTERS LINE 1

CROWD CONTROL AT FRONT OF LINE CROWD CONTROL AT END OF LINE

^{*} These suggestions are for one line of competition. If you use more than one line, increase the staff as necessary. We recommend utilizing at least two lines if you have more than 100 contestants.



Prior To Local Competition

- 1. Publicize and promote local competition by distributing:
 - Newspaper advertisements
 - · PSAs
 - Press releases
 - * USA Football will provide a press release that can be customized for your competition.
- 2. Locate and inventory all necessary materials:
 - Items provided in the local kit three kicking tees (one center, one right and one left), three footballs (one pee-wee, one intermediate and one junior), ribbons (first, second and third place) and return envelope to send in participant waivers.
 - Items provided online at NFLPPK.com certificate of excellence for all participants, NFL PP&K Playbook, score sheets, promotional poster, age verification chart and entry form/release of liability.
 - Additional items needed calculator, pens, pencils, measuring tapes (at least 80-yards long), rope/string and towels.
- 3. Confirm all volunteers (page 8).
- 4. Contact your state chairperson to confirm your sectional date.
- 5. Make copies of entry form and release of liability as needed (page 24) or online at NFLPPK.com.
- Make copies of score sheets as needed for your competition (pages 21-22) or online at NFLPPK.com
- 7. Make copies of rules page to distribute to parents at competition prior to (page 5-7).
- 8. Make 10 copies of congratulatory letter for winners (page 22).

Day of Local Competition

- 1. Volunteers arrive at least 45 minutes before the competition starts.
- 2. Set up registration area tables and chairs, entry forms and release of liability, clipboards, pens/pencils, and rules page.
- 3. Set up lines for competition (page 8). Set out towels, measuring tapes, balls and tees. Two lines for every 100 participants are recommended with a minimum of six volunteers on each line.



Kids/Parents Arrival

- 1. Check-in each participant by verifying birth certificate and age group; have parent/guardian sign an entry form/release of liability (two volunteers) if they have not done so online.
- 2. After checking in, participants are directed to the warm-up area.
- 3. After the participants have been welcomed, warmed-up in each skill and informed of the schedule of events, direct them to their assigned line and begin the competition.
- 4. Make sure the score sheets match the line each participant is in. SCORE SHEETS MUST BE LEGIBLE.
- 5. You either can have participants attempt their punts, passes and kicks at one time and be finished OR have participants go through the line and attempt each skill one at a time. Be consistent and use one format for the entire day.
- 6. Keep the entire competition running as smoothly and quickly as possible without rushing the participants.

After the Competition

- 1. Once the scores have been tabulated, make sure they are checked by two or more volunteers.
- 2. Awards (ribbons) are presented by age group from third to first announcing the "total scores."
- 3. Once the first-place winners are determined (there can be a maximum of 10 first-place winners ONLY), each should be given a copy of the Sectional Congratulations Letter (page 22) with ALL of the sectional information included.

Within 24 Hours of Competition

- 1. Log in and enter winners' results and total number of participants online at NFLPPK.com.
- 2. If needed, confirm your sectional host with your state chairperson.
- 3. Make a copy of the ten first-place winner entry forms to keep for yourself and mail ALL entry and release of liability forms in the enclosed, preaddressed envelope to:

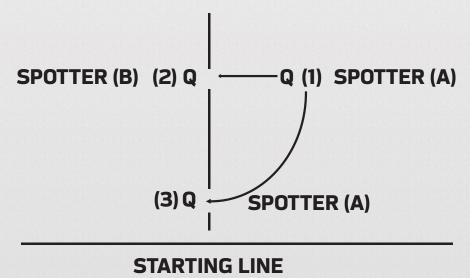
USA FOOTBALL ATTN: PP&K 45 N. PENNSYLVANIA ST. Suite #700 INDIANAPOLIS, IN 46204

- 4. We are looking to capture the total number of participants at each local event. To verify the number reported online, ensure the same number of participant waivers are mailed back in the envelope provided in your NFL PP&K Host Kit.
- 5. **DO NOT DISPOSE OF ANY FORMS!** Your competition will not be considered official if you do not enter your results online.



