

LOCAL HOST RESPONSIBILITIES

Prior to Local Competition

1. Publicize and promote local competition by distributing:
 - Newspaper advertisements
 - PSAs
 - Press releases

*PP&K USA, Inc. will provide a press release that can be customized for your competition
2. Locate and inventory all necessary materials:
 - Items provided in the local kit – a kicking tee, two footballs (one peewee and one junior), ribbons (first, second and third place) for each group and event.
 - Items provided by PPKUSA – Official PPKUSA Rules, Customized Participation Certificate, Official PPKUSA Scoresheets, Check-In Sheets and Results Sheets.
 - Additional items needed – calculator, pens, pencils, clipboards, measuring tapes (at least 80-yards long) and towels.
3. Confirm all volunteers
4. Contact your www.ppkusa.com to confirm where your qualifiers advance to.
5. Make copies of score sheets as needed for your competition from what PPKUSA sends you.

Day of Local Competition

1. Volunteers arrive at least 45 minutes before the competition starts,
2. Set up registration area – tables and chairs, check-in forms, clipboards, pens/pencils, and rules.
3. Set up lines for competition. 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.

LOCAL HOST RESPONSIBILITIES (continued)

Kids/Parents Arrival

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

After The Competition

1. Once the scores have been tabulated, make sure they are checked by two or more volunteers.
2. Awards (ribbons) are presented for each skill by age group from third to first announcing their scores and finally for overall results again by age group.
3. Once the top two finishers are determined for each skill and each group (there can be a maximum of 100 advancers ONLY), each should be informed they will receive notification from PPKUSA regarding their next level competition.

Within 24 Hours of Competition

1. Submit advancers name and results and total numbers of participants to PP&K USA, Inc.
2. Make a copy of the qualifier's information to keep for yourself and email ALL qualifier information and scores/results to PPKUSA.
3. We are looking to capture the total number of participants at each local event.
4. **DO NOT DISPOSE OF ANY FORMS!** Your competition will not be considered official if you do not submit your results prior to the next level of competition.

PUBLIC RELATIONS OVERVIEW

Local PP&K 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 PP&K USA, Inc.
2. Coordinate/arrange for public address announcements to be made at local schools' athletic events, PTO/PTA and any applicable local events.

Media Materials

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

Included are:

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

WHOM TO TARGET

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

TV Stations

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

Daily Newspapers

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

Ask the following if they display promotional flyers:

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

Radio Stations

- Sports Departments
- 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

PROGRAM FACT SHEET

WHAT:

For more than 50 years, more than 200,000 children nationwide competed in the NFL PP&K program. Now that the NFL is no longer sponsoring this, PP&K USA, Inc. has taken it over to now offers boys and girls the opportunity to compete individually against their peers in punting, passing and kicking contests (based on distant and accuracy) in local, Regional and a National Championship.

ELIGIBILITY:

Five age groups (6-7, 8-9, 10-11, 12-13, 14-15) are eligible to compete in separate boys' and girls' divisions. Participants must register online through the www.ppkusa.com website. A valid birth certificate and parental approval are required, but no registration fee or purchase is required to enter.

FORMAT:

The Punt, Pass and Kick USA, Inc. program is divided into local and regional areas based on geographic location. The following defines each level of the competition:

- Local competitions - These grassroots competitions are held nationwide in August, September and October. The top two scorers in each local age-group from both individual skills and overall totals advance to a Regional competition.
- Regional Competitions - Conducted in October, November or December. The first place finisher in each age group qualifies to advance to the National Championships.
- National Championships – The National Championships will be held in January 2023 at a location to be determined. Boys' and Girls' National champions will be crowned in each age group.

PRIZES:

All participants will receive a certificate from the PP&K USA, Inc. Prizes for winners include ribbons, medals and trophies.

PRESS RELEASE

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

FOR IMMEDIATE RELEASE

_____ to host Punt, Pass & Kick USA, Inc. competition.

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

_____ hosts a Punt, Pass & Kick USA, Inc. competition on _____

at _____. The competition is free and open to boys and girls ages 6 – 15.

For competition information call _____

Registration is available online at www.PPKUSA.com.

The Punt, Pass & Kick USA, Inc. 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 at 11:59pm local time for the current year.

The top two overall finishers as well as the top two individual skill finishers from each of the ten (10) age groups at the local competition will qualify to advance to a Regional competition, if one is held. The first place finishers for each age group at the Regional competition will qualify to advance to the National Championships, to be held in January 2023, if no Regional competition is held then all qualifiers from the Locals advance to the National Finals.

About Punt, Pass & Kick USA, Inc.

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

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

The National Punt, Pass and Kick USA, Inc. competition is administered by Punt, Pass and Kick USA, Inc. This local Punt, Pass & Kick (Local PP&K) competition is officially licensed by Punt, Pass and Kick USA, Inc. but none of the sponsors, affiliates, volunteers or entities operating the Local PP&K will have any liability or responsibility from any claims arising in connection with participation in the Local PP&K. All PP&K USA, Inc. related logos and marks, including without limitation, the Punt, Pass and Kick USA, Inc. logo are trademarks of Punt, Pass and Kick USA, Inc.

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

**FOR IMMEDIATE RELEASE:
AREA YOUTHS CAPTURE HONORS AT THE _____
PUNT, PASS & KICK USA, INC. COMPETITION**

More than _____ participants took part in the Punt, Pass & Kick USA, Inc. Competitions hosted by _____ on _____ at _____

The youngsters on the attached sheets have qualified to advance to a next level competition by finishing first or second in an individual skill event and/or overall in their respective age groups:

These qualifiers will have the opportunity to advance to the National Championship competition, to be held in January 2023 at a site TBD.

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LOCAL RADIO TIPS

- Include the name of any local Football team sponsor in all press announcements.
- Call the radio station one month in advance of the competition and speak with the program director or person in charge of public-service announcements (PSAs)
- Inform the PSA director that you have an upcoming free event for young people organized by the civic or nonprofit group that you would like to have publicized on the air.
- Ask them to run an announcement “in rotation” between the time you call and the day of the event.
- Ask them how they would like to receive the information. Via e-mail? Via fax? Drop it by the station?

- Provide them the following:
 1. Press release announcing competition
 2. Program Fact sheet
 3. Sample Radio Script
 4. Information about your organization

- It will be helpful to provide the station with ready-to-read 15-second announcements. These should include:
 1. The correct name of the program. (Punt, Pass and Kick USA, Inc.)
 2. The name of the organizing group.
 3. Date, time and location of competition.
 4. Who is eligible (boys and girls 6 – 15)
 5. That it is a free program.
 6. Number to call for more information.

- The announcements you provide should use the following format:
 1. Double spaced.
 2. Provide pronunciation help for difficult names.
 3. Keep it short: approximately 15 seconds when read aloud at a moderate pace.

Sample Radio Script

The YMCA of Greater New Orleans will sponsor a local competition for PP&K USA, Inc. on Saturday, September 12th at 1pm at Alexander Denbigh (den-bee) Park. The information is open to boys and girls ages 6 to 15 and is free for anyone who wants to participate. For more information, call (504) 999-9999.

- Speak with the sports director. Tell him/her that there is a Punt, Pass & Kick USA, Inc. 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.
- Make sure you provide the PSA director and sports director with your phone number(s) so they can contact you for additional information.

Some Additional Advice:

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

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

Radio Do's And Don'ts:

DO use local host identification in all PP&K USA, Inc. 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 Punt, Pass & Kick USA, Inc. 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 PP&K USA, Inc. Keep it short and to the point. If they need additional information, they will ask you for it.