



nrg 

The power to change life.™





NRG GUARDIANS OF THE GRIDIRON SPONSORSHIP OVERVIEW



- **Status:** The Official Energy Partner of the New York Giants
- **Issue:** NRG wanted to increase awareness of its position with the New York Giants as well as generate brand awareness in communities across the Tri-State area.

-
- **Objective:** To create football programming at the youth level and reward youth football organizations committed to making the game of football better and safer for children in their local communities

- **Solution:** USA Football created the NRG Guardians of the Gridiron program. The sponsorship showcased both NRG and the New York Giants to the youth football marketplace and drove a highly positive and recognizable campaign for both parties.





NRG GUARDIANS OF THE GRIDIRON

ABOUT HEADS UP FOOTBALL

Built to create a better, safer game, Heads Up Football is a national initiative created by USA Football and supported by the NFL, Pac-12, Big-12 and Big Ten conferences, along with numerous other leaders in medicine and the sport.

In 2013, more than 580,000 players and 83,000 coaches in almost 2,800 leagues – representing nearly a quarter of all youth football organizations in the United States – participated in the program.



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NRG GUARDIANS OF THE GRIDIRON CONTEST OVERVIEW

The NRG Guardians of the Gridiron Award program was built to recognize and reward youth football clubs in the Tri-State area that have adopted Heads Up Football and are helping to make the sport of football better and safer for children in their local communities.

USA Football created an online contest that allowed Heads Up Football clubs to show how they are “changing the game” and gave them the opportunity to win equipment donations for their organizations.

Tri-State area youth football clubs participated in two segments of the contest:

- Online voting (Five nominees per month (September – December; two weeks of online voting leading to announcement of four monthly winners/finalists for grand prize)
- Finalist video submission (Four monthly winners were asked to submit videos showcasing how they instituted Heads Up Football into their leagues and how they are helping to change the game.



NRG GUARDIANS OF THE GRIDIRON KEY COMPONENTS

- NRG Guardians of the Gridiron contest
- Branded microsite
- Social media campaign
- Email marketing campaign
- Banner advertisements on USAFootball.com
- Leveraging of New York Giants relationship/assets
- \$8,000 in equipment donations
- Branded promotional items (t-shirts)
- Finalist video submissions
- \$5,000 on-field check presentation to grand prize winner at Giants home game
- Media/PR





NRG GUARDIANS OF THE GRIDIRON PARTICIPATION

- 94 Tri-State area youth football organizations within a 75-mile radius around MetLife Stadium enrolled
 - ***Impacted more than 18,800 youth football players, 28,200 parents and 1,500 coaches***
 - 57 organizations – New York
 - 37 organizations – New Jersey
- 20 NRG Guardians of the Gridiron Award official nominees (5 per month – 4 months)
- 4 finalists
- 3 runners-up
- 1 grand prize winner





NRG GUARDIANS OF THE GRIDIRON OFFICIAL NOMINEES

SEPTEMBER

Franklin Lakes War Eagles (Franklin Lakes, N.J.)

Jackie Robinson Bears (Newark, N.J.)

Bethpage P.A.L. Eagles (Bethpage, N.Y.)

Bronx Ravens (Bronx, N.Y.)

Three Village Wildcats (Port Jefferson Station, N.Y.)



OCTOBER

Parsippany P.A.L. Redhawks (Parsippany, N.J.)

Ridgewood Junior Football (Ridgewood, N.J.)

Wayne P.A.L. Wolfpack (Wayne, N.J.)

Shrub Oak Hornets (Shrub Oak, N.Y.)

North Babylon Bulldogs (North Babylon, N.Y.)



***MONTHLY WINNER IN BOLD; LOGO INCLUDED**



NRG GUARDIANS OF THE GRIDIRON OFFICIAL NOMINEES

NOVEMBER

Millburn Jr. Millers (Millburn, N.J.)

Hightstown Rams (Hightstown, N.J.)

Montclair Cobras (Montclair, N.J.)

West Hempstead Broncos (West Hempstead, N.Y.)

Valley Stream Green Hornets (Valley Stream, N.Y.)



DECEMBER

Sparta Bears (Sparta, N.J.)

Pompton Lakes Riverdale Cardinals (Pompton Lakes, N.J.)

Port Reading Saints (Port Reading, N.J.)

Plainedge Bobcats (Plainedge, N.Y.)

Long Island Sound Sharks (Shoreham, N.Y.)