To ensure that all measurements are done as quickly and as accurately as possible, we recommend that you follow the method described below:

- Two spotters are essential for all measurements.
- Chalk a straight horizontal line approximately 15 to 20 yards long at one end of the field. This line will be referred to as the starting line.
- Place your measuring tape or string perpendicular to the starting line. This tape should be at least 80 yards in length and centered on the starting line.
- Spotter A should have a string at least 60 yards long. This string will be used to mark where the punt, pass or kick first hits the ground.
- Spotter A should run to the spot where the ball first lands and place one end of the string on that spot (see diagram point 1). This spot should be marked until further instructed.
- Spotter B should then walk perpendicularly with the free end of the same string in the direction of the measuring tape. Once at the measuring tape, Spotter B should pull the string taut and hold securely the point where both lines intersect (see diagram point 2).
- Spotter A, with Spotter B remaining in his place, should then pick up his/her end of the string while still marking the point on the string and walk diagonally toward both the starting and measuring lines.
 Once the original spot is aligned directly over the measuring tape, the string should be pulled taut in the direction of the start line. In doing so, you will be subtracting the inaccuracy of the punt, pass or kick from its distance. When the string is taut, the new point on the measuring tape is marked.
 This point will be referred to as the score point and recorded in both feet and inches. This point constitutes the participant's score in the event (see diagram point 3).





Onsite Equipment Needed:

- · Rules of competition
- Tape measure (one for each line)
- · Spikes or weights to hold tape measures in place
- · Pens and pencils
- String (nonelastic; minimum length of 180 feet)
- · Kicking tees (one left, one right and one universal tee will be provided by the NFL)
- Clipboards
- · Score sheets
- Calculator
- Towels to dry off wet footballs
- Footballs (three balls are provided):
 - Pee-wee-size rubber football: 6-7 age division
 - Junior-size rubber football: 8-9 and 10-11 age divisions
 - Intermediate-size rubber football: 12-13 and 14-15 age divisions

| PRIZE STRUCTURE | |
|--------------------|--|
| LEVEL | <u>PRIZE</u> |
| Locals | Certificates for all participants (available online) |
| | Ribbons for top three finalists in each age group |
| Sectionals | Medals |
| | for top three finalists in each age group |
| Team Championships | Awards |
| | for all participants |
| National Finals | Awards |
| | for all participants |



Local PP&K Host Organizations

Public Relations responsibilities include:

- Distribution of all press releases to all local newspapers, radio stations, television stations, schools, council/park board members and community/civic groups as per the direction of USA Football and the NFL.
- 2. Coordinate/arrange for public address announcements to be made at local schools' athletic events, PTO/PTA groups and any applicable local events.

Media Materials

The materials on the pages that follow are for use in promoting and executing your NFL PP&K event.

Included are:

- · Whom to target
- · Fact sheet
- · Customizable pre-event press release
- · Customizable post-event press release
- · Local competition results
- · Tips on getting your local competition publicized on the radio
- · Radio do's and don'ts



The following are people and organizations to whom you may want to distribute information (releases, fact sheets, results, etc.) about your local NFL PP&K competition. Encourage them to come to the event! Television stations can interview kids, parents and volunteers while getting excellent footage of participants giving it their all. Newspapers can send a photographer to get shots of the participants in action and may want to do a story on the winners. Radio stations are an excellent vehicle for publicizing the event ahead of time, as they are very community-oriented.

TV Stations

- Sports Department
- Feature Reporter
- Kids Show
- News Assignment Editor
- · Community Bulletin Board

Daily Newspapers

- Sports Desk
- Feature Desk
- · Community Bulletin Board
- Calendar Editor
- · Photo Assignment Editor

Ask the following if they will display promotional flyers:

- Schools
- Churches/Synagogues
- Youth Groups
- Health Clubs
- Community Centers
- Recreation Centers and Parks
- Merchant Associations and Stores

Radio Stations

- Sports Department
- Talk Shows
- PSA Director
- · Community Bulletin Board

Weekly Newspapers Community Newspaper Local Cable Television

- PSA Director
- · Community Affairs Program
- Public Access

Neighborhood Newspapers Local Magazines



WHAT:

Every year, more than 200,000 children nationwide compete in the NFL PP&K program. NFL PP&K offers boys and girls the opportunity to compete individually against their peers in punting, passing and kicking contests (based on distance and accuracy) in local, sectional, NFL Team Championship and National Final levels.

