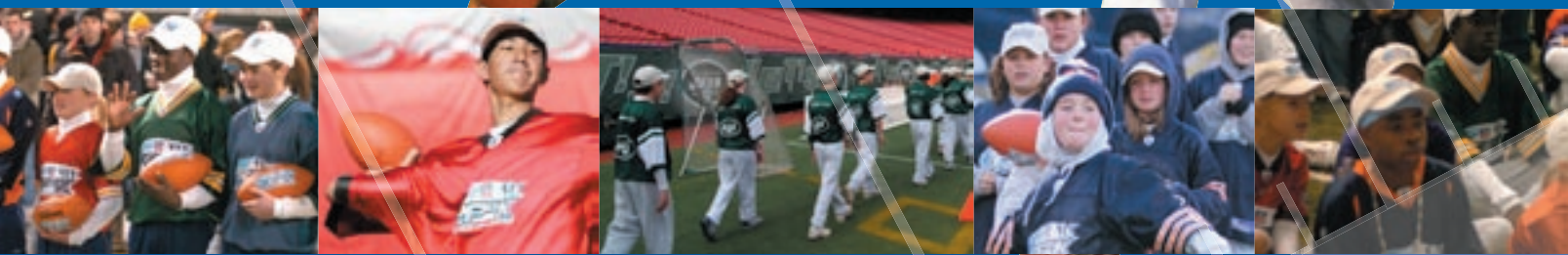




PLAYBOOK







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Welcome

On behalf of the NFL and Pepsi, thank you for your interest and participation in the NFL Pepsi Punt, Pass & Kick program.

Punt, Pass & Kick is now bigger and better than ever. With more than 4 million participants nationwide, Punt, Pass & Kick has come a long way since its inception in 1961. The NFL and Pepsi have developed a program for physical education teachers and coaches to teach boys and girls teamwork, athletic skills, and the fundamentals of punting, passing, and kicking—core skills essential to the game of football.

The NFL and Pepsi would like to help you inject the fun and excitement associated with the National Football League into your own PE classes and practices. The Punt, Pass & Kick curriculum is divided into three instructional classes. Each class opens with

general stretching and warm-up exercises, and then focuses on one of the three main skills—passing, punting, and kicking.

Designed by the NFL, the three classes build up to the excitement of the actual Punt, Pass & Kick competition, keeping kids focused and motivated to learn these important skills.

Regardless of ability, boys and girls will be challenged and have a great time learning how to play football. NFL Pepsi Punt, Pass & Kick is about more than just who throws or kicks the ball the farthest...it's about encouraging kids to be active and have fun playing the game of football.

I'm proud to be the spokesperson for the Punt, Pass & Kick program and look forward to making this year's program better than ever. The benefits will last a lifetime, both on and off the playing field.

Donovan McNabb
Quarterback, Philadelphia Eagles
National PPK Spokesperson



Program Overview

Purpose

The NFL PEPSI PUNT, PASS & KICK program creates a lively and engaging forum for boys and girls ages 8-15 to compete separately against their peers in punting, passing, and kicking skills.

Philosophy

The National Football League wants 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 contestants must fill out a waiver form, which they can obtain from their school or local youth organizational group (e.g. Parks & Recreation facility, Pop Warner, Jaycees, etc.), or they can photocopy the sample waiver form on page 31. Children must be from 8 to 15 years old and show a valid birth certificate for age verification.

Age Groups

The four age divisions are: 8-9, 10-11, 12-13, and 14-15, with boys and girls competing separately (age is determined as of December 31 of the current year). The top scorer in all age divisions from each Local Competition from each of the boys' and girls' divisions will advance to the Sectional Competition. The top five first-place scorers in each age group from the pool of Sectional Competition champions will advance to the Team Championship. Therefore, if there are more than five sectionals in your NFL market, everyone will not advance to the Team Championship—only the top five. A competitor must be a first-place winner at the Sectional level in order to be considered for the Team Championship.

Structure

Each National Football League city/team will be broken down into a minimum of five sections divided by geographic location.

Local/Sectional Competitions

Local Competitions must take place during August and September. Winners from each Local Competition (one winner from each of the boys' and girls' four [4] age groups) will move on to compete at an assigned Sectional Competition. Sectionals preferably are 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 the first-place finalists in each age division in both the boys' and girls' age groups (from each of the NFL teams) will advance to the national finals. These 32 winners plus two parents or guardians will travel to the finals at an NFL playoff game in January.***



Competition Rules

Eligibility:

1. The competition is open to all boys and girls ages 8 to 15. Boys and girls compete separately. The four age classifications are based upon the child's age as of December 31 of the current year.
2. There is no charge to participate in the NFL PEPSI PUNT, PASS & KICK 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 (1) 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 31 to the on-site organizational group. Entry Form may be copied onto organization's letterhead.
6. Participants must be present at scheduled starting time in order to compete. Failure to do so may result in ineligibility.

