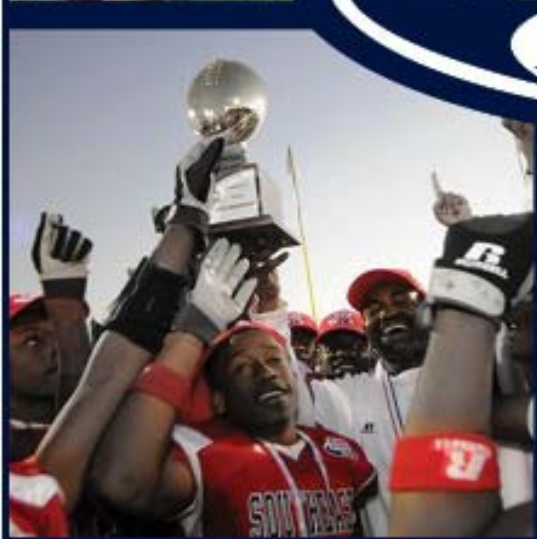


**POP
WARNER**
LITTLE SCHOLARS

**THE LARGEST AND OLDEST
YOUTH FOOTBALL AND SPIRIT
ORGANIZATION**



Program Scope – Pop Warner

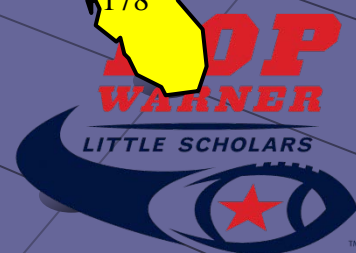
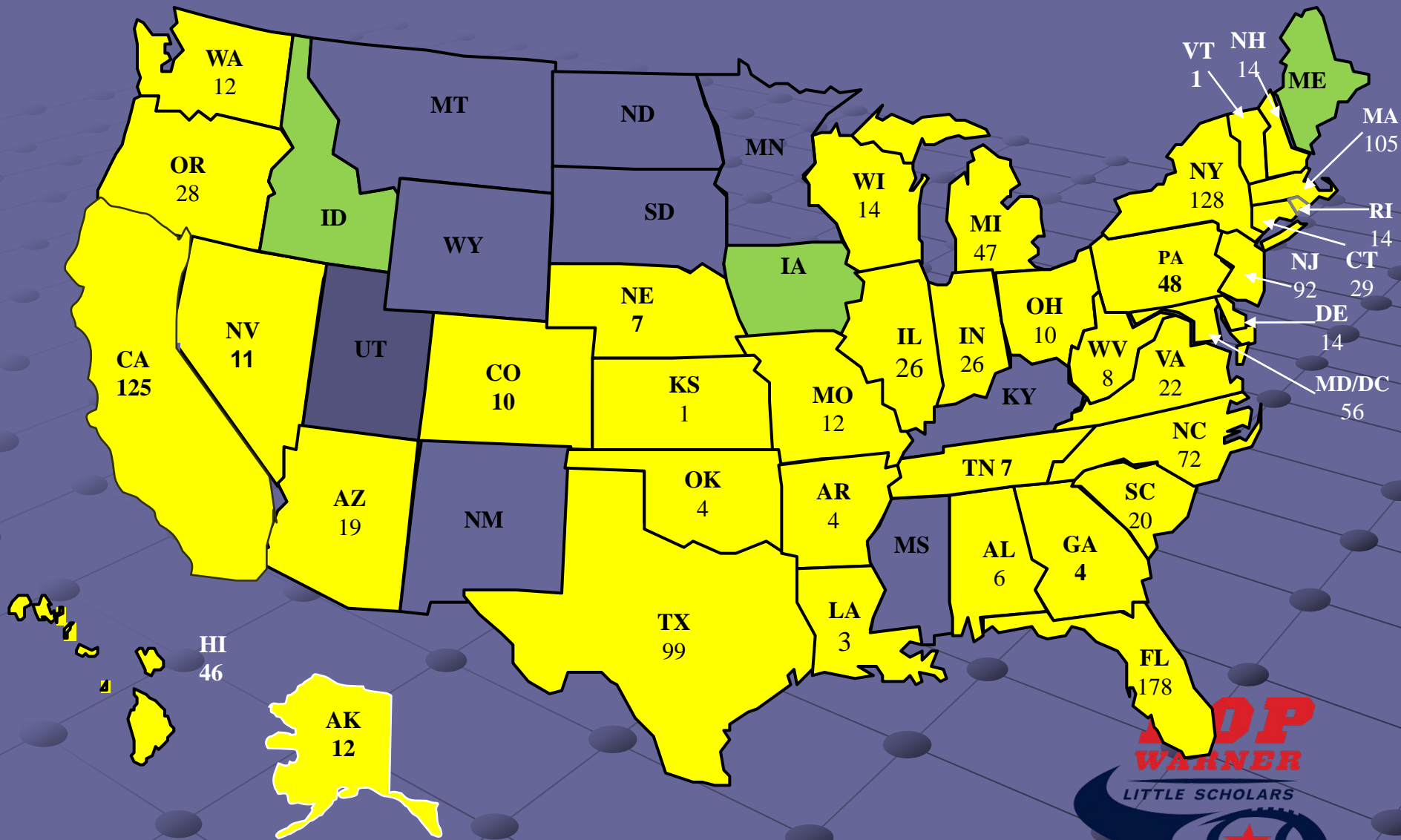
- Entering its 84th season in 2012, Pop Warner has over 400,000 participants from 41 states and 6 foreign countries*
- Pop Warner has 121 member leagues and 1334 member associations nationwide*
- The Pop Warner Find a League Page verifies contact information for all member leagues and associations in Pop Warner (www.popwarner.com/admin/leaguefinder.asp)
- New Jersey Find a League: (<http://www.popwarner.com/admin/newjersey.asp>)
- Pop Warner numbers have been reported to and verified by the NFL, NFLPA and USAFB.
- The NFLPA estimates approx. 70% of NFL players got their start in Pop Warner

