



## Welcome Blondes!

**My name is Shawna Sorenson and I am honored to return as your Team Captain in 2011.**

The Blondes have dominated the Brunettes the past 2 years and we fully intend to continue our supremacy! I am so excited to welcome our Blonde Team Spirit Crew which is new this year! You will be vital to ensuring that our morale is high and our camaraderie is off the charts. Please feel free to come to me with ANY questions and/or concerns (or just to chat!) as I will be your main contact for this entire event.

I became involved with Blondes vs. Brunettes because I work part-time at the Alzheimer's Association as the Assistant Events Coordinator. Additionally, my Great Aunt Wanda has Alzheimer's so this cause is especially important to me. In our first year in 2009 I initially just planned to be on the event committee, but eventually volunteered to play and be the Blonde Team Captain. It was a blessing in disguise, in my opinion, because it further engaged me with the team and I was able to really connect with both the fundraising and the football sides of this event.

Thank you for making this commitment to the Alzheimer's Association. You are helping the more than 250,000 people currently affected by Alzheimer's in our community. As an example, on average, the Chapter staff provides counseling services to 250 families per month through FREE one-on-one visits or by phone conversations and we cannot provide this service without dedicated and generous people like YOU. Thanks a million!

I look forward to working with you on and off the field. Our kick-off party is set for **June 22<sup>nd</sup>** so mark the date and plan to attend. Our practices will begin in mid-July with our unofficial "socializing" to likely follow each one. I can't wait to meet you and the rest of the team!

GO Blondes!

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Blonde Team Captain  
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## Welcome to Blondes vs. Brunettes

### TEAM BLONDE

#### Event Overview:

A blonde vs. Brunettes (BvB) was created in fall 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 awareness among their peers while also raising funds for the Alzheimer's Association.

The Alzheimer's Association – Heart of America Chapter hosted its inaugural Blondes vs. Brunettes women's flag football game on August 29, 2009. In the past two years, more than 600 people have enjoyed this competitive game and the event has raised \$50,000 to support our organization's mission.

#### 2011 Blondes vs. Brunettes:

##### Important Dates:

**June 22, 2011**

**Kick-off Party, 6:00 p.m. – 8:00 p.m. - MANDATORY**

The Kansas City Club – The 1212 Pub  
918 Baltimore Kansas City, MO  
Business casual attire

**July 11, 2011**

**Uniform Color Deadline**

The team which has raised the most money as of July 11<sup>th</sup> will get first choice of uniform color. Teams will vote on color at the first practice.

**August 2011**

**Event Fundraiser – Happy Hour**

Location TBD

**August 17, 2011**

**Bank Day, 9:00 a.m. – 7:00 p.m.**

Alzheimer's Association – Heart of America Chapter  
3846 W 75<sup>th</sup> Street Prairie Village, KS

The Chapter office will keep extended hours for participants to bring in their last minute cash/check donations to count toward their fundraising total.

**August 20, 2011**

**Game Day, 5:00 p.m.**

Shawnee Mission South High School  
5800 W. 107th Street Overland Park, KS

After party immediately following the game. Location TBD.

#### Incentives:

1. Fundraising competitions for prizes will take place during the 6 week practice period prior to game day. Prizes will also be awarded to the overall top 3 event fundraisers.

2. The team that raises the most money by Bank Day on August 17, 2011 will receive an opportunity to kick a field goal before the third quarter for 3 points.



## Event Requirements

### Players/Coaches:

1. Fundraise a minimum of \$300 by Bank Day on August 17, 2011. The money you raise will have a direct impact on the individuals, families and caregivers facing Alzheimer' in our community, so please feel free to go beyond the minimum! Coaches and players who do not meet the minimum requirement by the deadline are not eligible to play.
2. Attend a minimum of 4 practices. Practices will begin 6 weeks out from game day. Players/Coaches who do not meet the minimum requirement are not eligible to participate until the third quarter.
3. Player's hair color must match team name on game day (red hair counts as blonde or brunette). Temporary color and wigs are welcome – have fun with it!