Scoring/Competing:

1. Each participant will be allowed one punt, one pass, and one placekick 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 will be based on exact feet and inches (no partial inches—round to nearest inch). No participant will receive a negative score; instead their score will be "0."
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 will be penalized five (5) 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 will be 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.



Competition Rules (Continued)

Regulations:

1. No football shoes/cleats/turf shoes are allowed. Only gym shoes (soft sole) will be permitted. No bare feet allowed. Failure to wear gym shoes will result 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 may not utilize their own equipment (tees or footballs).
3. 2-inch rubber kicking tee and side-winding style soccer tee will be provided by the NFL.

Advancement:

1. All participants must begin competition at the school level or officially sanctioned local community competition.
2. The top finisher in each of the boys' and girls' divisions from the four age brackets of each Local Competition will advance to the Sectional round. The top finisher is the participant who has the highest final score for that round. Contestants who qualify for the 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, please contact your State Chairperson.
3. At the Sectionals, each competitor will begin anew with a score of zero (0). Only the top five (5) first-place finishers in each age bracket from the boys' and girls' divisions from the pool of Sectional Competition champions will advance to the Team Championship. At all levels of competition, only first-place winners will be considered for advancement to the next level.
4. At the Team Championships, each of the forty (40) competitors will begin anew with a score of zero (0). The top finisher within each age bracket at this level will be declared that NFL team's NFL PEPSI PUNT, PASS & KICK Team Champion. The top finisher is the participant who has achieved the highest final score for that round.
5. Only the four first-place Team Champions from each of the boys' and girls' divisions of all NFL Team Champions will be eligible for advancement to the National Finals. Their scores must be in the top four (4) nationally in their respective age groups to qualify.
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 (0). The top finisher within each age bracket at this level will be named the NFL PEPSI PUNT, PASS & KICK National Champion. The top finisher is the participant who has achieved the highest final score.



Competition Rules (Continued)

Tie Breakers:

1. 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 will advance 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 winner will be determined by the contestant's score in his or her most recent competition. 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. Cancellation decisions will be made by the local host on site.
2. If an event is canceled, call your local Punt, Pass & Kick host to determine when your event will be rescheduled.
3. The National Football League, NFL Properties LLC, its agents, and subordinate chairperson/organizers of NFL PEPSI PUNT, PASS & KICK reserve the right to rule and make any recommendations regarding the NFL PEPSI PUNT, PASS & KICK 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 31) before participating in any NFL PEPSI PUNT, PASS & KICK competition.



Recommended On-field Staffing Plan*

Two Spotters

As soon as ball touches the ground, 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 ball and toss it back to the front of the line.

One Score Recorder

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

One Score Tabulator

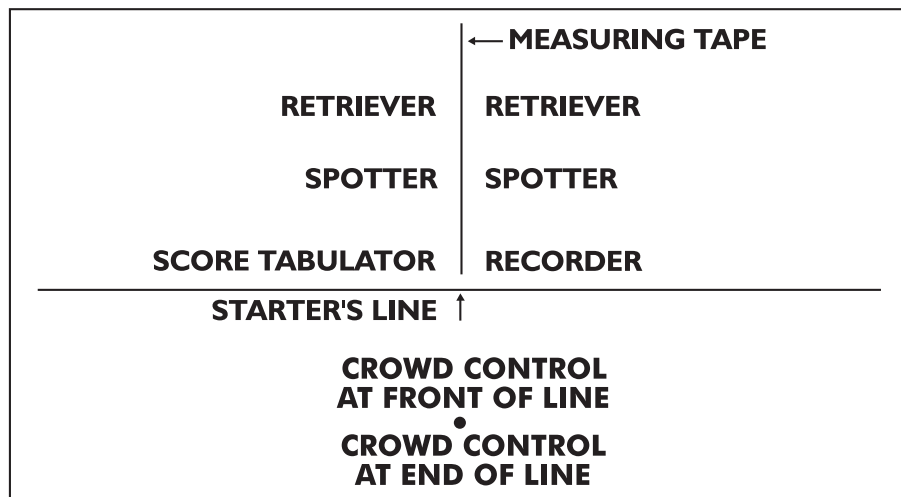
Once a given age category is completed, the score tabulator can begin to total each participant's final score and determine the winners in each age division.

Two Crowd Controllers

One person is positioned at the front of the line and one 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 participants. The person at the rear of the line is there to keep order and control.

* 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.

