

2017 Pop Warner Super Bowl Football Guide

December 2–9, 2017



AT
ESPN WIDE WORLD OF SPORTS COMPLEX
WALT DISNEY WORLD® Resort

FOOTBALL SPECIFIC QUESTIONS:

(215) 752-2691 x 115
Sam Mutz, National Football Commissioner
football@popwarner.com

EVENT QUESTIONS CONTACT:

(215) 752-2691 x 122
Beth Dietz, National Events Manager
bethdietz@popwarner.com

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Please direct any questions to PWLS at (215) 752-2691



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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 the Regional Championships. **No team will be allowed to compete unless this information is received at our office no later than Thursday, November 16, 2017.**

This information package contains the following: (if you do not have all the pages, please call 215-752-2691 extension 122 as soon as possible):

- Statement of Acceptance (**separate download**)
- Coaches Contact Sheet (**separate download**)
- Disney Travel Planner Information (**2 files - download separately**)
- Articles of Acceptance
- Sportsmanship Memo
- Personal Responsibility Memo
- Mandatory Requirements Memo
- Study Hall Information for Coaches
- Memo to Schools for Participants
- Fundraising Initiatives for Administrators and Coaches
- Licensing and Proprietary Information Reminder for Administrators and Coaches

Please thoroughly review the enclosed information with your team, parents and coaches and **return the signed Statement of Acceptance (separate download)**

Or EMAIL: Email/Electronic Signature – bethdietz@popwarner.com
Faxes will not be accepted.

Remember these items must be received at our office by no later than Thursday, November 16, 2017.

If you have any questions regarding the enclosed information, please feel free to contact us at (215) 752-2691 extension 122.

Again, congratulations and good luck!

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 staying at the Disney’s All-Star Resort must report to Celebrity Hall for Check in and Credentials and teams staying at Disney’s Caribbean Beach Resort must report to Disney’s Caribbean Beach Registration Center for Credentials and Check in.
- II. After Check in; Teams will board buses at Celebrity Hall to ESPN Wide World of Sports® Complex for weigh-ins. (Please check with your Region Director for weigh in details.) Please have players wear their game jerseys for weigh-ins. Team Books and player picture ID’s must be presented at weigh-ins and additional checks will be conducted prior to each game.
- III. Teams must have their books in a presentable and orderly manner ready for inspection at weigh-ins. Rosters, 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(s) in question will not be permitted to participate.** Please refer to the Pop Warner website for separate download on how to organize Team Books for weigh-ins.
- 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. Pop Warner will provide Mandatory Play Rosters (MPR) via the Affinity Roster System for weigh-ins.
- V. **MANDATORY Head Coaches Meetings:** In order for you and your team to participate in the Super Bowl, each Head Coach **MUST** attend the appropriate mandatory meeting at the *ESPN Wide World of Sports®* Complex in the Baseball Press Box – 4th Floor as follows:

Mitey Mite Head Coaches:	Fri.	12/1/17	4:15 PM
Division II/Unlimited Head Coaches:	Fri.	12/1/17	5:00 PM
Division I Head Coaches:	Sat.	12/2/17	4:30 PM
Division III/International Head Coaches:	Sun.	12/3/17	4:30 PM

Division I/II & Unlimited Championship Game Head Coaches: Wed. 12/6/17 5:30 PM

(Championship meeting held at Champion® Stadium Press Box- 4th floor)

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(s).**




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- VI. Varsity & Unlimited Teams will have a **MANDATORY** team meeting with Pop Warner National, Regional Staff and Disney personnel after the General Coaches meeting at the Champion® Stadium in the *ESPN Wide World of Sports®* Complex.
- VII. Admission credentials to the *ESPN 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 need to pay the *ESPN Wide World of Sports®* Complex entrance fee for scheduled events. **ONLY ROSTERED PARTICIPANTS WILL RECEIVE ADMISSION CREDENTIALS.**
- VIII. For those who purchase the Walt Disney World® Resort package and stay at Disney's All Star Resorts, Disney's Coronado Springs Resort, Disney's Pop Century, or Disney's Caribbean Beach Resort, event specific transportation will be provided for players, coaches and corresponding teams' cheer teams to ESPN Wild World of Sports Complex and Athlete Party. Disney will also provide separate transportation for league members, parents and visitors to the Sports Complex on game and competition days only. Please check your hotel lobby and/or Celebrity Hall daily bus schedules.
- IX.  is the official game ball of the Pop Warner Super Bowl. Balls will be provided at no cost by Pop Warner and **MUST** be used during Playoff and Championship games. You will have a choice of Leather or Composite material.
- X. All teams must come prepared with two (2) sets of game jerseys, one 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 all uniforms in the Pop Warner approved designated areas or may not be permitted to participate.
- XI. Proper Coaching attire shall consist of collared shirt with and Dockers style slacks or Coaching shorts. (Slacks/Shorts color can vary i.e. Khaki, Navy, Black etc.. Jeans and Cargo pants/shorts are NOT permitted) 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).