### Spirit Crew:

1. Fundraise a minimum of \$300 by Bank Day on August 17, 2011. The money you raise will have a direct impact on the individuals, families and caregivers facing Alzheimer' in our community, so please feel free to go beyond the minimum! Spirit Crew members who do not meet the minimum requirement by the deadline are not eligible to participate in Spirit Crew activities on game day.
2. Attend a minimum of 2 practices to get acquainted with the team and help out at practice where needed. Practices will begin 6 weeks out from game day. Spirit Crew members who do not meet the minimum requirement are not eligible to participate in Spirit Crew activities until the third quarter.
3. Spirit Crew members' hair color must match team name on game day (red hair counts as blonde or brunette). Temporary color and wigs are welcome – have fun with it!
4. Attend the game and enhance team spirit – be creative! Examples include: Schedule happy hours after practice, make game day signs, cheer during the game on the sidelines and/or in the stands, provide warm-up music for game day and/or practices, etc.



## 2011 RULES

### GENERAL PLAY:

#### I. Field

- 40 yards wide by 60 yards long
- First downs are gained by crossing the 15, 30 and 15 yard lines.
- All coaches and players must be between the 15-yard lines.
- Home/Visitor side will be determined prior to the game by team captains.

#### II. Start of Game

- Maximum of 8 players on the field per team.
- Team captains will start the game with a coin toss. Winner of toss will choose one of the following:
  - Play offense
  - Play defense and which goal to defend
  - Defer to the 2nd half

#### III. Game Play

- Offense has 4 plays to reach first down or touchdown.
- On fourth down, offense may elect to punt or go for it. If a team elects to go for it and fails to achieve a first down or touchdown, the defensive team will take over at that spot. Spot is defined as the result of the play regardless of positive or negative gain.
- Substitutions may occur before the offensive team breaks their huddle. As the snapper addresses the ball, no more substitutes will be allowed. If a team then tries to substitute, a delay of game penalty will be called.
- Each team is allowed 2 time outs per half. Time outs shall not exceed 1 minute.

#### IV. Sportsmanship

- Defender must hand flag back to ball carrier.
- Rough play will not be tolerated. Excessive contact will result in penalties. It can also result in being ejected from the game.
- Teams must shake hands at the conclusion of the game.

#### V. Inadvertent Whistle

- Play will be stopped immediately. The officials will mark the ball at the spot when the whistle was blown. The offensive team will have the option to except the play where it stands or replay the down.

### EQUIPMENT:

#### I. Game Equipment

##### A. Football

- Any junior sized ball approved for High School competition.
- If a game ball provided is not used, both team captains must agree on the game ball.
- Each team may use their own game ball, but fairness and playability will be determined by the officials.

##### B. Flag Requirements

- Minimum of 2 flags per belt.
- Teammates must wear similar colored flags.
- All players must wear a belt with flags.

## II. Player Equipment

### A. Uniforms

- All players must wear shirts provided by Alzheimer's Association during the game.
- All shirts must be tucked in pants at all times. Referee will provide 2 verbal warnings to each team per game.
  - Penalty is unsportsmanlike conduct for third violation.

### B. Gear

- Rubber cleats only; NO metal spikes or hard plastic removable cleats allowed.
- Mouthpieces are not required but HIGHLY recommended.
- Baseball, football or golf gloves may be worn.
- Soft arm pads, hand/wrist pads and kneepads may be worn. No hard plastic pads allowed.

## GAME CLOCK:

### I. Length of Game

- Four 12-minute quarters with running clock, except as otherwise noted below.
- Half time will be a 15-minute period.
- Play clock shall be 25 seconds.
- Referees will attempt to keep the game moving and warn the teams if they are moving too slow.

### II. Overtime

- In the case of a tie at the end of regulation, game will be decided by the shoot-out method.
- Each team is given the ball an equal number of possessions. Order of possession will be determined by a coin flip.
- Each team will start from the opposing team's 15-yard line.
- Each possession will consist of 4 plays, unless the ball is intercepted by the defense.
- Extra points are attempted after touchdowns.
- Defense may intercept and return the ball for a touchdown.
- Each team is allowed 1 time out per overtime period.
- Time outs cannot be carried from regulation or previous overtime periods.