ONE-LINE CONFIGURATION





Local Host Responsibilities

Prior To Local Competition

1. Publicize and promote local competition:
 - Newspaper advertisements
 - PSA's
 - Distribute press releases
2. Locate and inventory all necessary materials:
 - Items provided—playbook, score sheets (pages 25-26), entry form/release of liability, one junior football, one intermediate football, certificates, and ribbons.
 - Additional items needed—calculators, pens, pencils, measuring tapes (at least 80-yards long), rope/string, and towels.
3. Confirm all volunteers (page 6).
4. Contact your State Chairperson to confirm your Sectional date.
5. Make copies of Entry Form and Release of Liability as needed (page 31).
6. Make copies of Scoresheets as needed for your competition (pages 25-26).
7. Make copies of Rules Page to distribute to parents at competition or before (page 32).
8. Make 8 copies of Congratulatory Letter for winners (page 27).

Day of Local Competition

1. Volunteers arrive at least 30 minutes before the competition starts.
2. Set up registration area—tables/chairs, entry forms/release of liability, clipboards, pens/pencils, and Rules Page.
3. Set up lines for competition (page 6). 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.

As Kids/Parents Begin To Arrive

1. Check in each participant by verifying birth certificate and age group; have parent/guardian sign an entry form/release of liability (2 volunteers).
2. After checking in, participants are to be directed to the warm-up area. Pepsi and the NFL have provided suggested warm-up and agility drills, as well as an introductory message for all participants (pages 18-23).



Local Host Responsibilities (Continued)

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 (6 volunteers per line).
4. Make sure the score sheets match the line each participant is in. SCORE SHEETS MUST BE LEGIBLE.
5. You either may have participants attempt their punt, pass, and kick 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) should be 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 8 first-place winners ONLY), each should be given a copy of the Sectional Congratulations Letter (page 27) with ALL of the Sectional information included.

Within 24 Hours of Competition

1. If needed, confirm your Sectional Host with your State Chairperson. FAX or mail the following items to your Sectional Host:
 - Completed Results Form—must be legible (page 29).
 - Entry Forms/Release of Liability and birth certificates for each of the 8 first-place winners.
 - Copies of score sheets (keep original for your records).
2. Mail ALL remaining Entry and Release of Liability Forms and score sheets in the enclosed, preaddressed envelope to:

NFL Pepsi PPK
8550A Chetle Avenue
Whittier, CA 90606

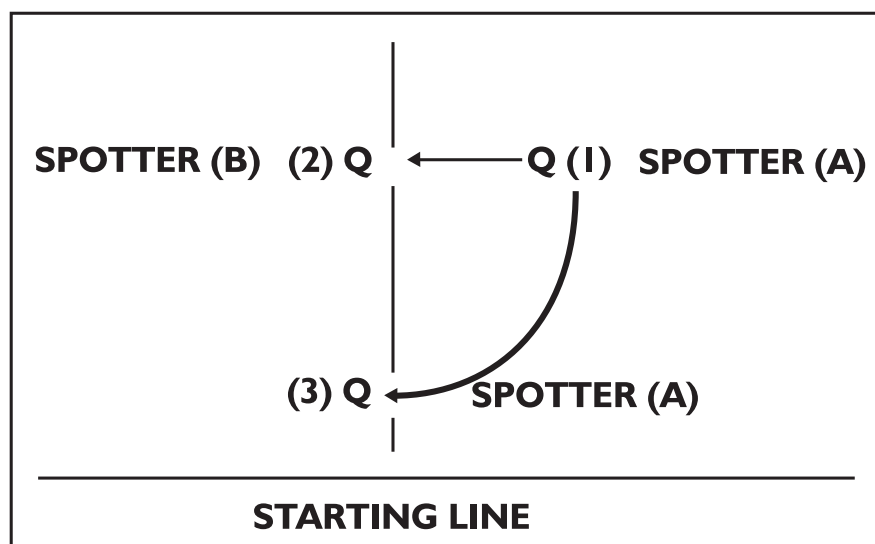
3. DO NOT DISPOSE OF ANY FORMS! Your competition will not be considered official if your forms are not on file with your Sectional Host and the National Football League.



Measuring Instructions

In order 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 15-20 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 that point where both lines intersect (see diagram point 2).
- Spotter (A), with Spotter (B) remaining in his place, should then pick up his end of the string, while still marking his 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 should be marked. This point will be referred to as the score point and should be recorded in both feet and inches. This point constitutes the participant's score in the event (see diagram point 3).