Practice fields will be provided at ESPN Wide World of Sports® Complex. Teams must reserve practice times online at <https://www.mydisneygroup.com/popwarner>. Practice in any other areas of the Walt Disney World® Resort is strictly prohibited. Practice times are limited to 1 practice prior to each game and are strictly non-contact. (Helmets may be worn) If your team cannot make your scheduled practice, you must go online and **cancel in advance of your starting practice time** or you may forfeit any remaining practices. You must provide your own transportation or take regularly scheduled Event Transportation to practice or study hall.



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Study Halls are available and you must reserve times/dates online at <https://www.mydisneygroup.com/popwarner>. 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 Event transportation. If your team cannot make your scheduled study hall, you must call Celebrity Hall **in advance of your scheduled time** to cancel or penalties may apply.

XII. All teams must stay on Walt Disney World® Resort property throughout the event to participate and remain eligible for the Super Bowl and National Cheer/Dance Championships.

XIII. *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, the team and/or association shall be subject to disciplinary action including but not limited to forfeiture of past or future game decisions, suspension, removal from WDW® Resort property, financial penalties and/or permanent removal from Pop Warner. However, participants accompanied by their designated chaperones that are at least 21 years or older who are returning from organized team activities (including without limitation theme park excursions, group dinners, or the Pop Warner Wednesday night Party) outside of their hotels shall be excused from such curfew but **MUST** be immediately escorted by such chaperones to their rooms upon returning to their hotels. To clarify, when on Disney's All-Star Resorts or Disney's Caribbean Beach Resort, **ALL** participants **MUST** be in their rooms by 10:00 P.M. regardless of whether their competition has begun, is ongoing or is completed. Any players found outside their assigned rooms past 10:00 P.M. while they are still registered as a Pop Warner group shall be subject to disciplinary action along with their coaches, teams, and/or associations as stated above. Pop Warner National, Regional and Event Staff shall be conducting daily checks to ensure compliance.*

XIV. In order to fairly and promptly address any behavior at or associated with the Pop Warner Super Bowl involving any and all violations of the Coaches Code of Conduct, Pop Warner policy or rules' violations and/or behavior that resulted in harm or may result in probable harm to participants, volunteers, parents, spectators or other individuals, such aforementioned behavior shall be governed by the Disciplinary Review Board (DRB) as outlined in the DRB Policies. All Head Coaches and Association Presidents must read the DRB Policies and sign the attached Statement of Acceptance in order to participate in the Pop Warner Super Bowl. Copies of the DRB Policies 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 17 throughout the duration of the Super Bowl.

- As a condition of your team's participation in the Pop Warner Super Bowl, all participants, coaches, administrators and supporters agree to display good sportsmanship throughout the Super Bowl and related events or the entire team's eligibility and presence on site may be revoked without refund. Every Head



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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 their own proper behavior, but also for the behavior of each member of their staff, their team and all of the team's supporters.**

- The Head Coach and the Association President will be held accountable for proper conduct of coaches, parents and any other persons affiliated with the team. Head Coaches and Association Presidents must read and review the “Personal Responsibility at PWLS Events and Sportsmanship” memos contained in this packet with your entire team and organization.
- Players, coaches, administrators and parents or other supporters that violate these articles, rules and regulations and/or any Pop Warner or rules while in attendance will be subject to disciplinary action including but not limited to removal from Disney property without refund, disqualification from the event, removal from the Pop Warner program and any applicable legal/criminal penalties.