ELIGIBILITY:

Five age groups (6-7, 8-9, 10-11, 12-13, 14-15) are eligible to compete in separate boys' and girls' divisions. Participants must fill out an entry form that can be obtained from local organizing groups or on-site. A valid birth certificate and parental signature are required, but no registration fee or purchase is required to enter.

FORMAT:

All NFL cities have been divided into local and sectional areas based on geographic location. The following defines each level of the competition:

- **Local competitions** These grassroots competitions are held nationwide in May, June, July, August and September. The top scorer in each local age group advances to a sectional competition.
- **Sectional competitions** Conducted in October. Age-group champions at this level will have their scores compared to other sectional winners from their respective age groups. The top four first-place winners in the boys' and girls' age groups among all sectional winners advance to the Team Championships for a total of 40 participants who will attend each Team Championship.
- **Team Championships** All NFL cities will host a Team Championship in their facilities during pregame or halftime of NFL games in November and December. Boys' and girls' team champions will be crowned in each age group.
- **National Finals** The top four scorers will be determined in the boys' and girls' divisions from all firstplace finishers in each Team Championships age group. These team champions advance to the National Finals at week 16 or 17 of the regular season in January. A total of 40 participants will attend the National Finals.

PRIZES:

All participants receive a certificate from the NFL, signed by Commissioner Roger Goodell. Prizes for agegroup winners include ribbons, medals, awards, trophies and a trip for the competitor and one adult to the National Finals.

PRESS RELEASE



(Fill in the blanks on this press release with information on your local PP&K competition.)

| FOR IMMEDIATE RELEASE |
|---|
| to Host NFL Punt, Pass & Kick competition powered by USA Footbal |
| Young pro football fans will have the opportunity to exhibit their football skills when the |
| hosts an NFL Punt, Pass & Kick competition on |
| at The competition is free and open to boys and girls ages 6-15. |
| For competition information, call |
| Entry forms are available online at NFLPPK.com or from |
| The NFL Punt, Pass & Kick football competition allows youngsters to showcase their talents in punting, passing and kicking with scores based on distance and accuracy. Age classification is as of Dec. 31 at 11:59 p.m. local time of the current year. |
| The top finishers from each of ten (10) age groups at the local competition will advance to a sectional competition. The winners at the sectional competition will have their scores compared with other sectional champions The top four scorers from the pool of sectional champions advance to the |
| to be held at their game vs on on |
| Age-group champions at this level will be declared NFL Punt, Pass & Kick team champions. The top four finishers in the boys' |

Age-group champions at this level will be declared NFL Punt, Pass & Kick team champions. The top four finishers in the boys' and girls' divisions within each age bracket from the pool of all Team Champions will qualify for the National Finals at week 16 or 17 of the regular season in January.

About NFL Punt, Pass & Kick

The NFL Punt, Pass & Kick football competition allows youngsters to showcase their talents in punting, passing and kicking with scores based on distance and accuracy.

A number of NFL players have completed in NFL Punt, Pass & Kick, including top former and current NFL quarterbacks such as Dan Marino and Brett Farve.

The National NFL Punt, Pass & Kick competition is administered by USA Football. This local Punt, Pass & Kick (Local PP&K) competition is officially licensed by NFL Properties LLC, but none of the National Football League (NFL), its member clubs, NFL Ventures, L.P. or any of their respective affiliates or subsidiaries are sponsoring or operating the Local PP&K or will have any liability or responsibility foe any claims arising in connection with participation in the Local PP&K. All NFL-related logos and marks, including, without limitation, the NFL Punt, Pass & Kick logo, are trademarks of the NFL or the respective member club.



