

!(Image 1)

# Bad Rabbits Az — Yuma Girls Flag Football

## Master Operational Knowledge-Base & Reference Cheat Sheet

### Section 1: General Organizational Identity & Brand Standards

Our program's brand identities are directly tied to the visual assets of our Yuma-based grassroots program and our elite, championship-winning sister program in Calexico and El Centro.

- **Official Local Organization Name:** Bad Rabbits AZ ``
- **Official Leadership & 12U Head Coach:** Robert Scott Phillips, President & 12U Head Coach ``
- **Official Instagram Page:** @badrabbits\_az ``
- **Official TikTok Page:** @badrabbits\_az ``
- **Official Facebook Page:** Bad Rabbits AZ ``
- **The Regional Brand — Bad Rabbits Az (Image 1):** Featuring an energetic, neon pink design, this brand represents our local Yuma training, community clinics, and regional Southwest travel squad ``. It is designed to capture the attention of local Yuma families and drive high-visibility partnerships with neighborhood businesses.
- **The Elite National Brand — Bad Rabbits Select (Image 2):** Sporting a classic, arched collegiate black-and-white shield, this brand represents our nationally ranked sister program in the Imperial Valley. It carries a prestigious national pedigree used for elite tournament play and major corporate travel sponsorships ``.
- **The Verified Legacy of Accomplishments:**
  - **Pioneer Status:** The Calexico-based Bad Rabbits were the first girls' flag football program in the Imperial Valley region to begin traveling for competitive tournament play ``.
  - **2025 NFL FLAG 14U Girls National Champions:** Competed as the Raiders and won the ultimate crown at the Pro Football Hall of Fame in Canton, Ohio, in July 2025, defeating Pirate Bay Krewe Red ``.
  - **2025 NFL FLAG High School Girls National Runner-Up:** Competed as the Cowboys and finished as the national runner-up ``.
  - **12U Girls National Champions:** Went undefeated with a 6-0 record to win the USA Flag Football National Championship in Charlotte, North Carolina, in July 2023 ``.
  - **Azul Trujillo (QB, Class of 2028):** Named Tournament MVP at the 12U USA Flag National Championship in Charlotte and MVP of USA Football's The One Flag Championship . Holds the national single-season record with 9,503 passing yards leading Vincent Memorial High School .
  - **U.S. National Team Representatives:**

- **Jessica Manriquez (WR/C/S):** Selected to the U.S. 15U Girls Junior National Team in 2024 ``.
- **Paula Cruz (DB/WR):** Selected to the U.S. 17U Girls Junior National Team in 2024 ``.
- **Azul Trujillo (QB/C):** Selected to the U.S. 15U Girls Junior National Team in 2025 ``.
- **2026 International Roster Update:** Azul Trujillo and Jessica Manriquez have been selected to represent the Mexico 17U Girls National Team at the 5-on-5 Junior International Cup in Los Angeles ``.

## Section 2: Team-First & Family Philosophy (The Kids' Team)

Our program operates under a distinct family-first mindset that prioritizes the empowerment, retention, and personal development of every child on the roster.

- **"This is Not My Team. This Team is for the Kids."** We explicitly reject the adult-driven, ego-heavy travel sports culture. This program is established solely to serve our Yuma youth. Decisions on and off the field are made with the players' development and enjoyment at the center of the enterprise.
- **Run Like a Family & Committed to Retention:** Once an athlete joins **Bad Rabbits AZ**, they are treated as an irreplaceable member of our football family. We do not give up on our girls. While other travel organizations cut, trade, and discard players season over season to chase trophies, we are fully committed to your daughter's long-term athletic and personal growth. We expect our players and families to show that same dedication by staying, working through athletic challenges, and growing with our program year after year.
- **Active Player Involvement in Decisions:** Because this is the kids' team, our athletes are actively involved in key organizational decisions:
  - **Uniform and Gear Design:** Players will collaborate on uniform themes, accessory details, and custom elements.
  - **Digital Branding & Content:** Social media clips and highlights are crafted in collaboration with the players, letting them show off their team culture, highlight packages, and fun athletic progression.
- **Social Media & Team Culture:** While our social media channels are vital for building local publicity and attracting college scouts, their primary purpose is for the girls to have fun. The players are encouraged to do their team dances, document highlight reels, and participate in viral trends together as a unified team to foster lifetime memories and team bonding.
- **On and Off-Field Representation:** Because the team belongs to the kids, they bear the responsibility of representing their brand in a positive, respectful way at all times. All student-athletes must treat teammates, opponents, coaches, and officials with respect, carrying themselves with poise and sportsmanship in the community, at school, and while traveling.
- **Academic Standards (More Than Football):** We believe in developing the student-athlete. This program is about much more than just football. All players are required to maintain high standards and passing grades in the classroom. Coaches and program leadership reserve the right to review academic progress, and academic stability

is required to remain eligible for travel competition.

## Section 3: Competitive Strategy & Dual-Tier Pathway

We provide Yuma families with a clear, motivating ladder of competitive progression.