Recommended Equipment for Competitions

- ___ Rules of competition on site
- ___ Tape measure
- ___ Spikes or weights to hold tape measures in place
- ___ Pens, pencils
- ___ String (nonelastic; minimum length of 180 feet.)
- ___ Two 2-inch kicking tees (one football-style and one side-winding soccer-style tee will be provided by the NFL)
- ___ Clipboards
- ___ Scoresheets
- ___ Calculator
- ___ Towels to dry off wet footballs
- ___ Footballs (two balls are provided, more than two may be necessary)
 - AGES 8-11: Junior-size rubber football
 - AGES 12-15: Intermediate-size rubber football

PRIZE STRUCTURE

LEVEL

Locals

Sectionals

Team Championships

National Finals

PRIZE

Certificates

For all participants

Ribbons

For top three finalists in each age group

Medals

For top three finalists in each age group

Plaques for all participants

Trophies

For all participants



Public Relations Overview

Local PPK Host Organizations

Public Relations responsibilities include:

1. 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 the National Football League.
2. Coordinate/arrange for public address announcements to be made at local school athletic events, PTO/PTA groups, and any applicable local events.

Media Materials

The following materials on the pages that follow are for use in promoting and executing your NFL Pepsi Punt, Pass & Kick event.

Included are:

- Whom to Target
- Fact Sheet
- Sample Pre-Event Press Release
- Sample Post-Event Press Release
- Local Competition Results
- Tips on Getting Your Local Competition Publicized on the Radio
- Radio Do's and Don'ts



Whom to Target

The following are people and organizations to whom you may want to distribute information (releases, fact sheets, results, etc.) about your local NFL Pepsi Punt, Pass & Kick 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; 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

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

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



Fact Sheet

WHAT:

Every year more than 3.5 million youngsters nationwide compete in the NFL Pepsi Punt, Pass & Kick program. PPK offers boys and girls the opportunity to compete separately 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:

Four age groups (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 broken down into Local and Sectional areas based on geographic location. The following defines each level of the competition:

- Local Competitions – These grassroots competitions will be held nationwide in August and September. The top scorer in each Local age group advances to the 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 five first-place winners in the boys' and girls' age groups among all Sectional winners will advance to the Team Championship for a total of 40 participants who will attend each Team Championship.
- Team Championships – All NFL cities will host a Team Championship in their stadium 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 first-place finishers in each Team Champion age group. These Team Champions will advance to the National Finals at an NFL playoff game in January. A total of 32 participants will attend the National Finals.

PRIZES:

All participants receive a certificate from the NFL, signed by Commissioner Paul Tagliabue. Prizes for age-group winners include ribbons, medals, plaques, trophies, and a trip for the competitor and two adults to the National Finals.

TITLE SPONSOR:

Pepsi



Sample Press Release

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

FOR IMMEDIATE RELEASE

_____ **To Host NFL Pepsi Punt, Pass & Kick Competition**

(local organization)

Young pro football fans will have the opportunity to exhibit their football skills when the

_____ host an NFL Pepsi Punt, Pass & Kick competition on _____

The competition is free and open to boys and girls ages 8-15. It will be held on _____ (date)

at _____ at _____ (time) (location) For competition

information, call _____

Entry forms also are available from

The NFL Pepsi 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 December 31 of the current year.

The top finishers from each of eight 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 five scorers from the pool of Sectional champions advance to the

_____ Team Championship, to be held at the vs. _____

_____ game at _____

Age-group champions at this level will be declared NFL Pepsi 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 an NFL playoff game in January.

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

The NFL Pepsi Punt, Pass & Kick competition is produced by NFL Properties LLC and sponsored by Pepsi.



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

FOR IMMEDIATE RELEASE:

AREA YOUTHS CAPTURE HONORS AT THE _____
(local organization)
NFL PEPSI PUNT, PASS & KICK COMPETITION

More than _____ participants took part in the NFL Pepsi Punt, Pass & Kick competition hosted by _____ on _____ at _____

These youngsters earned first-place honors in their respective age groups:

GIRLS	Name	Hometown	Total Score*
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 14-15	_____	_____	_____

* Cumulative total of one punt, one pass, and one kick.

These eight winners now will move on to a Sectional Competition, to be held _____ in _____ They could qualify for the Team Championship competition, to be held at _____, in conjunction with the _____ vs. _____ game.

The NFL Pepsi 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 former and current NFL players have competed in Punt, Pass & Kick, including record-setting quarterbacks Dan Marino and Drew Bledsoe.

The NFL Pepsi Punt, Pass & Kick competition is produced by NFL Properties LLC and sponsored by Pepsi.



Tips on Publicizing Local Competition on the Road

- 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 mail? Via FAX? Drop it by the station?
- Provide them with the following:
 - ___ News release announcing competition (see sample, page 14)
 - ___ Fact sheet (see page 13)
 - ___ Ready-to-read 15-second announcements (see sample, page 17)
 - ___ Information about your organization
- It will be helpful to provide the station with ready-to-read, 15-second announcements. These should include:
 - ___ The correct name of the program (NFL Pepsi Punt, Pass & Kick)
 - ___ The name of the organizing group
 - ___ Date, time, and location of competition
 - ___ Who is eligible (boys and girls 8-15)
 - ___ That it is a free program
 - ___ Number to call for more information
- The announcements you provide should use the following format:
 - ___ Double spaced
 - ___ ALL CAPS
 - ___ Provide pronunciation help for difficult names
 - ___ Keep it short: approximately 15 seconds when read aloud at a moderate pace.