(Fill in the blanks and distribute this press release AFTER your competition has concluded.)

| These youngsters earned first-place honors in their respective age groups: GIRLS Name Hometown Total Score* Age 6-7 Age 8-9 Age 10-11 Age 12-13 Age 14-15 BOYS Name Hometown Total Score* Age 8-9 Age 10-11 Age 12-13 Age 11-15 * Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held | | | | Punt, Pass & Kick competition hoste |
|--|----------------------|--------------------------------|--------------------------|-------------------------------------|
| GIRLS Name Hometown Total Score* Age 6-7 | | | on | at |
| Age 6-7 Age 8-9 Age 10-11 Age 12-13 Age 6-7 Age 8-9 Age 14-15 BOYS Name Hometown Total Score* Age 8-9 Age 10-11 Age 12-13 Age 14-15 Complete total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held | | | | |
| Age 6-7 | These youngst | ers earned first- | olace honors in their re | spective age groups: |
| Age 8-9 Age 10-11 Age 12-13 Age 14-15 BOYS Name Hometown Total Score* Age 6-7 Age 8-9 Age 10-11 Age 12-13 Age 10-11 Age 12-13 Age 14-15 *Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held in | GIRLS | Name | Hometown | Total Score* |
| Age 10-11 Age 12-13 Age 14-15 BOYS Name Hometown Total Score* Age 6-7 Age 8-9 Age 10-11 Age 12-13 Age 12-13 Age 14-15 * Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held in | Age 6-7 | | | |
| Age 12-13 Age 14-15 BOYS Name Hometown Total Score* Age 6-7 Age 8-9 Age 10-11 Age 12-13 Age 14-15 * Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held in | Age 8-9 | | | |
| BOYS Name Hometown Total Score* Age 6-7 Age 8-9 Age 10-11 Age 12-13 Age 14-15 * Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held in | Age 10-11 | _ | | |
| BOYS Name Hometown Total Score* Age 6-7 Age 8-9 Age 10-11 Age 12-13 Age 14-15 * Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held in | Age 12-13 | _ | | |
| Age 6-7 Age 8-9 Age 10-11 Age 12-13 Age 14-15 * Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held in | Age 14-15 | | | |
| Age 6-7 Age 8-9 Age 10-11 Age 12-13 Age 14-15 * Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held in | | | | |
| Age 8-9 Age 10-11 Age 12-13 Age 14-15 * Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held in | BOYS | Name | Hometown | Total Score* |
| Age 10-11 Age 12-13 Age 14-15 * Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held in | Age 6-7 | | | |
| Age 12-13 Age 14-15 * Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held in | Age 8-9 | | | |
| Age 14-15 * Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held in | Age 10-11 | | | |
| * Cumulative total of one punt, one pass, and one kick. These 10 winners move on to a sectional competition, to be held in | Age 12-13 | | | |
| These 10 winners move on to a sectional competition, to be held in | Age 14-15 | _ | <u> </u> | |
| | * Cumulative total c | of one punt, one pass | s, and one kick. | |
| | These 10 winne | ers move on to a | sectional competition. | to be held in |
| They could qualify for the realificitatilpionships competition, to be field at | | | | |

About NFL Punt, Pass & Kick

FOR IMMEDIATE RELEASE:

ADEA VOLITUS CARTURE HONORS AT THE

The NFL Punt, Pass & Kick football competition allows youngsters to showcase their talents in punting, passing and kicking with scores based on distance and accuracy.

A number of NFL players have completed in NFL Punt, Pass & Kick, including top former and current NFL quarterbacks such as Dan Marino and Drew Bledsoe.

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- Include the name of your local NFL team in all press announcements.
- Call the radio station one month in advance of the competition and speak with the program director or person in charge of public-service announcements (PSAs).
- Inform the PSA director that you have an upcoming free event for young people organized by the civic or nonprofit group that you would like to have publicized on the air.
- Ask them to run an announcement "in rotation" between the time you call and the day of the event.
- Ask them how they would like to receive the information. Via e-mail? Via fax? Drop it by the station?
- · Provide them with the following:
 - 1. Press release announcing competition (see sample, page 16)
 - 2. Fact sheet (see page 15)
 - 3. Ready-to-read 15-second announcements (see sample, page 19)
 - 4. Information about your organization
- It will be helpful to provide the station with ready-to-read, 15-second announcements. These should include:
 - 1. The correct name of the program (NFL Punt, Pass & Kick)
 - 2. The name of the organizing group
 - 3. Date, time, and location of competition
 - 4. Who is eligible (boys and girls 6-15)
 - 5. That it is a free program
 - 6. Number to call for more information
- The announcements you provide should use the following format:
 - 1. Double spaced
 - 2. Provide pronunciation help for difficult names
 - 3. Keep it short: approximately 15 seconds when read aloud at a moderate pace.



