

alzheimer's  association®

ABOUT

BLONDES VS. BRUNETTES

Blondes vs. Brunettes® was created in the fall of 2005 by a group of young professional women in Washington, D.C. The founders had a personal connection to Alzheimer's disease and designed the event to raise interest among their peers while also raising funds for the Alzheimer's Association.

Since its inception, BvB has raised more than \$3 million and brought thousands of new supporters to the cause. Blondes vs. Brunettes is a volunteer-driven active event for women that brings the passion and spirit of young community leaders together to support the Alzheimer's Association. event concept is organized around a flag football game in which two teams are divided based on the age-old rivalry between blondes and brunettes.

The funds raised through BvB benefit the care, support and research efforts of the Alzheimer's Association. We strive to:

- Help families across the country by continuing to provide and enhance programs focusing on education and support
- Advance critical research studies into methods of treatment, prevention and ultimately a cure
- Speak up for the needs and rights of those facing Alzheimer's through our public policy initiatives

We are so excited to be putting on our inaugural Blondes vs Brunettes game in Lubbock! We are excited to partner with energizing young professionals and moving the mission of the Alzheimer's Association forward.

Sincerely,

Vanessa Baker
Chair, BvB Lubbock

Alzheimer's Association
3610 22nd St. Ste. 300
Lubbock, Texas 79410
(806) 300-3036
sramos@alz.org
www.alz.org
www.act.alz.org/lubbock



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PLEDGE COMMITMENT

The 2014 Lubbock Blondes vs Brunettes Powder Puff Football Game is a fund-raising event supporting the programs, services and research activities of the Alzheimer's Association. In an effort to meet our fundraising goal, we ask that each 2014 Blondes vs. Brunettes participant commit to raise a minimum of **\$200** for the Alzheimer's Association.

I understand that by agreeing to participate in the 2014 BvB Lubbock Powder Puff Football Game, I am committing to raise the **\$200** minimum required funds on or before **June 14, 2014**. I also understand that if I decided I am unable to meet my donation requirement, I will be given the opportunity to opt out of my commitment on or before **June 1, 2014**.

Player Fundraising:

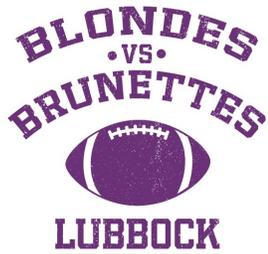
There is not a registration fee but each player must raise a minimum of \$200 to make the roster. The TOP fundraisers will be recognized at the after party. Tickets to the game are \$10 and players are encouraged to sell tickets to raise their \$200. Spectators can go online and click the DONATE button and put in your name and donate by your name but you will be responsible for getting them their ticket. Once you are issued tickets you will need to turn in donations in person or online and you will be responsible for those tickets either in a donation or returning them if they were unsold.

Participants can also buy tickets at the gate on game day, however, to qualify for the roster all players will need to have their \$200 raised by June 14, 2014.

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Signature	Date

Register online
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2014

IMPORTANT DATES

Thank you so much for being a part of the inaugural Blondes vs Brunettes Lubbock! Here is a list of our important dates and events:

NOW

Register online at www.act.alz.org/lubbock

April 1st - 5:30 pm

Draft Party Celebration at Buffalo Wild Wings (19th/Milwaukee)

A social event to meet your teammates, mingle, grab a bit to eat and have fun! Family and friends are welcome. Chamber of Commerce will do a Ribbon Cutting for us!

May 31st

Blondes vs. Brunettes Scrimmage at practice

With Fundraising night at directly following. Location TBA

June 1st

Opt Out Date Per Pledge Commitment

Player game day shirts will be ordered on the June 1st and will be issued as each participant reaches their fundraising goal of \$250

June 14th

All Donations must be in for each player to make the Roster. Contact your team captain for information or if you have any questions.