***MONTHLY WINNER IN BOLD; LOGO INCLUDED**



NRG GUARDIANS OF THE GRIDIRON BRANDED MICROSITE

- Microsite link:
 - <http://www.usafootball.com/nrg>
- Co-branded NRG/USA Football/New York Giants
- Hub for program, featuring key messaging, information on NRG and Heads Up Football, online voting, club profiles and nomination/enrollment form
- Link to allow visitors to “LIKE” NRG’s Facebook page

USA FOOTBALL.COM NFL FLAG.COM IFAF.ORG Official Youth Development Partner

nrg HEADS UP NY NOMINEES CRITERIA THE PROGRAM nrg Like 10k

The power to change life: USAFOOTBALL.COM

nrg
GUARDIANS OF THE GRIDIRON AWARD

HEADS UP NY

Saluting Heads Up Football™ clubs throughout the Tri-State area that are making significant contributions to creating a better brand of football for their children.

GIANTS

ABOUT 2013 WINNER FINALISTS GRAND PRIZE

**GUARDIANS OF THE GRIDIRON AWARD
NOMINEES OF THE MONTH**

September

| | | | | |
|---|---|--|--|--|
| Bethpage P.A.L. Youth Football Bethpage, NY | Southeast Bronx Coalition/Bronx Ravens Bronx, NY | Franklin Lakes War Eagles Franklin Lakes, NJ | Jackie Robinson Bears Newark, NJ | Three Village Wildcats Youth Football Port Jefferson Station, NY |
|---|---|--|--|--|



NRG GUARDIANS OF THE GRIDIRON MICROSITE RESULTS

- PAGEVIEWS: 66,049
- UNIQUE PAGEVIEWS: 58,211
- ONLINE VOTES: 74,143





MONTHLY WINNERS

- \$1,000 equipment donation for their youth football club
- Finalist for the NRG Guardians of the Gridiron Award

GRAND PRIZE WINNER

- \$5,000 equipment donation for youth football club
- On-field recognition during a New York Giants home game

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NRG Energy, Inc., a Fortune 300 company, is the nation's largest competitive power generation company with 47,000 megawatts of fossil, nuclear, solar and wind capacity, capable of supplying more than 37 million homes. We also sell electricity directly to more than 2 million customers through our retail businesses, including Energy Plus, Green Mountain Energy Company and Reliant.

USA Football Better football. Safer players.



USA Football, the sport's national governing body in the United States, hosts dozens of football training events annually offering education for coaches, skill development for players and resources for youth football league commissioners. The independent nonprofit is the official youth football development partner of the NFL, its 32 teams and the NFL Players Association. USA Football manages U.S. national teams within the sport for international competitions.



CRITERIA

NRG and USA Football invite youth football clubs in the Tri-State area to nominate their organization for consideration to win the NRG Guardians of the Gridiron Award. In order to be considered for the award, organizations must comply with the following:

- 1 Club must be a member of a Heads Up Football™ enrolled league with USA Football
- 2 Club must be located in NY, NJ or CT and be located within a 75-mile radius of MetLife Stadium
- 3 Club representative (Player, Parent, Coach, Player Safety Coach, Administrator) must complete the online nomination form



NOMINATE A CLUB » [VOTE NOW](#)

THE PROGRAM

NRG, the official energy partner of the New York Giants, has teamed up with USA Football to reward Heads Up Football™ organizations throughout the Tri-State for their ability to make a better, safer game.

Youth football organizations that have embraced Heads Up Football™ to create a better, safer game will have the opportunity to be recognized and rewarded for their commitment to providing a quality football experience for young athletes in their local communities.



Tell us how your youth football organization has played its part in making football better and safer!





NRG GUARDIANS OF THE GRIDIRON ONLINE VOTING/CLUB PROFILES



North Babylon Bulldogs Youth Football
North Babylon, NY



Angela Smith
Parent

Q: Why did your club choose to adopt Heads Up Football?

A: Our commissioner, Sal Levanti, is adamant about player safety. He is instrumental in making sure our players have the best equipment out there. He is adamant that our players are blocking and tackling in safe manner. He is adamant that our coaches are constantly trained about concussions and any other related football injuries. As a parent, I have much more confidence in allowing my 10-year-old son to play tackle football. And I applaud NBAC Football and our commissioner for demanding only the highest level of training for our coaches and best equipment available for our players.

Q: Why is it important for all of your club's coaches to be educated on football skill development and the latest medical issues?

A: All coaching staffs need to be training our kids in the same, consistent, safe manner and need to know all the medical issues related to football. Injuries are not always apparent and coaches need to be trained to recognize how certain types of hits, collisions, etc., could possibly impact players.



Sparta Bears Youth Football shared a link.