* Note: Participation Data verified by League One roster software



2011 Pop Warner Associations by State

Note: States shaded in green have Pop Warner participants playing in leagues in adjoining states.



Program Scope Claims– AYF

- American Youth Football was founded in 1996 and claims to have “1 million youth football players” **1** comprising “23,000 teams in 50 states” **2**
- 1 million players / 23,000 teams = 43 players per team. The AYF “maximum number of participants allowed on a certified roster is 36”. **3** How do these numbers work?
- An “AYF/AYC Membership Map” **4** enables visitors to see all member AYF organizations. Each pin on the map indicates a city, state and zip code and all have the descriptor “AYF/AYC Member” (<http://www.americanyouthfootball.com/map.asp>)
- There are no ways to view any contact information (organization name, contact, phone #, e-mail, website) when you click on each red pin to verify that these organizations truly exist.
- For parents looking for a list of AYF organizations, “There is NO such list available, as AYF respects the privacy of [its] members.” Parents are encouraged to “use your favorite search engine and enter ‘AYF’...along with the name of your city...to find a local program” **5**

Note: Please refer to Footnote slides for reference links to the sources utilized to verify AYF information in this presentation. All information is current to the best of our knowledge as of December 18, 2011.



Social Media Comparison

Program	Facebook Followers	Twitter Followers
Pop Warner	11,820	1,786
AYF	4,670	946

*As of December 18, 2011

Question:

- If AYF claims to have 250% more members than Pop Warner, why does Pop Warner have significantly more followers on Facebook and Twitter?

Links to Social Media Pages:

- Pop Warner Facebook: <https://www.facebook.com/pages/Pop-Warner/119501891404578>
- AYF Facebook: <https://www.facebook.com/pages/American-Youth-Football/115517191828939>



Getting in Touch

Pop Warner

- Address:
586 Middletown Blvd.
Suite C-100
Langhorne, PA 19047

Hours: Mon – Fri., 9 AM – 5 PM EST
- Contact Phone: 215-752-2691
- Contact E-mails:
 - marketing@popwarner.com
 - recruiting@popwarner.com

AYF

- No AYF office address could be found via a search of the website
- No Contact Phone Numbers could be found for AYF via a search of the website
- Contact e-mails are the only means of communication found on AYF's "Contact Us" page ⁶



More Playing Time in Pop Warner

Number of Players	Pop Warner Mandatory Plays	AYF Mandatory Plays ⁷
16 - 25	10 plays	8 plays
26 - 30	8 plays	6 plays
31 – 35 (36 for AYF)	6 plays	4 plays

- NOTE: For purposes of comparison, Mandatory Play numbers reflect Pop Warner MPR rule for Jr. Pee Wee – Bantam.
- Pop Warner rules require more plays for Mitey Mite and Tiny Mite Players.
- A search of the AYF rulebook ⁷ does not indicate more plays for players in younger/instructional divisions.



