KURT WARNER
ULTIMATE
FOOTBALL
EXPERIENCE

PLAY BOOK

March 6 & 7, 2015
Schedule of Events

Friday, March 6, 2015
Draft Party
Octane Raceway

Saturday, March 7, 2015
Game Day
Arizona Cardinals Training Facility

Beneficiary:

First Things First Foundation
Dear Friends,

Welcome to the twelfth annual Ultimate Football Experience. We are so grateful for the continued involvement from corporations and individuals for this first-class event and welcome those of you who are experiencing the excitement for the first time. We know everyone will have the time of your lives this weekend!

As the marquee fundraising event for First Things First, everyone here plays a significant role in the outreach of the foundation. Thousands of lives were impacted in 2014 through First Things First due in large part to the funds raised at the Ultimate Football Experience. We also have lots of exciting updates to share with you on our other venture, Treasure House. You’ll hear more about both organizations tonight and can read about them in this program.

Thank you for your understanding this year of the temporary accommodations for Game Day at the Cardinals Training Facility. We hope you will join us again next year to see all of the state-of-the-art facilities in completion. We appreciate each of you for coming alongside us as we strive to make a lasting impact on the lives of others.

God Bless,

Kurt Warner  Brenda Warner
**Friday, March 6th - Draft Party**

**Octane Raceway - 9119 E. Indian Bend Rd., Scottsdale**

- 6:00 p.m. Corporate team check-in
- 6:30 p.m. Welcome
- 7:00 p.m. Crust dinner buffet opens
- 7:00-8:00 p.m. Corporate teams compete in draft games
- 8:00-9:00 p.m. Kart Racing and Segways open to guests
- 8:45 p.m. Auction Tables close; Dinner buffet closes
- 9:00 p.m. Silent Draft begins
- 9:15 p.m. Announcement of teams

**Saturday, March 7th - Game Day**

**Cardinals Complex - 8701 S. Hardy Dr., Tempe**

- 8:15 a.m. Corporate team check-in begins
  - The GooD Egg breakfast buffet opens
- 8:30 a.m. Chapel service
- 9:30 a.m. Announcements & tournament rules
- 10:00 a.m. Q&A with celebrity panel
- 10:30 a.m. Gates open for team guests
- 11:00 a.m. Group stretching & drills
- 11:30 a.m. Preliminary games
- 1:00 p.m. Lunch from Wildflower Bread Company
- 2:00 p.m. Tournament playoffs
- 3:15 p.m. Championship Game
- 4:00 p.m. Carrabba’s Italian Grill dinner

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At Octane Raceway, teams will compete in three elements and their cumulative scores will determine their place in the draft. Each participant is required to take part in one of the games. If a participant is not present, then another team member must compete in two different elements. The team with the highest combined score from all games will have the first pick of the 8 “celebrity quarterbacks” and selections will continue in order of point totals. Returning Championship Teams will compete in the Draft Competition without a guaranteed position or player in the Draft.

Note: Four players from each team will compete in kart racing while two players from each team will test their skills on the Segway PTs and two players from each team will test their Quarterback accuracy skills. So, a total of 32 people will kart race, a total of 16 people will Segway race, and a total of 16 people will compete in the QB skills challenge. Scoring is based on 1st through 32nd place or 1st through 16th place, respectively. Point total will decrease in increments of 25 so 1st=1000 pts, 2nd=975 pts, 3rd=950 pts and so on. If ties occur, players in a tie will share lower score. If there is a tie in teams’ final scores, a tie breaker will be determined by highest score in kart racing, followed by Segway racing if necessary.

KART RACING: A total of eight players per heat will race in the sixteen lap sprint on the quarter mile track. The fastest time will determine the winner.

SEGWAY RACING: Each player will race on a Segway PT on a pre-set course(one player at a time). The fastest time (including penalty additions) will determine the winner.

QB ACCURACY: Two players will compete at the same time, throwing footballs into specific targets receiving points for each accurate throw. The highest score will determine the winner.
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Each team will play in three preliminary games in the morning. Results will determine each team's seed and bracket placement for afternoon playoffs.

Bracket placement based on the following criteria: Win - Loss record, head to head results, and point differentials. Point differentials are determined by total amount of points scored against points allowed. E.g. Team A 52 / Team B 36, Team A 28 / Team C 45. Team A scored a total of 80 points and allowed 81 points. Their total would be negative one (-1).

After the morning preliminary games, each team will be ranked from 1st seed to 8th seed placement. The first afternoon playoff game will have the 1st seed through 8th seed playing each other. The second afternoon game will have the winning teams playing each other. Those who lose the first playoff game will go to the consolation bracket and play each other. Teams who lose in the second afternoon game will be eliminated from the tournament.