November 29



NRG
usafootball.com

I voted for my local #HeadsUpFB club for the #NRGGuardians of the Gridiron Award. It is helping to create a better, safer game. Cast

GUARDIANS OF THE GRIDIRON AWARD NOMINEES OF THE MONTH

+ September

- October



Parsippany P.A.L.
Redhawks
Parsippany, NJ



Ridgewood Junior
Football Association
Ridgewood, NJ



North Babylon
Bulldogs
Youth Football
North Babylon, NY



Wayne P.A.L.
Wolfpack
Wayne, NJ



Shrub Oak Hornets
Youth Football
Shrub Oak, NY

+ November

+ December

Visitors to the site could view nominee profiles and vote for their favorite clubs. Once votes were submitted, voters had the opportunity to share their selections on Facebook and Twitter via a pop-up window.



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NRG GUARDIANS OF THE GRIDIRON SOCIAL MEDIA TRACKER

USAFOOTBALL.COM

NFLFLAG.COM

IFAF.ORG



Official Youth Development Partner



NOMINEES

CRITERIA

THE PROGRAM



Like 10k

WHAT'S EVERYONE SAYING?

#NRGGuardians



Tom Licata @stover246

14 Nov

I voted for my local #HeadsUpFB club for the #NRGGuardians of the Gridiron Award. Cast your vote now at usafootball.com/nrg



portreadingsaints @portreadingsain

14 Nov

#NRGGuardians Let's Go Saints!!! Vote For Port Reading Saints
Expand



joseph @Joed54Joed5

14 Nov

#NRGGuardians vote for the bobcats

Tweet #NRGGuardians



Join the conversation

By creating a custom hashtag for the NRG Guardians of the Gridiron program (#NRGGuardians), USA Football was able to track and display all club promotion on Twitter via a built-in widget on the program microsite.





NRG GUARDIANS OF THE GRIDIRON FACEBOOK PROMOTION

All participants were given unique tools to help lobby for votes via social media.

Clubs received a **digital flyer** that parents and coaches could post to Facebook, tag friends in and encourage to vote.

Flyers also were printed then posted and distributed throughout nominated club communities throughout the Tri-State area.

USA Football also promoted the program on its Facebook page.





NRG GUARDIANS OF THE GRIDIRON FACEBOOK PROMOTION



USA Football
Liked · 14 hours ago

Congratulations to the September nominees for the NRG Guardians of the Gridiron Award:
Bethpage P.A.L. Youth Football; Southeast Bronx Coalition/Bronx Ravens; Franklin Lakes War Eagles; Jackie Robinson Bears and Three Village Wildcats Youth Football

VOTE NOW for the September Guardians of the Gridiron at <http://bit.ly/181JOTd>

Like · Comment · Share

5 people like this.



Bethpage P.A.L.



USA Football
Liked · October 13

Congrats to Bethpage P.A.L on receiving at \$1,000 check for brand new equipment as the September winner of the NRG Guardians of the Gridiron Award!

Learn more about #NRGGuardians and vote for the October nominees at <http://usafootball.com/nrg>.

Like · Comment · Share

76 people like this.

2 shares

Write a comment...






NRG GUARDIANS OF THE GRIDIRON TWITTER PROMOTION



Using the #NRGGuardians hashtag, club parents, coaches, administrators, supporters and players took to Twitter to promote their organization's involvement as nominees for the award.

 **JCM** @gardenlife0128 30 Oct
#NRGGuardians Vote Montclair Cobra Football!!! At. USAFootball.com/NRG
Expand Reply Retweet Favorite More

 **USA Football** @usafootball 30 Oct
RT @nrgenergy: We're working w/ @USAFootball to recognize #NRGGuardians creating a #bettersafegame. Pick Nov. winner: usafootball.com/NRG
View conversation Reply Retweet Favorite More

 **NRG Energy, Inc.** @nrgenergy 30 Oct
We're working with @USAFootball to recognize #NRGGuardians creating a #bettersafegame. Help pick our October winner: usafootball.com/NRG
Expand Reply Retweet Favorite More

 **Long Island Weather** @liweatherman 14 Sep
RT @Jessiegipps: Vote 3V Wildcats! #HeadsUpFB club for the #NRGGuardians of the Gridiron Award Cast your vote now at j.mp/1ejw4IG
Expand Reply Retweet Favorite More

 **Jessica Gipson** @Jessiegipps 14 Sep
@wisegal369 RT Vote 3V Wildcats! #HeadsUpFB club for the #NRGGuardians of the Gridiron Award Cast your vote now at j.mp/1ejw4IG
Expand Reply Retweet Favorite More

 **Richard J Nardo** @HeyNardo 25 Oct
Vote Broncos! I voted for my local #HeadsUpFB club for the #NRGGuardians of the Gridiron Award. Cast your vote now @ usafootball.com/nrg
Expand Reply Retweet Favorite More