Pop Warner Emphasizes Safety

- Pop Warner is at the forefront in youth sports regarding player safety – in 2010 Pop Warner amended its rules requiring concussed participants to have a qualified doctor's note prior to returning to play (<http://sports.espn.go.com/espn/news/story?id=5821127>)
- Pop Warner Concussion Rule:
<http://www.popwarner.com/admin/pdf/2010%20Concussion%20Rule%20Change.pdf>
- Responding to the increased scrutiny regarding player safety in youth football and cheer/dance, Pop Warner created the Medical Advisory Board in 2010. The Medical Advisory Board is composed of four doctors with expertise in neuroscience and sports safety.
<http://www.popwarner.com/articles/advisoryboard.asp>



Is Safety a Priority in AYF?

- AYF has not modified their rules regarding concussion safety; in fact, a search of the 2011 AYF rulebook yields no mention of the word “concussion”.
- A search of the AYF website yields no mention of a Medical Advisory Board



Pop Warner Scholar Program

- Pop Warner Little Scholars
 - Founded on the principles athletics and academics go hand in hand
 - ALWAYS had a mandatory scholastic aptitude requirement – the ONLY youth sports organization that has
- In 2011, Pop Warner recognized 9,700 participants nationwide for excellence in academics via the All-American Scholar Program.
- Every participant that qualifies as an All-American Scholar receives a certificate of achievement from Pop Warner and invitation to be recognized at the Annual Banquet.
- In 2011, Pop Warner gave out \$110,000 in scholarships to Senior Scholars at its 51st Annual National Scholar Banquet.
- Since 1993, Pop Warner has given away \$910,000 in scholarships; in 2012, Pop Warner will give away its one millionth dollar in college scholarships



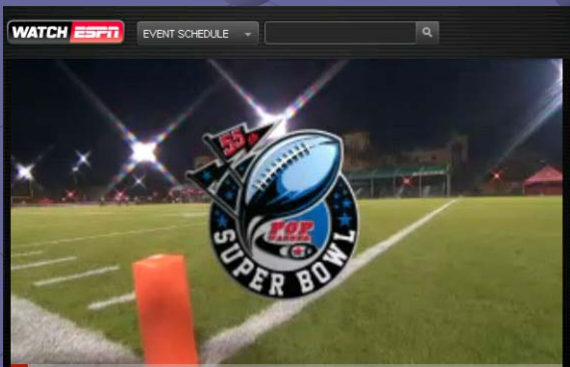
Scholastics and AYF

- In 2010, AYF recognized 239 scholar-athletes via the “All-American Football & Cheer Team 2010” ⁸
- In 2010, AYF gave out \$9,500 in scholarships to its athletes. ⁸
- AYF has no national scholar banquet to recognize the scholastic achievement of its participants.
- No definitive information could be found regarding how much AYF has given to its All-American Scholars in total



Pop Warner Super Bowl

- The only youth football organization airing live youth football championship games on ESPN3 and a televised ESPN Special by NFL Films.
- The 2011 Pop Warner Super Bowl featured 64 teams from 28 member leagues in 18 states.
- No wildcard slots available for teams that do not win Regional Championships – all teams earn their spots at Championships by winning on the field.
- No byes in Pop Warner brackets – each team is guaranteed 2 games with Championship teams playing 3 games
- A special “Bracket Reveal Show” produced by ESPN3 aired the Tuesday prior to the start of the Super Bowl indicating matchups, game times and field assignments.



Pop Warner Cheer & Dance Championships

- The 2011 Pop Warner National Cheer & Dance Championships featured 344 squads from 58 different leagues in 22 states
- 5 full days of cheerleading and dance (Jr. Pee Wee – Midget)
- 3 skill levels for competition – Novice, Intermediate and Advanced as well as new Small, Medium, Large squad categorization
- Live webcast aired for every day of the cheer/dance competition so parents and family who couldn't attend could watch from home.
- Parade of Champions and Award Ceremonies Following Each Morning and Afternoon Session Recognizing Competitors, Good Sportsmanship Nominees/Winners and Challenger Exhibitors



AYF Football Championships

- AYF Football Championships are held at Austin Tindal Park in Kissimmee, FL
- Unlike in Pop Warner, no live AYF Championship football games are broadcast online for viewing
- “Wild Card” teams can be slotted in the AYF brackets, “whenever an opening exists in Regional or National Tournament Brackets” 9
- This wild card system differs from Pop Warner as all Pop Warner teams in Regional and National Play must be league champions – there are no wildcard slots in Pop Warner for any team that simply wants to play in Championships
- The 2011 AYF Championship Brackets were posted on Saturday, December 3 – less than 24 hours before the first games!



