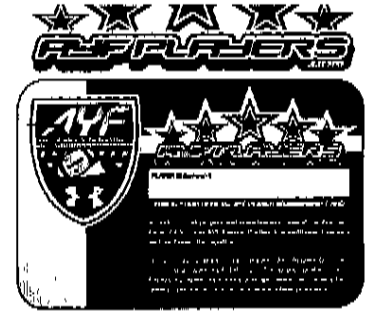


Program Information:

The AYF Player Membership Card & AYFplayers.com

For PARENTS & GUARDIANS



Greetings AYF/AYC Guardians,

American Youth Football (AYF), is a national 501 c3, non-profit organization with a mission to support youth football & cheer communities nationwide and 'Give Back'. Your child is currently a member of AYF by virtue of their participation in your local youth football or cheer organization, which is a member of AYF. There are currently 600,000 youth ages 5-16, participating in AYF leagues in all 50 states.

To ensure that your child benefits from their membership in American Youth Football, AYF has developed The Player Membership Card and AYFPlayers.com, which will provide you with special offers and allow AYF a direct way to provide your young athlete with gifts, prizes, and scholarship opportunities. Our goal is to carry over the great lessons learned on the field to the web and reward positive behavior, team spirit, scholastic achievement, and athletic progress all while keeping the kids safe in a private, secure and wholesome online community with like-minded youth from across the US.

There are a number of benefits and uses for the membership cards. The card will provide access to special events (local, regional and national events) and access to join www.ayfplayers.com. Simply signing into AYFplayers.com will provide eligibility for individual recognition programs and online contests where 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.

Cardholders will receive special offers from AYF Partners! Players in 39 states will receive a special offer from EASTBAY, a leading world supplier of athletic football, apparel and sports equipment. All purchases of over \$50 will receive FREE Shipping. Cardholders simply go to www.SHOPAYF.com, shop and then during checkout enter the promotion code found on the back of the membership card.

Additional cardholder benefits will be announced throughout the year. To receive news of these programs as they become available, please subscribe to the free AYF E-Newsletter, *The Huddle* (find the link on the left side of the home page at americanyouthfootball.com).

No action is required on your part aside from allowing your child to sign in to ayfplayers.com. This card does not need to be activated, there are no associated costs, and everything on ayfplayers.com is free. No personal information is required; contact information should be entered only if you wish to receive the prizes/awards that your child may win on the site. Personal information will not be accessible by site users. All optional personal information (including mailing address) will remain in AYF's private database. The site is wholly owned and operated by AYF and our Member Privacy Policy maintains that member information is kept in the strictest confidence, no information is ever shared with a third party. For more information on the sites privacy policy visit ayfplayers.com.

AYFPLAYERS.com is a private, password protected, social networking site; the site can *only* be accessed by AYF and AYC players (ages 5-16) who have received a unique player ID number, which can be found on the front of the membership card. The only other way to receive a player ID number is if a valid email address is added as part of a team roster, in this case, an ID number will be emailed within 24 hours of the rosters submission.

The unique ID number will allow only one player to join ayfplayers.com. Athletes will be prompted to select a username and password, which will allow them to sign in to the site going forward. A lost card will NOT grant access to the site. No adults will be allowed on the site so to protect our youth from online predators. If any parent or coach has concerns as to a particular user, AYF will provide up to the minute screen-shots of player profiles and recent activity. The site is enabled with strict language and conversational controls, and all uploaded photos and videos will be censored by AYF prior to posting.

In the case of a lost card, please ask a league administrator for a replacement. For more information, please visit americanyouthfootball.com/player_cards.asp.

Good luck for a successful 2010 Season!
 The American Youth Football and Cheer National Office

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Cardholders will receive special offers from AYF Partners! For players in states with Modell's Sporting Goods Stores, cards will arrive with barcode stickers, which will need to be affixed to the cards. Showing a card at the Modell's checkout will get you 10% off purchases throughout the year and during *MO's TEAM WEEKS*, you will get 15% off purchases with 5% going back to your league or conference to fund league programs. *Exclusions apply.*

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