 **Ma Barker** @TherealMaBarker 25 Oct
I voted for my local #HeadsUpFB club for the #NRGGuardians of the Gridiron Award. Cast your vote now at usafootball.com/nrg
Expand Reply Retweet Favorite More

 **USA Football** @usafootball 24 Oct
Support leagues working hard to create a #bettersafegame through #HeadsUpFB. VOTE now for the #NRGGuardians Award at usafootball.com/nrg
Expand Reply Retweet Favorite More

 **Lou Zameryka** @LouZameryka 24 Oct
I voted for my local #HeadsUpFB club for the #NRGGuardians of the Gridiron Award. Cast your vote now at usafootball.com/nrg
Expand Reply Retweet Favorite More

 **USA Football** @usafootball 21 Oct
Congrats to Shrub Oak Youth Football in Shrub Oak, NY, our October #NRGGuardians winners! Get more details at usafootball.com/nrg
Expand Reply Retweet Favorite More



NRG GUARDIANS OF THE GRIDIRON SOCIAL MEDIA RESULTS



FACEBOOK:

- **POSTS BY USA FOOTBALL:** 7 promotional posts
- **REACHED:** 6,503 persons
- **USA FOOTBALL FAN PAGE LIKES:** Posts visible to 108,269 fans



TWITTER:

- **TWEETS BY USA FOOTBALL:** 17 promotional tweets
- **TWEETS USING #NRGGUARDIANS:** 147 tweets
- **RETWEETS:** 16 retweets
- **REACH (AVERAGE PER TWEET):** 23,891 followers of USA Football



NRG GUARDIANS OF THE GRIDIRON EMAIL MARKETING

USA Football distributed two (2) co-branded email blasts promoting the NRG Guardians of the Gridiron program to Heads Up Football programs in the Tri-State area.

Email blasts reached coaches, parents, administrators and players.

Sends (to HUF Club Reps): 3,949

Cumulative Opens: 1,946

Open Rate: 28.08 percent

Cumulative Clicks: 211

Click Rate: 4.13 percent



NRG, USA Football and the New York Giants invite your Heads Up FootballSM organization to take part in the NRG Guardians of the Gridiron Award program.

Tell USA Football what your club has done to create a better, safer game for youth football players in your local community, and you could win a \$5,000 equipment donation and the chance to be honored onfield during a New York Giants home game.

[NOMINATE YOUR CLUB](#)

[LEARN MORE](#)



[LEARN MORE ABOUT nrg](#)



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NRG GUARDIANS OF THE GRIDIRON EMAIL MARKETING

USA Football provided clubs with a customized email blast that they could send to their club databases and promote their involvement in the program.

Emails were distributed by club representatives to parents, coaches, administrators, town officials and general supporters of their programs within the communities

Each email blast featured a link to allow viewers to learn more about NRG.



The Port Reading Saints have been nominated for the NRG Guardians of the Gridiron Award for the month of December. The award honors youth football clubs in the Tri-State area that have made the commitment to making the game better and safer for our children.

WE NEED YOUR HELP! Visit www.USAFootball.com/NRG and cast your vote for the Port Reading Saints to help give us the opportunity to win a \$5,000 equipment donation for our program thanks to NRG and USA Football.