AYF Brackets and Byes

- Byes existed in the following brackets ¹⁰

Division	Number of Teams	Number of Byes
DI – Jr. Midget	7	1
DI – Midget	7	1
DI – Cadet	7	1
DII – Cadet	7	1
DII – Jr. Pee Wee	7	1
DII – Pee Wee	6	2
DII – Jr. Midget	5	3
5 th Grade	6	2
6 th Grade	6	2
7 th Grade	7	1
8 th Gr. All Stars “A”	6	2
8 th Gr. All Stars “B”	5	3



AYF Football Championships - Continued

- Of the 18 Divisions (Brackets) in the 2011 AYF Championships, 12 divisions (66%) had at least 1 bye!
- No guidelines exist for how teams were slotted in the brackets as some teams had to win 2 games to reach the finals while others only had to win 1 game to reach the finals – Is this fair for all teams?
- There was no Division 2 Midget Bracket in 2011 – in fact, the D2 NJAYF Midget Matawan Huskies ¹¹ were slotted in the D1 AYF Midget Brackets for Championship Play!



AYF Cheer & Dance Championships

- One day of cheer championships held at Silver Spurs Arena featuring only 135 squads
- Squad Breakdowns ¹²
 - 6 step, 8 dance, 121 cheer – Total of 135
 - 209 less squads than those that competed at Pop Warner Nationals
- 2011 AYC results ¹³
 - Out of 45 total, New Jersey Shore AYF Placed Top 3 a total of 29 times (64% of Top 3)
 - New Jersey Shore AYF won 13 of 15 total divisions (87% of competition won by NJ Shore AYF)



Is AYF Actually Growing?

- In March 2011, several leagues left AYF to form a new league, United Youth Football, “UYF” (www.unitedyfl.com)

- Areas that left AYF:

- Chicagoland Youth Football (<http://www.chicagolanduyf.com/>)
- Big Apple Youth Football (New York City)
- Buffalo, NY
- Virginia Beach, VA
- Mountain Valley Conference – Northern California (<http://www.leaguelineup.com/welcome.asp?url=mvl>)



AYF Informational Footnotes

Slide 4: Program Scope - AYF

1. *This Weekend A Record Breaking 1 Million Youth Football Players Will Take the Field.* 1 Sept. 2011.

<http://www.americanyouthfootball.com/newsarchive.asp#1million>

2. Cited on the AYF Homepage: <http://www.americanyouthfootball.com/>

3. 2011 AYF Rulebook: Section 13 – Rosters (p. 18-19)

4. AYF/AYC Membership Map:

<http://www.americanyouthfootball.com/map.asp>

5. FAQs – Locating AYF Organizations:

<http://www.americanyouthfootball.com/faqs.asp>



AYF Informational Footnotes

Slide 6: Getting in Touch

6. AYF Staff Page: http://www.americanyouthfootball.com/ayf_staff.asp

Slide 7: More Playing Time in Pop Warner

7. 2011 AYF Rulebook: Section 14 – Mandatory Play Rules (p. 19-20)

Slide 11: Scholastics and AYF

8. 2010 All-American Football & Cheer Team -

<http://www.americanyouthfootball.com/allamerican.asp>

Slide 14: AYF Football Championships

9. 2011 AYF Rulebook: Section 24 – Wild Card Eligibility (p. 29)

Slide 15: AYF Brackets and Byes

10. AYF Brackets

http://www.ayfchampionships.com/score_brackets.asp



AYF Informational Footnotes

Slide 16: AYF Football Championships – Continued

11. AYF D2 Rankings: <http://americanyouthfootball.tumblr.com/d2rankings>

Slide 17: AYF Cheer & Dance Championships

12. Order of Performance:

http://www.ayfchampionships.com/scores/AYCfinalorder2_1.pdf

13. AYC Results:

<http://www.ayfchampionships.com/scores/cheer/ayc2011finaltop3.htm>



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