June 21st - 5:00 pm Kickoff

GAME DAY at THE JONES AT&T STADIUM

June 21st - 7 to 10 pm

Tailgate TBA

If you have any questions about any of the events, please contact Shannon at sramos@alz.org

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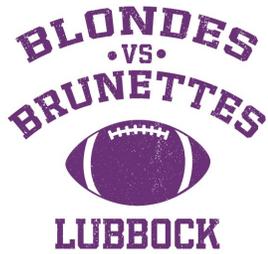
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PRACTICE SCHEDULE

Thank you for being a part of the inaugural Blondes vs Brunettes Lubbock flag football game! Practices are at _____ Players and coaches need to plan on attending at least five of the sessions to play on game day.

TBA

If you have any questions or concerns about the practice schedule please contact: Shannon at sramos@alz.org or (806) 300-3036

Blonde Head Coach

Jennifer Galindo jgalindo@directhc.com

Brunette Head Coach

Tonya Moseley tmoseley@grundfos.com

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GAME RULES

OVERVIEW

- 8 Players per side.
- The field is 60 yards, plus end zones, by 40 yards wide (midfield is the 30-yd line).
- 1 designated blocker (center). Everyone else may catch.
- First downs by crossing the 15-30-15.
- All coaches and players must be between the 15-yd lines.

KICKOFF

- 1 Kickoff is thrown only.
- 2 Kickoffs are from the 20-yd line, unless there is a penalty.
- 3 No on-sides kicks.
- 4 The receiving team always gains possession. Receiving team must have 4 players on the 20-yd line.
- 5 The kickoff can be returned. The ball is dead once it hits the ground, the returner's flag is pulled or the ball is caught and the receiver takes a knee.
- 6 The ball must be thrown forward 10 yards, unless the receiving team touches it before that point. If the ball does not go 10 yards it is placed on the kicking team's 20-yd line.
- 7 Off sides penalties on the kickoff - receiving team has the option of taking ball on the 30-yd line or the result of the play.
- 8 Out of bounds throws will be placed at the 30-yd line or where the ball went out of bounds.

PUNTING (Throwing)

- 1 All punts are declared. Once declared, it costs a timeout to change this choice. IT IS A FREE THROW – There are no fake punts.
- 2 Defense must have 4 players on the line. No one may move until the ball is thrown. Penalty for Illegal Procedure: 5 yards.

EXTRA POINTS

- 1 Extra point option: 2 points of run/pass from the 10-yd line or 1 point if run/pass from the 3-yd line.
- 2 The captain must tell the official which extra point option is desired. Once declared, it costs a timeout to change this choice. You may not change the choice after a penalty.

CLOCK RULES

- 1 Game consists of four 15-minute quarters with a stopped clock only after scores, at the 2 minute mark of each half and between plays during the last two minutes of the half.
- 2 Officials will attempt to keep the game moving and warn teams if they are moving too slow.
- 3 Teams are allowed three timeouts in each half.
- 4 Half time is 15 minutes.

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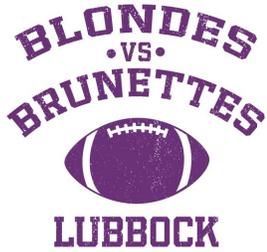
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GAME RULES *CONTINUED....*



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CLOCK RULES -- IN THE LAST TWO MINUTES

- 1 Clock will stop between each play during the last two minutes of the half.
- 2 After a first down, the clock starts on the set of the ball.

TIE GAMES

- 1 Tie games are decided by the shoot-out method. Each team is given the ball an equal number of times. Each team gets 4 downs from the 10-yard line. Defense may return the ball for a touchdown. Extra points are attempted.
- 2 Teams are allowed one timeout each in each overtime.