Sample Radio Script

The YMCA of greater Buffalo and the Buffalo Bills will host a local competition for NFL Pepsi Punt, Pass & Kick on Saturday, September 13th, at 1 p.m. at Alexander Denbigh (den-bee) Park. The competition is open to boys and girls ages 8 to 15, and is free. For more information, call (215) 999-9999.

- Speak with the sports director. Tell him/her that there is an NFL Pepsi 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 Championship 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, if needed.

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 Pepsi Punt, Pass & Kick 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 Pepsi 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 Pepsi Punt, Pass & Kick. Keep it short and to the point. If they need additional information, they will ask you for it.



NFL Pepsi Punt, Pass & Kick Curriculum

On behalf of the NFL and Pepsi, welcome and thank you for your interest and participation in this program. The NFL has developed this program for physical education teachers and coaches to teach boys and girls teamwork and the fundamentals of punting, passing, and kicking a football. Regardless of a boy's or girl's ability, he or she will have fun while developing skills and developing an appreciation for the game of football.

The Curriculum is divided into three instructional classes, details of which follow. Each class opens with a general warm-up exercise, and then focuses on one of the three main skills.

We greatly appreciate your enthusiasm for this program.

CLASS I: Passing

There are two keys to getting good results while passing a football:

The Grip

The best way to demonstrate the proper grip is to have the students place their ring finger near one end of the laces. The thumb should be directly opposite the middle finger on the other side of the ball. Leave a space between the palm of the hand and the football. Emphasize a comfortable grip, rather than a textbook one.

Throwing Motion

The shoulder and hip opposite the throwing arm should point in the direction of the target. The ball should be released from the side of the head, with a complete follow-through across the body. As the throw is completed, the chest and head should be pointed right at the target.



Basic Stretching Rules:

- Muscles should be warmed up prior to stretching—try a slow jog for 3-5 minutes
- Stretch slowly and with control
- No bouncing up and down
- Stretch to tension, but there should be no pain
- The key is to relax: Breathing should be slow and rhythmic



NFL Pepsi Punt, Pass & Kick Curriculum (Continued)

PASSING DRILL: Progressive Quarterback

This drill helps refine and improve passing technique by concentrating on proper arm and hand movement.

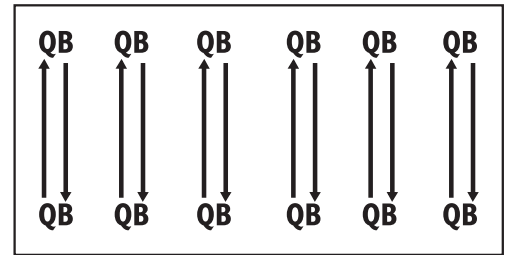
Development Goals

Perfect throwing motion while using only the throwing arm.

Teaching Points

Pair off boys and girls (QB) into two parallel lines. They should start on both knees, throwing to their partners five yards away. Show players how to follow through with their arm, so that their thumbs end up pointing down. Have each player begin with the football held above his or her waist. Demonstrate how to throw in a fluid motion with the ball released from the side of the head.

PROGRESSIVE QB



Grid = 30 x 20 yards

PASSING AND CATCHING DRILL: Around the World

This drill helps quarterbacks learn proper passing technique, especially how to set their bodies and square their shoulders to the target.

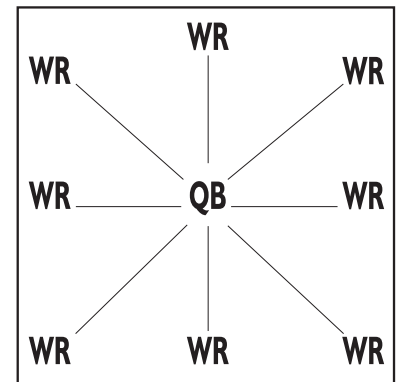
Development Goals

Quarterbacks will work on setting up feet and squaring of shoulders prior to passing. Receivers will work on catching ball with their hands and “looking the football” into their bodies.

Teaching Points

Arrange receivers (WR) in a circle about 10 yards from the quarterback, who is in the center. Assign each receiver a number. As you call out numbers, each receiver whose number is called will raise his or her hand. The quarterbacks should turn so that their feet and shoulders are square to each new target. Then they should make an accurate pass. After each boy and girl in the circle has made one catch, rotate to a new quarterback.

AROUND THE WORLD



Grid = 20 x 20 yards

Progressions

Move receivers five yards farther from the quarterback after each round of players has had a turn.