LEARN MORE ABOUT nrg



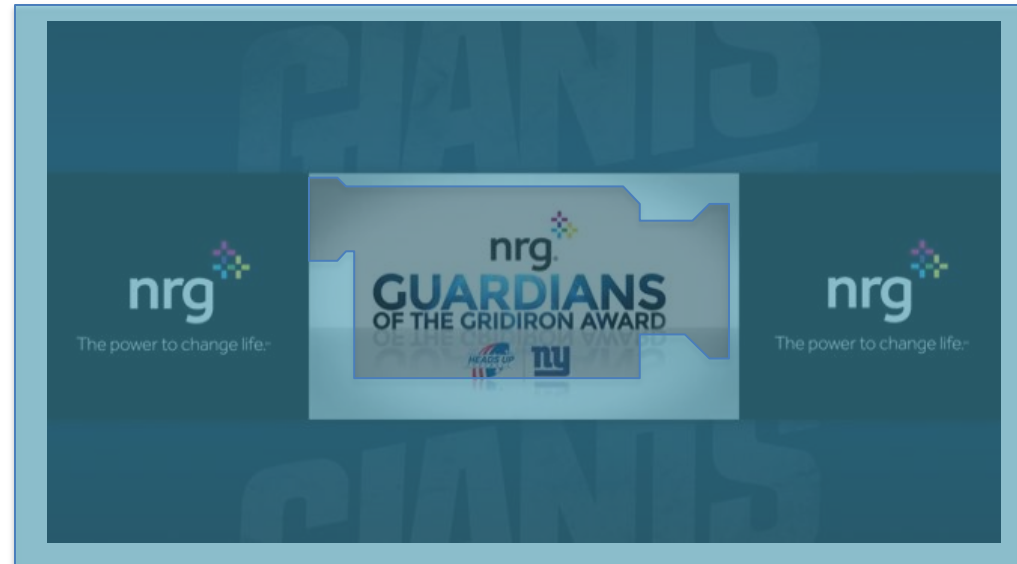


NRG GUARDIANS OF THE GRIDIRON NFL TEAM INTEGRATION

USA Football worked with the New York Giants to provide NRG Guardians of the Gridiron content that was integrated into NRG's existing New York Giants in-game media assets.

USA Football produced a 30-second promotional vignette that ran in-game during the season.

Following the vignette, monthly winners were announced to a full MetLife Stadium crowd.



[Click above to view promotional vignette](#)



NRG GUARDIANS OF THE GRIDIRON NFL TEAM INTEGRATION



MetLife 7 BRONCOS TOL 3 QTR 2 14:16 25





NRG GUARDIANS OF THE GRIDIRON NFL TEAM INTEGRATION

IN-STADIUM IMPRESSIONS:

The following impression numbers are based on game attendance at NRG/USA Football integrated New York Giants home games and reflect visibility of the promotional vignette and monthly club nominee announcements during each game.

Sept. 15 vs. Denver: 81,285

Oct. 6 vs. Philadelphia: 80,738

Oct. 21 vs. Minnesota: 79,314

Nov. 17 vs. Green Bay: 79,114

Dec. 15 vs. Seattle: 79,691

***Please note that the listed attendance numbers were retrieved from ESPN.com box scores and have not been verified by the New York Giants**



NRG GUARDIANS OF THE GRIDIRON EQUIPMENT DONATIONS

Heads Up Football clubs that were named monthly winners of the NRG Guardians of the Gridiron Award received \$1,000 equipment donations from NRG and USA Football.

USA Football executed four (4) equipment donation events, including a grand prize award presentation at the New York Giants home game on Dec. 15 vs. Seattle.





NRG GUARDIANS OF THE GRIDIRON BRANDED PROMOTIONAL ITEMS

USA Football provided monthly winning clubs with NRG Guardians of the Gridiron branded t-shirts at all grassroots donation events.

T-shirts were distributed to approximately 180 children and 25 coaches per winning organization.



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NRG GUARDIANS OF THE GRIDIRON FINALIST VIDEOS

Four (4) finalists for the NRG Guardians of the Gridiron grand prize were asked to submit videos showcasing how they have integrated Heads Up Football into their organization and are making the sport of football better and safer for children in their local community.

Organizations were asked to interview players, parents and coaches about how Heads Up Football has changed and helped their programs, highlight how they are training players and coaches, and display how they are involved in community service.



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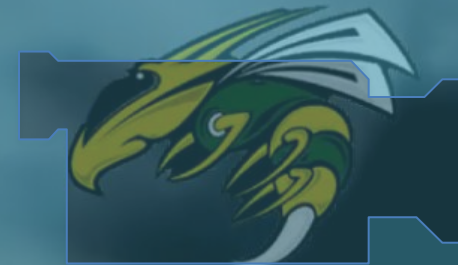


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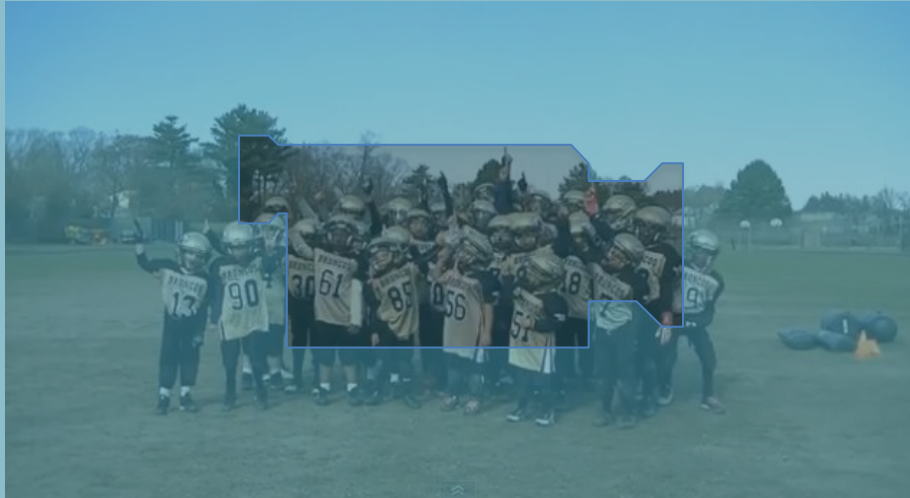
NRG GUARDIANS OF THE GRIDIRON FINALIST VIDEOS