- **Southwest Regional Play (Bad Rabbits AZ):** Our local Yuma travel teams wear our signature **neon pink colors** (Image 1) and travel to play in the highest-level leagues and regional qualifying tournaments in Arizona (including the Arizona Cardinals NFL FLAG Regionals in Glendale, AZ) ``. Roster spots on these regional travel squads are permanent, but starting positions and game-time snaps must be earned through hard work, coachability, and execution on the practice field.
- **National Elite Play (Bad Rabbits Select):** Our sister program wears our **collegiate black-and-white colors** (Image 2) . Rosters for national tournaments are highly competitive. The top-performing, hardest-working players from our Yuma rosters can earn exclusive "call-ups" to play on the Select national travel team at major televised showcase events, including the NFL FLAG Championships and USA Football National Team trials .

## Section 4: Financial Modeling & Funding Guidelines

Our financial structure is engineered to keep competitive travel sports affordable and accessible for local Yuma families.

- **The Family-Friendly Payment Model:** To lower financial barriers, we utilize an automated monthly installment plan rather than demanding an overwhelming lump sum upfront.
  - **Upfront Registration Deposit:** \$50 per player.
  - **Monthly Subscription Dues:** \$50 per month for the duration of the season.
- **Treasury & Cash Flow Management:** This \$50/\$50 structure is highly compliant with non-profit standards and ensures a consistent, predictable flow of operating capital. Dues are pooled to pay for recurring fixed costs, including municipal field permits in Yuma, practice equipment, administrative costs, and general team liability insurance. **Missed practices, illness, or skipping a tournament do not reduce or exempt a family from their monthly installment obligation.**
- **Sponsorship and Fundraising Rules (IRS 501(c)(3) Compliance):** All corporate sponsorships and team-wide fundraising activities must be deposited directly into a separate general travel fund account. These pooled funds are used to significantly lower travel, lodging, and tournament entry fees for all Yuma families equally.
- **Strict Prohibitions on Individual Fundraising Accounts (IFAs):** To protect our non-profit tax-exempt status, **we do not use Individual Fundraising Accounts (IFAs)**. All fundraising is "team-first". Parents cannot "earn" individual credits or write off their own child's fees based on their individual fundraising participation, as the IRS strictly defines this as "private inurement".

## Section 5: Corporate Sponsorship Tiers & Menu

All corporate sponsorship dollars directly fund team-wide travel lodging, regional tournament entries, training clinics, and equipment. In accordance with our official Founding Community Partner Proposal, we offer four (4) customized sponsorship tiers to show the community how

local brands make a difference ``:

Flag Hopper (\$5-\$100) → Bunny Blitz (\$100-\$350) → Gridiron Hare (\$350-\$750) → Community Champion (\$750-\$1,200)

1. **Tier 1: Flag Hopper Supporter — \$5 to \$100 ``**
  - **Focus:** Friends, family, and individual community backers ``.
  - **How Your Business Makes a Difference:** Helps cover basic player essentials like mouthguards, flags, and personal safety/team gear ``.
  - **Sponsor Recognition & Perks:**
    - Personal shout-out on our official social media pages (@badrabbits\_az) ``.
    - Dedicated thank-you message from the team ``.
2. **Tier 2: Bunny Blitz Supporter — \$100 to \$350 ``**
  - **Focus:** Local small businesses and passionate boosters ``.
  - **How Your Business Makes a Difference:** Directly contributes to essential training equipment (footballs, cones, agility bags) and municipal field rental fees in Yuma ``.
  - **Sponsor Recognition & Perks (Includes all lower perks, plus):**
    - Business name or logo featured on the official team sponsorship banner displayed at all local Yuma events and clinics ``.
    - Prominent listing on our official website's partner page ``.
3. **Tier 3: Gridiron Hare Supporter — \$350 to \$750 ``**
  - **Focus:** Core corporate partners looking for high-visibility regional exposure ``.
  - **How Your Business Makes a Difference:** Offsets regional tournament registration costs (e.g., Cardinals Regionals in Glendale) and directly supports team-wide travel logistics for regional showcase games ``.
  - **Sponsor Recognition & Perks (Includes all lower perks, plus):**
    - Large logo placement on the main team event banner ``.
    - Dedicated business spotlight feature in our monthly community newsletter ``.
    - A custom sponsor appreciation plaque presented to your business for display in your storefront ``.
4. **Tier 4: Bad Rabbits Community Champion — \$750 to \$1,200 ``**
  - **Focus:** Elite foundational partners dedicated to long-term community impact ``.
  - **How Your Business Makes a Difference:** *This is the game-changer.* Funds high-level coaching clinics and specialized camps open to the broader Yuma community, featuring instruction from guest coaches who have coached or played in the youth, high school, collegiate, and pro ranks ``.
  - **Sponsor Recognition & Perks (Includes all lower perks, plus):**
    - Premium logo placement on all national travel warm-ups worn by athletes on the field ``.
    - Exclusive homepage branding on our website ``.
    - A dedicated "Sponsor Takeover Week" across all of our active social media channels ``.