NFL Pepsi Punt, Pass & Kick Curriculum (Continued)

CLASS II: Punting

Although many boys and girls have the ability to hold a round ball and kick it high in the air, their first attempt to punt a football usually ends up with what we affectionately call a “shank,” meaning the football goes off to the right or to the left. This is natural because of the awkward shape of the ball, combined with the children’s instincts to punt as hard as they can, while neglecting accuracy.

Demonstrate the proper punting technique by showing how the punting foot hits the ball on the shoelaces, with toes pointed. Hold the ball flat with its laces pointing upward. Turn the nose down toward the punting foot at a 15-degree angle. Keep your eye directly on the football; try to watch the ball come off your foot even while following through with the kicking leg.

WARM-UP DRILL: Shake, Rattle, and Roll

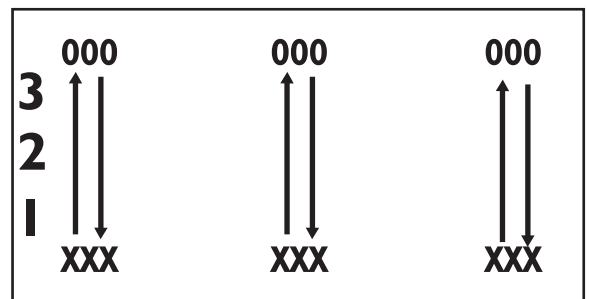
Development Goals

Boys and girls will practice proper falling technique and learn the agility it takes to get back in stride.

How to do it

Set up cones at 1, 2, and 3, as shown in the diagram. Form coed lines of boys and girls on opposite sides of the field area. The first boy or girl from each line on one side of the field should: 1) Run to the first cone; 2) Do a forward roll or rolls to the second cone; 3) Crab walk to the third cone; 4) Run to the end line and tag a teammate to continue the relay race.

SHAKE, RATTLE & ROLL



Grid = 30 x 20 yards



NFL Pepsi Punt, Pass & Kick Curriculum (Continued)

PUNTING DRILL: Punt Bowl

Development Goals

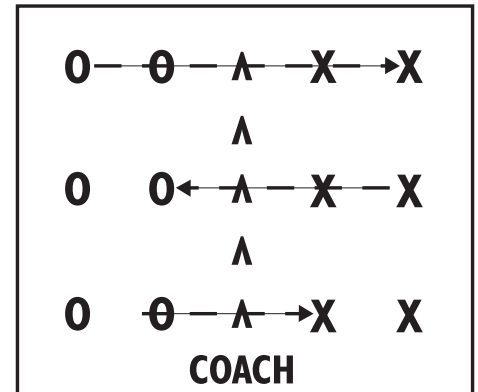
Punting accuracy in a restricted space.

How to do it

Set up cones that form a volleyball-like court area about 20 yards square. Divide boys and girls into two coed teams of

6-12 players. The football is punted from one team to other; the receiving team must catch it and punt it back within seven seconds. If the ball goes out of bounds, the punter is out of the game, and the receiving team gets one point. If the receiver drops the ball, the receiver must sit out, and the punting team gets one point. The last player remaining on a team or the first team to reach 15 points is declared the winner.

PUNT BOWL



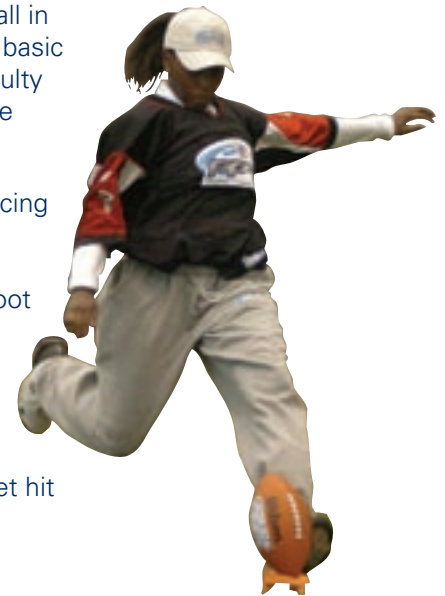
Grid = 20 x 20 yards

CLASS III: Kicking

Of the three Punt, Pass & Kick skills, kicking is the most natural technique for a child. Most boys and girls at an early age have kicked soccer balls or played kick ball in gym class and are familiar with the motion of kicking. They already have the basic understanding of how to approach a ball and kick it off the ground. The difficulty comes into play when the child has to kick a football off a tee; in addition, the football is comparably small in size.

Place the ball on the tee at a slight angle toward the kicker, with the laces facing out. Demonstrate how to kick off soccer-style by taking a three- or four-step running start, beginning at an angle to the ball, rather than directly behind it. Finish the run by placing the nonkicking foot right next to the football. This foot should be pointing toward the target.