The YMCA of Greater Buffalo and the Buffalo Bills will host a local competition for NFL PP&K on Saturday, September 12th, at 1 p.m. at Alexander Denbigh (den-bee) Park. The competition is open to boys and girls ages 6 to 15 and is free for anyone who wants to participate.

For more information, call (215) 999-9999.

- Speak with the sports director. Tell him/her that there is an NFL Punt, Pass & Kick competition upcoming in the area and ask that information about it be included in some sportscast.
- You may wish to provide the sports director with more information than what is shown above; he may
 want to do a feature story or interview on any number of program elements, perhaps including the history
 and growth of the program, past participants who now are in the NFL and any children in your area who
 advanced to the Team Championships last year.
- Make sure you provide the PSA director and sports director with your phone number(s) so they can contact you for additional information.

Some Additional Advice:

Make sure that your message is geared toward the listeners in the area you want to reach. If radio stations can see this program as a potential benefit for a significant part of the population, it is likely they will make a place for it in their programming.

The biggest thing this program has going for it, and the primary reason radio stations should want to help publicize it, is that the free program benefits a vital segment of our population: kids.

Radio Do's And Don'ts:

DO use local team identification in all NFL PP&K press releases.

DO play up that this is a free program for kids and run by a civic/volunteer/nonprofit organization to benefit the community.

DO use the correct name of the program: NFL Punt, Pass & Kick. DON'T be shy about asking the radio station to help get the word out.

DON'T assume that any information you give to the PSA director will reach the sports department; give the sports department its own information.

DON'T bury the radio station with reams of pages and information about NFL PP&K. Keep it short and to the point. If they need additional information, they will ask you for it.





Official Score Sheet - Boys

| Organization: |
|---------------|
| Contact Name: |
| NFL Team: |
| Phone: |

| Age: Location (Check One): Local Sectional | | | | | |
|--|------|------|------|--------------|--------|
| Name | Punt | Pass | Kick | Total Points | Finish |
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Please make necessary copies to accommodate the number of participants at your local competition. (There are separate pages for boys and girls.)





Official Score Sheet - Girls

| Organization: |
|---------------|
| Contact Name: |
| NFL Team: |
| Phone: |

| Age: Location (Check One): Local Sectional | | | | | |
|--|------|------|------|--------------|--------|
| Name | Punt | Pass | Kick | Total Points | Finish |
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Please make necessary copies to accomodate the number of participants at your local competition. (There are separate pages for boys and girls.)



You have qualified for the NFL Punt, Pass & Kick Sectional Competition. As a result of your first-place finish in the local competition, you will advance to the sectional competition listed below:

| TE & TIME | |
|-----------|--|
| NTACT | |
| ONE | |
| CATION | |
| DRESS | |
| RECTIONS | |
| | |
| | |

IMPORTANT NOTES

- 1. Please check in approximately 30 minutes prior to the scheduled start of the competition.
- 2. All participants must provide a copy of their birth certificates/baptismal records in order to compete.
- 3. All participants must bring this letter as proof of advancement.
- 4. No football shoes or cleats of any form will be permitted. Only gym shoes (soft soles) will be allowed for participants.
- 5. The youngsters who have the opportunity to advance to the Team Championships are the first-place winners in each age group. The first-place winners DO NOT automatically advance to the Team Championships. His/her scores must be compared to the other sectional champions in that NFL market in order to determine the top four (4) scorers in each age group who will compete at the Team Championships. All sectional winners will be notified by a NFL PP&K representative as to their advancement.
- 6. If your sectional competition information is not listed here, please check back on the NFL PP&K website in September.

FAILURE TO FOLLOW THE RULES AS STATED ABOVE MAY RESULT IN DISQUALIFICATION OF THE PARTICIPANT.