XV. **Division I/ II & Unlimited Schedule**—Division I/II & Unlimited Championship games will be played on Friday & Saturday December 8 & 9. Teams that lose either of their first two games will not play on Championship Friday or Saturday. All teams (Division I/II & Unlimited) are offered and committed to playing 2 games, Sunday and Wednesday (Division I), or Saturday and Tuesday (Division II & Unlimited), win or lose. All teams are guaranteed 2 games. **Teams that choose not to participate in a consolation game, thereby creating a forfeit, will be subject to penalties including but not limited to an automatic one year suspension from Regional and National Championships/Super Bowl for their ENTIRE Association and/or League as well as potential suspensions/removal of the forfeiting team's entire coaching staff.**

XVI. In the event of a tie, the ten yard-line overtime procedure will be utilized.

XVII. **Under Armour, Riddell, Shock Dr., Cutters Gloves & McDavid** will provide uniforms/apparel and helmets for Division I Jr. Varsity teams playing in the Championship on Saturday. Teams may keep the uniforms but helmets must be returned. Coaches shall also be provided with polos and hats. As such, Players, Coaches, and all on field Team personnel must wear issued uniforms and coaching apparel i.e. hats, polo's etc. and are *not* permitted to wear other *non-affiliated* logoed apparel. Failure to comply will result in disciplinary action and/or forfeiture of game.

XVIII. **In accordance with and in addition to the Revised Article 17 of the Pop Warner Rule Book, injured players cannot return to play without explicit approval from the assigned Disney Athletic Trainer, or the on site Emergency Medical Technician (EMT), or the National Football Commissioner.**



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- XIX. Videotaping Opponents Practice for scouting purposes is forbidden. Violators shall be subject to penalties as outlined herein.
- XX. At the completion of each game, every Head Coach **MUST** report to the Media Trailer (located at the Southeast corner of Field 17) within 15 minutes of the conclusion of your game for postgame interviews, win or lose.
- XXI. Teams must complete and submit Media Forms prior to arrival at the PW Super Bowl.
- XXII. The Walt Disney World Company prohibits the possession of any firearm while on Walt Disney World® Resort property. Your cooperation is greatly appreciated.
- XXIII. The use of Drones is prohibited.

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

PLEASE NOTE: Spirit teams 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 Jr. Varsity Championship Game on Saturday, December 9, 2017)** Each field will be equipped with a microphone. Please come prepared with your own music and radio/box/sound system and speak to the announcer in advance. You must adhere to all Pop Warner rules and procedures.



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TO: All Pop Warner Association, League & Regional Officers
FROM: Jon C. Butler, Executive Director
RE: **Sportsmanship**
DATE: October 2017

One of the most serious 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:

- Our number one priority is the physical and emotional welfare of our young athletes.
- Respect for all – opponents, officials, rival coaches and administrators. Support the decisions of the Officials and remember that all volunteers have worked as hard as you, so behave in a manner that earns respect.
- Educate your participants about the “spirit” as well as the “letter” of the rules.
- Prohibit the teaching of techniques or philosophies that violate the spirit or letter of our rules.
- Clearly communicate to all athletes and their families that there are consequences for unacceptable behavior, and that they will be held accountable.
- Ensure that your fellow coaches, participants and parents respect the officials and accept their decisions without argument.
- Do not make or tolerate others making insults, spreading rumors, or practicing unethical behavior. All adults should be role models for our young participants.
- Observe good sportsmanship in both winning and losing. Be 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 in the 2017 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 Pop Warner Events**
DATE: October 2017

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.

The purpose of this memo is to give you and your participants, young & old, players & coaches, parents & fans on notice that behavioral problems have not been tolerated in the past, and certainly will not be tolerated this year. Sanctions will be swift and will not be appealable.

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 can mean:

- An **immediate** ejection from the Pop Warner Super Bowl and National Championship events and WALT DISNEY WORLD® Resort property. THE ENTIRE TEAM ROOM BLOCK, WHICH INCLUDES EVERYONE BOOKED WITH THE TEAM, even families and friends, MAY BE EVICTED, AND MAY FORFEIT HOTEL AND OTHER DEPOSITS. The TEAM/SQUAD will be responsible for any alternative lodging off property and revised air reservations, ticket payments, etc., as those shall not be the responsibility of Pop Warner or Walt Disney World® Resort.
- Possible lifetime ban from Walt Disney World® Resort and Pop Warner.
- AT MINIMUM AN AUTOMATIC PROHIBITION FROM ALL REGIONAL AND NATIONAL EVENTS FOR THE ENTIRE ASSOCIATION AND/OR LEAGUE FOR AT LEAST ONE POP WARNER SEASON.
- Possible probation, suspension and/or permanent removal from coaching or participating in any and all Pop Warner activities.