Continue the kick by swinging the kicking leg across the body. As the kicking foot hits the ball, the toe should be pointed down, and the laces of the kicking shoe should contact the ball about one-quarter of the way up the ball. Remind boys and girls to keep their heads down and watch their feet hit the ball before following through.





NFL Pepsi Punt, Pass & Kick Curriculum (Continued)

WARM-UP DRILL: Jingle-Jangle

This is a good way to begin practice. After a short stretching period, this drill gets boys and girls loose and warmed up, while also helping them practice their agility and footwork.

Development Goals

Improve balance, footwork, and change of direction.

Teaching Points

Place cones at corners of a 15-yard square. Line up players (X) at one corner of square. Players then:

- (1) sprint to first cone,
- (2) side step to second cone,
- (3) back pedal to third cone,
- (4) sprint back to beginning of line.

Throw a football to each boy or girl as he or she finishes the drill. Repeat drill to other side after everyone has had a turn.

KICKING DRILL: Blast Off

Stretching before beginning intense activity is important. Your muscles need to be warmed up and flexible so that you can play hard and avoid injury. To illustrate the importance of stretching, take a piece of bubble gum or clay and try to bend the gum/clay without working it (it will probably snap). Then work the clay (in your hands) or the gum (by chewing) for 10-15 seconds and try to bend it again (should be much more flexible).

Development Goals

Work on kicking accuracy and distance.

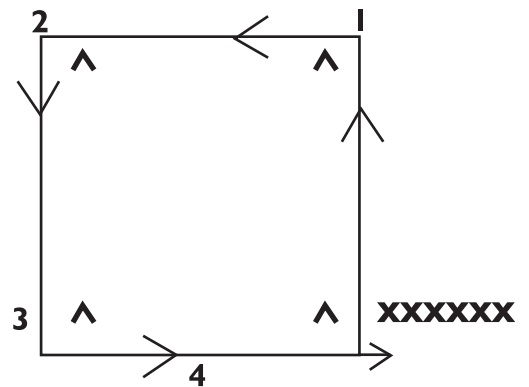
How to do it

Set up three lines of students spaced 20 yards apart. The first player should set up the ball and kick it to the middle player, who will retrieve the ball, set it up, and kick it to the third player. This third player will set the ball up and attempt to kick all the way back to the first player. After all three have kicked, rotate positions.

Other ideas

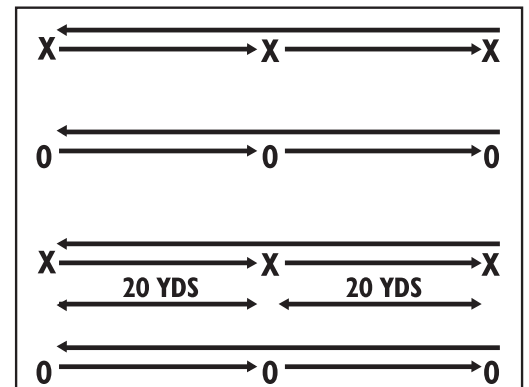
Substitute punting or passing, or move the students progressively farther apart.

JINGLE-JANGLE



Grid = 15 x 15 yards

BLAST OFF



Grid = 40 x 30 yards



Congratulations!

You have qualified for the NFL Pepsi Punt, Pass & Kick (team name) Sectional Competition. As a result of your first-place finish in the Local Competition, you will advance to the Sectional Competition listed below:

DATETIME _____

CONTACT _____

PHONE _____

LOCATION _____

ADDRESS _____

DIRECTIONS _____

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 certificate/baptismal record in order to compete.
3. All participants must bring this letter as proof of advancement.
4. No football shoes/cleats/turf shoes 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 Championship are the first-place winners in each age group. The first-place winners DO NOT automatically advance to the Team Championship. His/her scores must be compared to the other Sectional Champions in that NFL market in order to determine the top five (5) scorers in each age group who will compete at the Team Championship. All Sectional winners will be notified by a PPK representative as to their advancement.

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



NFL Pepsi Punt, Pass & Kick Results Form

City/Agency _____ Contact Person _____ Phone _____

Date of Competition _____ Weather Conditions _____ Number of Participants: BOYS _____ GIRLS _____ TOTAL _____

Level of Competition (circle one) LOCAL _____ SECTIONAL _____ NFL TEAM _____

Please print legibly! Make sure you verify ages AND send a copy of each winner's birth certificate AND waiver with this form!