Shrub Oak Football
Guardians of the Gridiron



NRG GUARDIANS OF THE GRIDIRON FINALIST VIDEOS



2013 Plainedge Bobcats Peeewe





NRG GUARDIANS OF THE GRIDIRON GRAND PRIZE WINNER

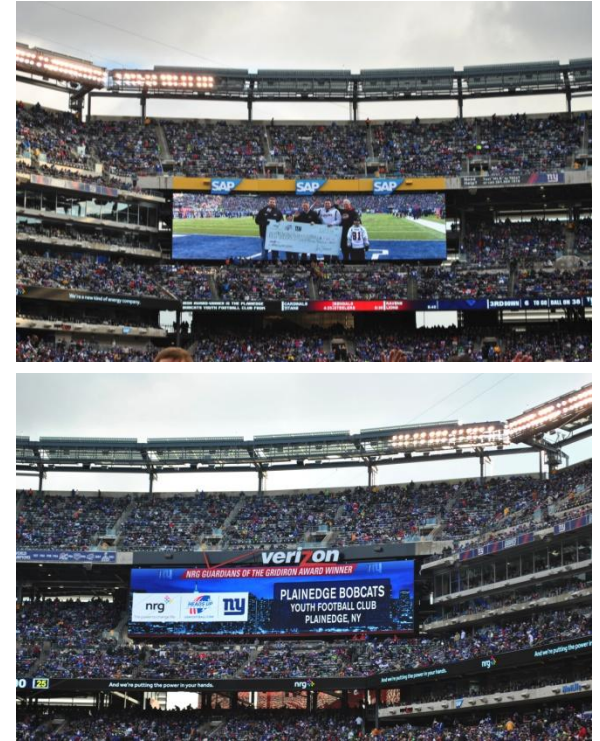
NRG selected the Plainedge Bobcats Youth Football club (Plainedge, N.Y.) as the grand prize winner of the 2013 NRG Guardians of the Gridiron Award.

In addition to a successful video submission, Plainedge generated more than 28,000 online votes.





NRG GUARDIANS OF THE GRIDIRON GRAND PRIZE PRESENTATION



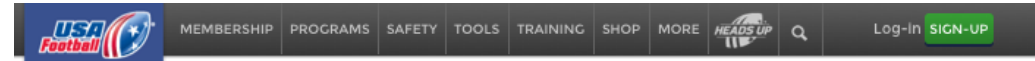
Jim Steffes (NRG) and Dan Gant (USA Football) presented the Plainedge Bobcats youth football club with a check for \$5,000 toward new football equipment at the New York Giants' Dec. 15 home game. The presentation was in front of a crowd of 79,691 (ESPN.com).



NRG GUARDIANS OF THE GRIDIRON MEDIA/PR

USAFootball.com (8/27/13)

<http://usafootball.com/news/commissioners/nrg-guardians-gridiron-recognizes-heads-football-clubs>



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Commissioners, General Articles



NRG Guardians of the Gridiron recognizes Heads Up Football clubs

Tue, 08/27/2013 - 2:46pm



NRG Energy, USA Football and the New York Giants are teaming up this fall to spotlight and reward Heads Up Football clubs in the Tri-State area.

The NRG Guardians of the Gridiron Award celebrates youth football organizations that have committed to making the sport better and safer in their local communities by changing the way the game is played.

USA Football will nominate 20 Heads Up FootballSM clubs from New York, New Jersey and Connecticut. Five nominees

will be announced per month – September to December – and will compete against each other through online voting for the chance to be named a monthly winner.

Monthly winners will receive \$1,000 equipment grants for their leagues and be named finalists for the NRG Guardians of the Gridiron Award. Finalists will submit a video and/or essay explaining why they should be chosen as the overall winner.

NRG and USA Football will select one club as the NRG Guardians of the Gridiron Award winner. That organization will receive a \$5,000 equipment donation and be recognized onfield at the New York Giants' Dec. 15 home game vs. Seattle.

"Safety is a core value at NRG, so we welcome the opportunity to help kids play safer and instill the same value for sports," said Christine Brown, sponsorship director for NRG. "We hope that this award will encourage all community sports teams to remember that playing safely means more fun for everyone."

"The health and safety of every youth football player is our No. 1 priority," USA Football Executive Director Scott Hallenbeck said. "We are proud to partner with NRG and the New York Giants to recognize Tri-State area youth football clubs making a difference in their communities with their commitment to a better, safer game through Heads Up Football."