Each Association is responsible for all of their members and supporters. So is each League. So is each Region. If an individual or group of individuals has displayed misconduct and/or non-compliance with Pop Warner rules and/or code of conduct during the season and/or post-season, it is the responsibility of the association, league and/or region to alert Pop Warner National Office in writing of such issues **prior** to that team traveling to Walt Disney World® Resort for the National Championships/Super Bowl as the association, league and/or region shall be held responsible for any misconduct of such persons particularly when they had actual knowledge of the potential for behavioral problems and shall be subject to the final and non-appealable decision of the Pop Warner Disciplinary Review Board.



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MEMORANDUM

TO: All Administrators & Coaches
FROM: Pop Warner National Office
RE: **Mandatory Requirements for Participation in Super Bowl & National Championships**
DATE: October 2017

As a reminder, please be advised that in accordance with our child protection and coaching education programs as stated in the 2017 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, 2017.
4. Each head cheerleading coach and 1 assistant 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 and all assistant coaches have taken the mandatory USA Football Heads Up Training 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 at (215) 752-2691 (ext. 122) with any questions. Thank you.



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October 2017

Dear Coaches:

Congratulations on a successful season and for making it to the **2017 Pop Warner Super Bowl and National Cheer & Dance Championships at ESPN Wide World of Sports Complex at the Walt Disney World® Resort.**

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 and scholastic achievement.

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 several rooms provided at ESPN 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 by visiting the link <https://www.mydisneygroup.com/popwarner>. These rooms will have computer workstations that may be used, as well as internet access for the students to use. We encourage you to bring laptops as well, as there is free wireless internet. *Wireless internet 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. In doing this, we must 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,

Tim Boroski
Director of Scholastics
Pop Warner Little Scholars, Inc.
www.popwarner.com



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October 2017

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 **2017 Pop Warner Super Bowl and National Cheer & Dance Championships at ESPN Wide World of Sports Complex at the Walt Disney World® Resort.**

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 ESPN Wide World of Sports Complex throughout the week that will serve as Study Hall Rooms. Coaches can reserve Study Hall Rooms online. These rooms will have computer workstations that may be used, as well as internet access for the students to use. *Internet 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 every day 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,

Tim Boroski
Director of Scholastics
Pop Warner Little Scholars, Inc.
www.popwarner.com



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MEMORANDUM

TO: All Pop Warner Administrators
FROM: Kevin Allen, Director of Recruiting
RE: **Status of Travel Grant Programs/Fundraising**
DATE: October 2017

Many of you have called us at the National Office to inquire about the status of the Pop Warner Travel Grant program for the 2017 season. Please be advised that the Pop Warner Travel Grant is never guaranteed.

What this may mean for all of us: Possibly no Pop Warner Travel Grants for teams qualifying for the Pop Warner Super Bowl.

If there is a 2017 Pop Warner Travel Grant program, the grant application, instructions and deadline will be posted on www.popwarner.com as well as e-mailed to all League Contacts for distribution.

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 season approaches, we would like to highlight our national fundraisers, which have helped Pop Warner groups across the country raise money for their programs.

Spirit Cups

Spirit Cups allow your organization to purchase officially licensed NFL, MLB and select NCAA team spirit cups to sell as a fundraiser. There are no upfront costs and your association can earn up to 40% on items sold.



To learn more about fundraising with Spirit Cups, please visit www.spiritcups.com, or call 888-825-9339.

LOCAL VENDORS

Additionally, many of our official local vendors can offer items for you to sell and earn a profit. Please visit <http://www.popwarner.com/partners/licensees.htm> to obtain current information on our official local vendors.

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.

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.



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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. That said, you can work together with partners to acknowledge the dedication and commitment to the furtherance of the Pop Warner mission.

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.

Have a safe and fun 2017 Pop Warner Season!



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