Boys 8-9 Participants _____ Boys 10-11 Participants _____ Boys 12-13 Participants _____ Boys 14-15 Participants _____

Winner _____ Winner _____ Winner _____ Winner _____

Address _____ Address _____ Address _____ Address _____

City _____ State _____ Zip _____ City _____ State _____ Zip _____ City _____ State _____ Zip _____

Phone _____ Phone _____ Phone _____ Phone _____

Birthdate _____ Score _____ Birthdate _____ Score _____ Birthdate _____ Score _____ Birthdate _____ Score _____

Punt _____ Pass _____ Kick _____ Punt _____ Pass _____ Kick _____ Punt _____ Pass _____ Kick _____

Girls 8-9 Participants _____ Girls 10-11 Participants _____ Girls 12-13 Participants _____ Girls 14-15 Participants _____

Winner _____ Winner _____ Winner _____ Winner _____

Address _____ Address _____ Address _____ Address _____

City _____ State _____ Zip _____ City _____ State _____ Zip _____ City _____ State _____ Zip _____

Phone _____ Phone _____ Phone _____ Phone _____

Birthdate _____ Score _____ Birthdate _____ Score _____ Birthdate _____ Score _____ Birthdate _____ Score _____

Punt _____ Pass _____ Kick _____ Punt _____ Pass _____ Kick _____ Punt _____ Pass _____ Kick _____

LOCAL HOSTS: Please return this form to your Sectional Host immediately following your competition
SECTIONAL HOSTS: Please return this form to your State Chairperson immediately following your competition



Entry Form and Release of Liability

In return for being allowed to participate in the NFL Pepsi Punt, Pass & Kick competition, I release and agree not to sue the National Football League, its member professional football teams, NFL Properties LLC, NFL Ventures L.P., and their employees, subcontractors, sponsors, agents, and affiliates, PepsiCo, Inc, on behalf of its Pepsi-Cola Company ("Pepsi"), its bottlers and/or bottling groups, Frito-Lay, Inc. ("Frito"), and Tropicana Products, Inc. ("Tropicana") divisions and on behalf of such divisions' Canadian affiliates, Pepsi-Cola Canada Ltd. and The Hostess Frito-Lay Company 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 and caused by the ordinary negligence of the parties listed above, wherever, whenever, or however the same may occur. I understand and agree that those listed above are not responsible for any injury or property damage arising out of the Event, even if caused by their ordinary negligence. I understand that participation in the Event involves certain risks, including, but not limited to, serious injury and death. 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. I agree to participate in only ONE Local Competition this year. 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 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 New York, New York.

(Signature of Parent/Legal Guardian) _____ Date _____

Print Name _____

Family E-mail Address _____

I am the parent or legal guardian of the Event participant. I am of legal age and am freely signing this agreement on behalf of the Event participant. I have read this form and understand that by signing this form, I am giving up legal rights and remedies on behalf of me, the Event participant, and his/her family, estate, heirs, and/or assigns.

Name of Participant _____

Address _____

City _____ State _____ Zip _____

Phone Number _____ Birthdate _____

Area code _____ Number _____ Mo. ___ Day ___ Yr. _____

Age as of December 31 of current year _____

Competition Information: Date: _____ Time: _____

Contact Person/phone: _____

Address of Event: _____

Optional: Ethnic Background (circle one)? White Black or African American
Hispanic or Latino Asian Native American Other

Optional: In what other organized sports do you participate (please circle all that apply)?

Baseball Basketball Hockey Soccer Volleyball Other



Competition Rules

- Participants may register and compete in only ONE Local Competition.
- Participant's age is determined as of December 31 of the current year.
- NO football shoes, cleats, or turf shoes are allowed. NO bare feet.
- All equipment, other than shoes, needed for the competition will be provided by the hosting organization. Parents/participants may NOT utilize their own equipment. (2-inch rubber kicking tee and side-winding soccer-style tee will be provided by the NFL).
- Each participant will be allowed ONE punt, ONE pass, and ONE placekick as part of his/her competition.
- Scores are based on 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 70 ($100 - 30 = 70$).
- Scores will be based on exact feet and inches (no partial inches—round to the nearest inch). The lowest score is "0." No negative scores will be given.
- 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.
- If a participant goes over the line before releasing or making contact with the ball, he/she will be penalized five (5) feet. Exception: in kicking, a participant may go over the line without penalty provided the tee is placed on or behind the line.
- There is no violation if the kicking tee is kicked with the football.
- Scores will be determined from where a participant's punt/pass/kick first makes contact with the ground.
- If a participant tries to punt, pass, or kick and misses the ball completely, it does NOT count as an attempt and ONE additional attempt is allowed.
- If a tie exists for first, second, or third place at either the Local or Sectional, 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 will advance to the next round.

Advancement

- The top finisher in each of the boys and girls divisions from the four age brackets of each Local Competition will advance to the Sectional round. The top finisher is the participant who has the highest final score for that round. Contestants who qualify for the Sectionals MUST compete at the location to which they are assigned.
- You will receive notification from the Local Competition Host if your child is advancing to the Sectionals. ALL first-place finishers advance to the Sectional level.
- If you do not receive notification, please visit www.ppk-NFLyouthfootball.com to find your State Chairperson.