Visit www.USAFootball.com/NRG to learn more and nominate your Tri-State area Heads Up Football club today.

About NRG: NRG is at the forefront of changing how people think about and use energy. We deliver cleaner and smarter energy choices for our customers, backed by the nation's largest independent power generation portfolio of fossil fuel, nuclear, solar and wind facilities. A Fortune 500 company, NRG is challenging the U.S. energy industry by becoming the largest developer of solar power, building the first comprehensive electric vehicle ecosystem, and providing customers with the most advanced smart energy solutions to better manage their energy use. In addition to 46,000 megawatts of generation capacity, enough to supply nearly 40 million homes, our retail electricity providers – Reliant, Green Mountain Energy and Energy Plus – serve more than two million customers. More information is available at www.nrgenergy.com. Connect with NRG Energy on Facebook and follow us on Twitter @nrgenergy.



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Three Village Patch (9/16/13)

<http://threevillage.patch.com/groups/announcements/p/3-village-wildcats-nomination-need-your-help>

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3 Village Wildcats Nomination- Need your help!

Posted by **ajh**, September 16, 2013 at 08:31 PM

Comment Recommend Like 0 Tweet 0

Please help the 3V Wildcats, 3 Villages Youth Football Organization win a competition (we stand to win \$ for equipment). The 3V Wildcats have been selected as an official nominee for the NRG Guardians of the Gridiron Award!! This is a great honor. Please follow this link or more info and to vote: <http://www.USAFootball.com/NRG> VOTE for the Wildcats! If you use twitter or facebook please post I voted for 3vWildcats I #HeadsUpFB club for the #NRGGuardians of the Gridiron Award. vote now at <http://j.mp/1ejw41G>

Comment Recommend Like 0 Tweet 0

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Got a question? Something on your mind? Talk to your community, directly.

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- Tuesday's Mega Millions Jackpot Estimated at \$550 Million
- Melville Teacher Nets \$10K Award, Meets Tony Danza
- Don't Miss: Breakfast with Santa



NRG GUARDIANS OF THE GRIDIRON MEDIA/PR

Parsippany Focus (10/14/13)

<http://www.parsippanyfocus.com/pal-redhawks-needs-your-vote/>



| | | | |
|--|--|--|--|
| | | <p>Family Time at Embassy Suites Parsippany Minimal Effort – Maximum FUN! Reserve your package today and let us take care of the details! To Book Call 1800-EMBASSY or Visit us at www.Parsippany.EmbSuites.com</p> | |
|--|--|--|--|

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- Business Profiles

PAL Redhawks needs your vote

Posted: October 14, 2013



The Parsippany P.A.L. Redhawks have been nominated for the NRG Guardians of the Gridiron Award. The award honors youth football clubs in the Tri-State area that have made the commitment to making the game better and safer for our children.

WE NEED YOUR HELP! Visit USAFootball.com/NRG and cast your vote for the Parsippany P.A.L. Redhawks to help give us the opportunity to win a \$5,000 equipment donation for our program thanks to NRG and USA Football.

Voting is now open.

Vote Now !!! Vote Often!!! Vote from every device you have!!! Vote Every Day! Tell your friends, tell your family, tell strangers to VOTE for Parsippany for this great opportunity.

You can vote once every 24 hours from every device.It's one mouse click to vote!

Please support the program by Voting.

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| | |
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LoHud.com (11/8/13)

<http://www.lohud.com/article/20131111/0/SPORTS05/311100023/>

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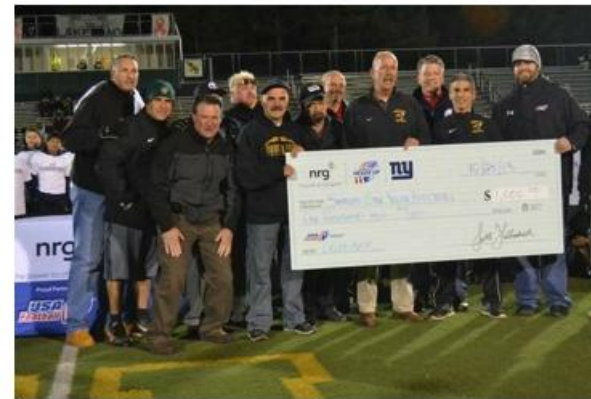
Hover to find out in 60 seconds!

ADVERTISMENT

Shrub Oak football program honored

6:01 PM, Nov. 8, 2013

Recommend 66 people recommend this. Be the first of your friends.



The Shrub Oak Football program were October winners of the USA Football 'Heads Up' \$1,000 equipment grant.