### III. Clock Exceptions

- Clock stops for time outs and injuries.
- During the last 2 minutes of the game, the clock stops for:
  - Incomplete pass
  - Player out of bounds
  - Penalty
  - Change of possession
  - Extra points
  - First downs - the clock restarts when the ball is snapped

## KICKOFFS:

### I. Kicking Team

- Ball can be kicked from the ground or drop-kicked.
- Kickoffs begin from the 15-yard line, unless there is a penalty.
- Kicking team must have all players on their 15-yard line and cannot cross the line until the ball has been kicked.
- The ball must be kicked forward at least 15 yards. If the ball does not go 15 yards; it is placed at mid-field.
- On-side kicks are not allowed. The receiving team always gains possession.
- Kickoffs that land out of bounds between mid-field and the receiving team's 15-yard line will be placed where the ball went out of bounds.
- Kickoffs that land out of bounds between the receiving team's 15-yard line and the goal

line will be placed at the 15-yard line.

- If the kickoff or punt is caught in the end zone, the receiver may return the ball or down the ball in the end zone (by taking a knee). If the ball is downed in the end zone, the receiving team will get the ball on the 15-yard line.

## II. Receiving Team

- Receiving team must have at least 4 players on the 30-yard line on kickoffs.
- Receiving team must have at least 4 players on the line of scrimmage on punts.
- If the ball is caught in the air by the receiving team, the receiver can return the ball.
- If the ball is touched by the receiving team and hits the ground, it's down where it's touched.
- If the ball is touched by the kicking team, it's down where it's touched.
- If the ball is not touched and hits the ground, it can be picked up and returned.
- No turnovers on kick offs or punts (receiving team always retains possession).
- No blocking is allowed. Receiving team players without the ball should be set once the ball is caught.
- Lateral passes are allowed.

## OFFENSIVE GUIDELINES:

### I. Formation

#### A. Quarterback

- Quarterback must be behind the snapper/center at the snap.
- Quarterback can run the ball once per possession.

#### B. Center/Snapper

- The ball must be snapped from the ground, underhand to the quarterback in a continuous motion. Side-snap acceptable.
- Only the snapper/center may block opposing players by standing in front of them with arms either at sides or at chest.

#### C. All offensive players

- All offensive players may not initiate contact, may not intentionally block or set a pick, may not launch themselves into the defender, and may not use hands to push forward.
- The center/snapper may position herself between the quarterback and defense with arms either at sides or chest.
- Offense must have at least 4 players on the line of scrimmage.
- Offensive players may go into motion prior to the snap.
- Only one player may be in motion at the time of the snap.
- All motion must be parallel or away from the line of scrimmage.
- Failure to have flag belt legally attached prior to the snap is a verbal warning.
- Inverted flags will be considered an unsportsmanlike penalty. Referee will provide 2 verbal warnings to each team per game.
- Penalty is unsportsmanlike conduct for third violation.

### II. Ball Exchange

- All players, except for snapper/center, are eligible to receive a pass. Including the quarterback, if the ball has been handed off behind the line of scrimmage.
- Ball may be thrown underhand or overhand.
- Ball may be thrown laterally only behind the line of scrimmage.
- Ball may only be passed forward once per play. A lateral and a forward pass is allowed.

### III. Ball Handling

- Ball spot is determined by where the ball carrier's hips are when player is de-flagged - not the ball. Ball and flags must break the plane for a first down or touchdown.
- Receivers must have 1 foot in bounds to be considered a complete pass.
- Any ball that contacts the ground is automatically down at the spot, including unsuccessful snaps and fumbles. Exception - incomplete pass.
- Ball carrier is considered automatically down if hands or knees touch the ground.
- Ball carrier is prohibited from initiating contact with defensive players, i.e. steamrolling or

- lowering a shoulder.
  - Penalty is roughing.

#### IV. Flag Guarding

- Ball carrier shall not flag guard by using their hands, arms, or the ball to deny the opportunity for an opponent to pull the flag.
- Penalty for flag guarding includes:
  - Swinging the hand or arm over the flag belt to prevent an opponent from de-flagging.
  - Placing the ball in possession over the flag belt to prevent an opponent from de-flagging.
  - Lowering the shoulders in such a manner that the defender is shielded from the flag.
  - Holding the flag belt with the off hand.
  - Stiff-arming the defensive player.