GUARDING THE FLAG BELT

- 1 Runner shall not flag guard by using their hands, arms, or the ball to deny the opportunity for an opponent to pull the flag belt. Penalty: 10 yards from the spot of the infraction and loss of the down.
- 2 Flag guarding includes:
 - A. Swinging the hand or arm over the flag belt to prevent an opponent from de-flagging.
 - B. Placing the ball in possession over the flag belt to prevent an opponent from de-flagging.
 - C. Lowering the shoulders in such a manner that the defender is shielded
 - D. Holding the flag belt with the off hand.

PENALTIES

- 1 5-yard penalties include motion, offside and encroachment.
- 2 10-yard penalties include most of the other infractions such as flag guarding, illegal block, illegal contact, roughing the passer, defensive holding. Note: all defensive fouls include an automatic first down.
- 3 15-yard penalties are for unsportsmanlike conduct

SPECIAL RULES

- 1 OFFENSIVE PLAYERS MUST KEEP THEIR SHIRTS TUCKED IN THEIR PANTS OR HAVE THE FLAGS OUTSIDE OF THE SHIRT. OFFICIAL WILL PROVIDE VERBAL WARNINGS.
- 2 Offense must have at least 4 players on the line of scrimmage. Only blatant and repeated (2x per team per quarter) illegal formations will be penalized no more than 5 yards.
- 3 The ball is dead when it hits the ground.
- 4 Receivers must have two feet in bounds.
- 5 Ball spot is determined by where the hips are when player is de-flagged (hips are not the ball).
- 6 Failure to have flag belt legally attached prior to the snap is a verbal warning.
- 7 Inverted flags are an unsportsmanlike foul. Official will provide verbal warnings, but repeated (2x per team per quarter) offenses will be penalized no more than 5 yards.
- 8 No metal cleats and no earing or jewelry on the field.
- 9 The Alzheimer's Association will supply each team with flag belts.
- 10 The Alzheimer's Association will supply all game footballs.
- 11 Soft arm pads, hand/wrist pads and kneepads may be worn. No hard plastic pads allowed.

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SPECIAL RULES *CONTINUED.....*



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- 12 Baseball, football or golf gloves may be worn.
- 13 No caps with extended bills.
- 14 QB must be behind the snapper.
- 15 Center must side -snap ball.
- 16 Offensive players may shield opposing players by standing in front of them with arms either at sides or at chest.
- 17 Offensive players may not initiate contact, may not launch themselves into defender, may not use hands to push forward, and may not attempt to move forward while engaged in a block.
- 18 Offensive players may hold their own ground and move sideways while engaged to attempt to impede defender's progress.
- 19 No slapping at the ball when it is in the ball carrier's hands. Penalty is Unsportsmanlike Conduct: 15 yards and first down or penalty can be tacked on to the play.
- 20 Rusher may NOT rush immediately, The official will control the rushing time either with a verbal or hand signal.
- 21 Standard pass interference rules apply.
- 22 Do not make contact with the passer above the waist under ANY circumstance. If you hit the ball and the QB, you will be penalized. Go for the flag. Penalty Roughing: 10 yards and first down or penalty can be tacked on to the end of the play.
- 23 There is no tackling. Penalty: 10 yards to the end of the play.
- 24 No defensive holding. This may be a judgment call. If the defender grabs the offensive player to impede his progress (such as wrapping the arms around the player), they will be penalized. If the defender is making a legitimate effort to pull the flag, they will not be penalized. Penalty: 10 yards & first down.
- 25 No pushing ball carrier out of bounds. Penalty is Roughing: 10 yards & first down or tacked onto the end of the play.
- 26 If player inadvertently loses the flag belt, one hand touch prevails.
- 27 Defense can score on the extra point attempt, 2 points.
- 28 Defense may dive for the flag.

MOST IMPORTANT RULES!

You are all beautiful young ladies volunteering your time, energy and money for a fun and amazing philanthropy event to raise money for an important cause that is close to everyone of us.

- Have Fun!
- Don't take any of it too seriously !
- Demonstrate great sportsmanship!
 - HAVE FUN!

THANK YOU!

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