The winners of the second afternoon games will continue to compete for the Final Game of both the 1st Place Championship and the Consolation Bracket Championship (see bracket layout of afternoon tournament).

Prizes will be awarded to the 1st and 2nd Place Teams as well as the Consolation Team Champion.
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1. Team Requirements
- A team shall consist of eight (8) players and a celebrity athlete. The celebrity athlete will only participate at the quarterback position throughout the competition.
- When in play, the team on defense will have four (4) players on the field and the offense will have three (3) players and the celebrity athlete on the field.

2. Start of the Game
- The team that wins the coin toss prior to the start of the game must choose two of the following options: 1) if they want to start on offense or defense first, 2) which goal the team will defend.
- There are no kick offs. Play starts at the team’s own five (5) yard line.
- To begin the second half, teams will flip goals and the team that started the game on offense will start the second half on defense.

3. Game Timing
- Morning games will consist of two eight-minute (8) halves with a two-minute (2) half time.
- Afternoon Playoff games will consist of two ten-minute (10) halves with a three-minute (3) half time.
- One 30-second time-out per half is permitted for each team. An unused first half time-out will not carry over.

4. Scoring
- A touchdown is worth 6 points.
- After a touchdown, the team will have the option to score a 1-point conversion from the 5-yard line, or a 2-point conversion from the 10-yard line. If a conversion is incomplete, the opponent will receive the ball at their own 5-yard line.
- A safety is worth 2 points (plus possession).
5. General Game Rules

- All plays must include a pass. Only the quarterback on each team may throw the ball. There will be no running plays allowed.
- There will be no “double teaming” of receivers permitted by defensive players.
- There will be no kicking or punting of the ball throughout the tournament.
- The game will start from scrimmage on a team’s own 5-yard line.
- Once the official whistles the ball ready for play, the quarterback will have 15 seconds to “snap” the ball.
- The quarterback cannot run the ball.
- The offensive team has 3 possessions to make a first down. A first down is awarded only when the team reaches or crosses the midfield mark. A team is only allowed one first down per possession. However, a team may be allotted a first down if a defensive penalty is committed (i.e. interference).
- If a team fails to score or make a first down, the defense takes over on their own 5-yard line.
- There will be no rushing of the quarterback. If the quarterback fails to complete a pass within 5 seconds, the play is dead and it is a loss of down.
- The ball will be placed on a “snap stand” prior to the start of each play with the exception of the final 2 minutes of the game. During the final 2 minutes, the referee will count off the 5 seconds.
- A legal tackle takes place by a defender removing the ball carrier’s flag(s) without physically grabbing the opponent. If a flag is missing or falls off the ball carrier when the ball is in play, the carrier will be called down when touched with two hands between the shoulders and knees by the defender.

6. Overtime

- A coin toss will determine who gets possession first.
- Each team will begin at midfield, and have 3 possessions to score.
- Teams must attempt a 2-point conversion.
- Teams alternate possession until a winner is decided.
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## Single Receiver Gets 1st Digit (X-Y-Z)

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March 07
First Things First creates and implements programs and projects to bless and improve the lives of families in the target communities of greater Phoenix, the greater St. Louis Bi-State region and the Warners’ home state of Iowa. Some of the foundation’s current programs include:

**We’re Going to Disney World**  
The First Things First Foundation teams with Disney World and For Those Without a Voice Foundation (sponsoring airfare) in collaboration with Give Kids the World and the Make-A-Wish Foundation to treat children with life-threatening illnesses and their families to a week-long vacation in Orlando. Leading the fun are Kurt and Brenda who host the fun-filled trip every year to brighten the lives of these courageous children.

**Homes for the Holidays**  
First Things First rewards single parents who have achieved the dream of home ownership with “Homes for the Holidays”, a program initiated by Warrick Dunn in Tampa, FL. First Things First assists with the down payment, and with the involvement of Aaron’s Inc. and U-Haul nationally as well as other regional corporate teammates, furnishes the home with new amenities as a surprise for the new homeowners.

**CHEER**  
CHEER (Consciousness Helps Encourage Equal Respect) encourages inclusion in schools for special education students so they are seen as more than their disability. During the weeklong program student leaders “adopt” a disability for a day. The program expanded nationally in 2014 through a partnership with Best Buddies.

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Treasure House is a Christian-based supported living community for young adults with intellectual and developmental disabilities.

Treasure House is the vision of Kurt and Brenda Warner, who believe all people should be provided with appropriate resources and opportunities to participate in meaningful and challenging activities, establish personal relationships, and contribute to their communities.

The first Treasure House community will open in Glendale, AZ in 2016 as an affordable, replicable model. It will feature 24 individual studio apartment units along with shared common areas such as a large community kitchen and recreational spaces.

A vision of this scope requires a team effort for success. Interested donors and supporters are encouraged to call 602.714.8189.

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