NFL PUNT, PASS & KICK RESULTS FORM

| City/Agency | | | Contact Person | | Phone | | |
|---|--------------------|------------------------|----------------|---|------------------------------|--------------------------|-----|
| Date of Competition | | Weather Conditions | itions | Num | Number of Participants: BOYS | GIRLSTOTAL | |
| Level of Competition (circle one) | | LOCAL | SECTIONAL | NFL TEAM | | | |
| Please print legibly! Make sure you verify ages AND send a copy of each | you verify ages AN |) send a copy of ea | | winner's birth certificate AND waiver with this form! | : form! | | |
| Boys 6-7 Participants | Boys 8-9 | Boys 8-9 Participants | Boys 10- | Boys 10-11 Participants | Boys 12-13 Participants | Boys 14-15 Participants | |
| Winner | Winner | | Winner | | Winner | Winner | |
| Address | Address | | Address | | Address | Address | |
| City | City | | City | | City | City | - 1 |
| State Zip | State | diZ | State | Zip | State Zip | State Zip | |
| Phone | Phone | | Phone | | Phone | Phone | |
| BirthdateScore_ | Birthdate | Score | Birthdate | Score | Birthdate Score | BirthdateScore | |
| Punt Pass Kick _ | :k Punt | Pass Ki | Kick Punt | Pass Kick | Punt Pass Kick | Punt Pass Kick | - 1 |
| | | | | | | | |
| Girls 6-7 Participants | Girls 8-9 | Girls 8-9 Participants | Girls 10-1 | Girls 10-11 Participants _ | Girls 12-13 Participants | Girls 14-15 Participants | |
| Winner | Winner | | Winner | | Winner | Winner | - 1 |
| Address | Address | | Address | | Address | Address | |
| City | City | | City | | City | City | |
| State Zip | State | diZ | State | Zip | State Zip | State Zip | |
| Phone | Phone | | Phone | | Phone | Phone | |
| BirthdateScore_ | Birthdate | Score | Birthdate | Score | Birthdate Score | BirthdateScore | |
| Punt Pass Kick | k Punt | Pass Ki | Kick Punt | Pass Kick | Punt Pass Kick | Punt Pass Kick | - 1 |



PP&K ENTRY FORM AND RELEASE OF LIABILITY

In return for being allowed to participate in the local, sectional, Team Championship, and/or National NFL Punt, Pass & Kick competition(s) (collectively, the "Event"), I release and agree not to sue USA Football, Inc., the National Football League, its member professional football teams, NFL Properties LLC, NFL Ventures L.P., and their respective subsidiaries employees, subcontractors, sponsors, agents, and affiliates (collectively the "Releasees"), from all present and future claims that may be made by me, my family, estate, heirs, or assigns for property damage, personal injury, or wrongful death arising as a result of my participation in the Event, wherever, whenever, or however the same may occur even if caused by a releasee's ordinary negligence. I understand and agree that those listed above are not responsible for any injury or property damage arising out of the Event. I understand that participation in the Event involves certain risks, including, but not limited to, serious injury. I am voluntarily participating in the Event with knowledge of the danger involved and agree to accept all risks of participation. I also agree to indemnify and hold harmless those listed above for all claims arising out my participation in the Event and all related activities including, but not limited to, first aid and/or other medical treatment.

I agree to participate in only ONE Local Competition this year and if I qualify I may advance to the sectional, Team Championship and National Finals. I understand the Event may be photographed, videotaped or otherwise recorded, I agree to let the above parties use my name, photo likeness, and demographic information free of charge in any manner and for any purpose in any media now known or hereafter created. I consent to the administration of first aid and other medical treatment in the event of injury or illness. I understand that this document is intended to be as broad and inclusive as permitted by the laws of the state in which the Event is taking place and agree that if any portion of this Agreement is invalid, the remainder will continue in full legal force and effect. I further agree that any legal proceedings related to this waiver will take place in Indianapolis, Indiana, using Indiana law.

| Name of Participant | | |
|---|--|--|
| Email Address of Guardian | | |
| Address | | |
| City | State | Zip |
| Phone Number | | Birthdate |
| Age as of December 31, 11:59 p.m o | of current year | Male/Female |
| (If Participant is under 18 years of a the following waiver:) | age, the parent(s) o | or guardian(s) must execute in addition to the above, |
| guardian(s) or legal guardian(s) of _ she (they) is (are), in fact, acting in s and all of the parties herein referre | such capacity and d to above as Rele pon said Releasee | , referred to as the parent(s) and natural, does hereby represent that he/agrees to indemnify, save and hold harmless each easees from all loss, liability, damage, cost or claim es because of any defect in or lack of such capacity to indersigned. |
| Signed | | |
| Name | | |
| Relationship to Minor | | |
| Check here if you would like re | ceive information a | and offers from the NFL. |
| Check here if you would like yo | our child to receive | youth-related information and offers from the NFL. |