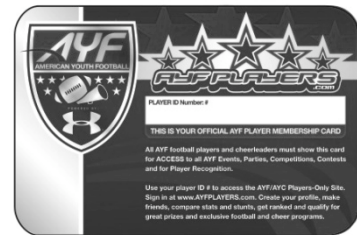


## Program Information:

# The AYF Player Membership Card & AYFplayers.com

## For AYF Administrators



Dear AYF Administrator,

We are AYF - and now our kids can prove it!

The enclosed Player Membership cards are a new initiative to bring more benefits to AYF/AYC athletes and to provide added advantages to the participants of your organization. Whether you are a local/independent or national/tournament member, all participants are eligible to receive the benefits of the membership card.

- The cards are proof of participation in AYF and will give the kids access to AYF/AYC events like regional and national tournaments or special partner events by UCA, Under Armour, NCAA or the NFL.
- Access to AYFplayers.com: An online social community only accessible to AYF athletes. It is a safe place to 'friend' other players from across the U.S, compare stats, share cheers, and more. Simply signing into AYFplayers.com will provide eligibility for individual recognition programs and online contests which players can win everything from t-shirts and uniforms to scholastic and athletic scholarships, and roster spots on AYF and AYC National All-Star teams.
- Special Offers from AYF/AYC Partners and Sponsors (current offers are from Modell's or Eastbay)

**NOT A CERTIFIED ID PROGRAM:** These cards do not replace any ID card programs that you have on a local/league/conference level. They are simply a membership benefits card for each AYF and AYC athlete nationwide.

**VALID:** Membership Cards do not expire, however some benefits may. Cards are valid for both participants and alumni. If a player drops out or graduates from the program, their cards will NOT need to be returned, being a member at one time of AYF is enough to provide your participants with the long-term benefits of the card.

**A FREE PROGRAM:** The cards are free and will remain free. Replacements will also be free. This program will never require any cost by your organization or your parents.

**REPLACEMENT CARDS:** Since cards do not expire, this mailing will not happen every year. Your organization may request replacement cards annually for new players and new teams. AYF will only accept replacement orders from your league (not from individual participants). If you have extra cards from one team set and are short for another team, no problem! Any card can be assigned to any player in your organization, (team packages are not coded nor are they specific for football or cheer), so feel free to distribute the cards to any team or player as needed. If you are short cards, email us at [ebay@americanyouthfootball.com](mailto:ebay@americanyouthfootball.com). Provide us with your Organizations Name (as registered with AYF), your League Contact person (as registered with AYF) and the number of extra cards that you require. Your request will be mailed at the earliest convenience. Note: You will only be emailed back if there is an issue retrieving your organizations information.

**LOCAL USE:** The membership card can also be useful to your organization! Use the cards to grant player's access to local events, games, pep rally's, etc. Also, use the card to help with your sponsorship opportunities; for example, "every player who shows their AYF Membership Card gets 10% off at (league sponsor) Johnny's Pizza!"

**EVENTS:** When special events from AYF partners/sponsors come to your area, AYF will advise you via email and your players will be granted free access/or special perks by showing their membership card. At AYF/AYC events, cards will identify and grant players free and priority access.

**ADMINISTRATOR RESPONSIBILITY:** This program requires no activation. Your only obligation is to distribute the cards to all of the players on your teams and request new cards as needed. The enclosed informational flyers are for your support in educating your members about the program.

**DISTRIBUTION is IMPERATIVE:** PLEASE give the cards to the KIDS, DO NOT hold onto them. In order for your player to be eligible to receive benefits, including: awards, prizes and scholarships, the players must sign into AYFplayers.com using his/her ID number. We understand that cards will be lost. Players without cards may risk certain eligibility and may forgo certain opportunities, but there will be no impact on the organization as a whole (whether it is a conference, league or team). In addition, as long as a majority of players have their membership cards, no one will be excluded from any AYF/AYC event.

If you have any questions, contact [Ebray@americanyouthfootball.com](mailto:Ebray@americanyouthfootball.com)

**Good luck for a successful 2010 Season!**

*The American Youth Football and Cheer National Office*