#### V. Punting

- All punts must be declared. Once declared, offense cannot change their choice.
- Fake punts are not allowed.
- Defense must have 4 players on the line of scrimmage. No one may move until the ball is kicked.
  - Penalty is Illegal formation.

#### VI. Scoring

##### A. Touchdown

- 6 points

##### B. Extra Points

- Offense has two options to attempt:
  - 2 points if run/pass from the 10-yard line.
  - 1 point if run/pass from the 3-yard line.
- The captain must tell the referee 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 (unless a timeout is called).
- If defense fouls on a scoring play, penalty will be carried over to the kickoff.

##### C. Safety

- 2 points

### **DEFENSIVE GUIDELINES:**

#### I. Formation

- Defensive players may line up in any formation.
- Defense may rush the quarterback after 5 seconds. The referee will count to five seconds out loud. (1 Mississippi, 2 Mississippi, etc.)
- Any player can cross the line of scrimmage after the five second count.
- Exception: in the case of a hand off behind the line of scrimmage, the five second count is waived and any defensive player can cross the line of scrimmage.

#### II. Tackling

- A legal tackle is when a flag is pulled from the offensive player in possession of the ball.
- An illegal tackle includes:
  - Pulling an offensive player's flag before they are in possession of the ball.
  - Shoving an offensive player in possession of the ball out of bounds.
  - Grasping/clutching/holding an offensive player in possession of the ball in an attempt to slow or to impede progress.
  - Penalty is illegal contact.
- If the ball carrier inadvertently loses a flag during the play, the play will be down at that spot. It does not become "touch" football.
- No slapping at the ball, when it is in the ball carrier's hands.
  - Penalty is unsportsmanlike conduct.
- No contact shall be made with the passer above her waist under any circumstance. Go

for the flag.

- Penalty is roughing the passer.
- No defensive holding. This may be a judgment call. If the defender grabs the offensive player to impede her progress, (such as wrapping the arms around a player), they will be penalized. If the defender is making a legitimate effort to pull the flag, they will not be penalized.
- Defensive players may dive for the flag.

### III. Interceptions

- All interceptions are live and can be returned, except for kick-off when the receiving team must take possession.
- Exception: interceptions during an extra point attempt cannot be returned and the ball is dead.

## **SUMMARY OF PENALTIES:**

- I. Any penalty inside the 10-yard line will be measured half the distance to the goal.
- II. Offense may decline any defensive penalty.
- III. All defensive penalties will be measured from the line of scrimmage and include an automatic first down.
- IV. 5-yard penalties include:
  - False start — offensive player moving towards the line of scrimmage prior to the snap
  - Encroachment — defensive player crossing the line of scrimmage prior to the snap
  - Delay of game — failure to snap the ball within the play clock
- V. 10-yard penalties include:
  - Illegal Snap — center faking a snap motion in an attempt to draw the defensive players offside
  - Illegal Shift — two offensive players in motion at the time of the snap
  - Illegal Forward Pass—offensive player passing the ball forward once they have established a position beyond the line of scrimmage
  - Illegal Formation — not enough players on the line of scrimmage at the time of snap
  - Illegal Block — blocking by initiating contact or movement to impede the process of a defender
  - Illegal Substitution — once the offensive team breaks the huddle, subs will not be allowed
  - Pass Interference — any attempt by an offensive or defensive player to gain an advantage through illegal contact while the ball is in the air
  - Holding — any player attempting to gain an advantage in the passing game by clutching or grabbing prior to the ball being in flight
  - Flag Guarding — action committed by the ball carrier that prevents the defense from having an opportunity to pull the flag
  - Roughing the Passer — ANY contact with the quarterback above the waist while in the motion of throwing the ball
  - Roughing — any action that involves excessive contact by an offensive or defensive player
  - Stripping—any defensive player that attempts to remove the ball or cause a fumble by swatting, striking or pulling on the offensive player in possession of the ball
- VI. 15-yard penalties are for unsportsmanlike conduct, including:
  - Verbal abuse of the officials will not be tolerated.
  - Fighting will not be tolerated.
  - Racial or religious remarks will not be tolerated.
  - If any player/coach assaults a referee, the team will forfeit.
  - No littering on the fields. Please pick up your team's trash.