Recommend 66 **Tweet** 0 **+** 0 **Print** **AA**

Written by
STAFF REPORTS

FILED UNDER

Sports
Recreational
Sports

The Shrub Oak Youth Football program took the field to receive the Guardians of the Gridiron award for the month of October on Oct. 25 during a Lakeland varsity football game.

The program was one of 20 organizations nominated from Connecticut, New Jersey, and New York et. As a top vote-getter in October, the Hornets beat out Parsippany (N.J.) PAL Redhawks,

NOW OPEN!
AT PALISADES CENTER
DISCOUNT FOR TOTS AGES 3-5
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NFL.com (11/12/13)

<http://www.nfl.com/news/story/0ap2000000280724/article/westchester-ny-area-league-wins-guardians-of-gridiron-award>

The screenshot shows the NFL.com website interface. At the top, there is a navigation bar with links for FANTASY, NEWS, VIDEO, SCORES, SCHEDULES, STANDINGS, STATS, WATCH GAMES, TICKETS, and SHOP. Below this is a search bar and a table of NFL games. The main content area features a large green banner with the NFL logo. Below the banner is the article title: "Westchester, N.Y., area league wins Guardians of Gridiron Award". The article text describes the award and the program. On the right side, there is a "HEADLINES" section with a list of recent news items. At the bottom right, there is a "NFL.COM REWARDS" section with a "COINS" counter.

Westchester, N.Y., area league wins Guardians of Gridiron Award

Published: Nov. 12, 2013 at 11:51 a.m. Updated: Nov. 13, 2013 at 01:06 a.m.

Tuesday's Heads Up Football news:

- * A Heads Up Football program, the Shrub Oak Youth Football League in Westchester, N.Y., received the Guardians of the Gridiron Award for October, according to the (Lower Hudson Valley, N.Y.) Journal News.

The program was one of 20 organizations nominated from Connecticut, New Jersey, and New York. As a top vote-getter in October, the Hornets beat out Parsippany (N.J.) PAL Redhawks, Ridgewood (N.J.) Junior Football Association, North Babylon Youth Football and Wayne (N.J.) PAL Wolfpack.

The members of the NFL endorsed program Heads Up Football were nominated for sportsmanship and for being an elite youth program. The program is endorsed by NRG, the official energy partner of the New York Giants and USA Football.

The \$1,000 award is granted to programs that promote making the sport better and safer. One hundred players ranging from grades 3-8 will benefit from the equipment grant.

The Shrub Oaks Tackle Football program consists of players in grades 3-6 who compete in the Scarsdale Recreation league. It also includes seventh- and eighth-graders who play in the

HEADLINES

LATEST

- Cowboys lose late to Pack | Garrett: Romo should've handed off
- Jerry Jones won't rehash commitment to Garrett after each loss
- Brady irked over Patriots' '(expletive)' offensive plays | Watch
- DeSean Jackson: 'Emotions' triggered tantrum in Eagles' loss
- Seattle-area car dealership pays dearly for Seahawks' shutout
- Bengals fall on road to division foe Steelers | Injury roundup
- Dolphins in great playoff shape after win | Chiefs lock up berth
- Shanahan walks out of press conference | Watch | 'Skins lose
- RGIII believes he'll have new coach next season in D.C. | Details

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NRG GUARDIANS OF THE GRIDIRON MEDIA/PR

[TheAlternativePress.com \(11/15/13\)](http://thealternativepress.com)
<http://thealternativepress.com/articles/four-quarterfinal-wins-for-sparta-bears-football>

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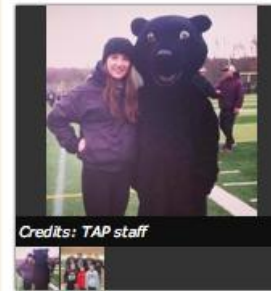


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Four Quarterfinal Wins for Sparta Bears Football

The Alternative Press Staff
Friday, November 15, 2013 • 12:00am

Credits: TAP staff

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SPARTA, NJ - The Sparta Bears Football program took another big step last Sunday with four convincing wins in the quarterfinals of the NJSYFL playoffs, beating Summit (Grade 5), Scotch Plains (Grades 6 and 7) and Berkeley Heights (Grade 8) at Pope John High School. They are now one step closer to the NJSYFL Super Bowl as they prepare to face off against the highly ranked Morristown Wildcats, Summit Hilltoppers and Cranford Cougars this Sunday, Nov. 17 at Pope John High School.





NRG GUARDIANS OF THE GRIDIRON THANK YOU, NRG!



Click above for a special message from the West Hempstead Broncos Youth Football Club
(West Hempstead, N.Y.)