## Section 6: State & Federal Legal Filings (Arizona)

To form and maintain your nonprofit under Arizona state law, the Board must execute the following filings in order [span\_0](start\_span)[span\_0](end\_span).

- **Articles of Incorporation (Form CF0041):** Filed with the Arizona Corporation

Commission (ACC) to formally establish the corporate entity  
[span\_1](start\_span)[span\_1](end\_span).

- **ACC Attachments:** Submit Form CFCVLR (Cover Sheet), Form CF0001 (Certificate of Disclosure), and Form M002 (Statutory Agent Acceptance)  
[span\_2](start\_span)[span\_2](end\_span).
- **IRS Form SS-4:** Applied for online immediately after state incorporation to secure your unique 9-digit Employer Identification Number (EIN)  
[span\_3](start\_span)[span\_3](end\_span).
- **IRS Form 1023-EZ:** Applied for via Pay.gov to obtain federal 501(c)(3) tax-exempt status (if projected annual gross receipts are under \$50,000)  
[span\_4](start\_span)[span\_4](end\_span).
- **Bylaws & Conflict of Interest Policy:** Adopted formally by your initial board of directors. The IRS requires a minimum of **three (3) unrelated directors** to approve 501(c)(3) tax exemption [span\_5](start\_span)[span\_5](end\_span).
- **TPT License (If applicable):** If selling team merchandise or concessions in Yuma, register for an Arizona Transaction Privilege Tax license (\$12 per location)  
[span\_6](start\_span)[span\_6](end\_span).

## Section 7: Safety, Health, and Arizona Compliance Regulations

- **Arizona Concussion Law (A.R.S. § 15-341(A)(24)(b)):** Mandates that before any student-athlete takes the field, they must view a concussion video, and both the parent and athlete must sign a Concussion Consent Form annually . Outside organizations booking public fields in Arizona must sign a Concussion Compliance Addendum verifying adherence .
- **Suspicion of Concussion Protocol:** Immediate removal of the athlete, zero same-day return to play, immediate parent notification, and a mandatory graduated Return-to-Play protocol of no less than 7 days ``.
- **Legal Waiver Retention Period:** All signed parent liability and medical waivers must be kept on file by the organization for a **minimum of 7 years** ``.
- **Yuma Preseason Heat Acclimatization Rules (AIA/ADHS Guidelines):**
  - **Days 1 - 5:** Capped at 1 practice per day, maximum 3 hours total. Walkthroughs are limited to 1 hour and must have a 3-hour recovery break in a cool environment. Helmets are the only protective equipment allowed ``.
  - **Days 6 - 14:** Capped at 2 practices per day (double sessions allowed only every other day), maximum 5 hours total on double days. Must have at least 3 continuous hours of recovery in a cool environment. Full protective gear and 100% contact can begin on Day 7 ``.
- **Hydration Intake Rules:**
  - Mandatory hydration breaks must be enforced every 20 minutes under the shade ``.
  - **Ages 9 to 12:** Require 3 to 8 ounces of fluid every 20 minutes ``.
  - **Ages 13 and older:** Require 34 to 50 ounces of fluid per hour of physical training ``.

## Section 8: Tryout Stations & Physical Combine Testing

- **The Player Identification Standard:** Evaluators must use numbered pinnies instead of names during combines to eliminate coaching bias and speed up note-taking ``.
- **Core Physical Testing Stations:**
  1. **20-Yard Dash (Acceleration Station):** Measures explosive sprint mechanics. (*Bad Rabbits Select Target: <3.0s | Bad Rabbits Az Target: <3.4s*) ``.
  2. **5-10-5 Shuttle (Pro Agility Station):** Evaluates hip flexibility and lateral change of direction. (*Bad Rabbits Select Target: <4.9s | Bad Rabbits Az Target: <5.3s*) ``.
  3. **Standing Broad Jump (Explosive Power Station):** Measures lower-body explosion. (*Bad Rabbits Select Target: >7'0" | Bad Rabbits Az Target: 5'6" - 6'11"*) ``.
  4. **60-Yard Shuttle (Aerobic Conditioning Station):** Measures speed maintenance under fatigue. (*Bad Rabbits Select Target: <15.0s | Bad Rabbits Az Target: <17.5s*) ``.
- **Roster Placement Score Matrix (Total Skill Score out of 30):**
  - **24 to 30 Points:** Bad Rabbits Select (Elite National Travel Squad)
  - **15 to 23 Points:** Bad Rabbits AZ (Regional Southwest Travel Squad)
  - **Under 15 Points:** Developmental Pool (Local Yuma Clinics and joint training)

## Section 9: Tournament Rules & Stay-to-Play Logistical Codes

- **Roster Limitations:** All teams are capped at a maximum of 10 players and 2 coaches per regional tournament [span\_7](start\_span)[span\_7](end\_span).
- **The 75-Mile Driving Radius Rule:** Under NFL FLAG rules, all rostered players must have school physical addresses that reside within a strict **75-mile driving radius** of our league's registered location address to maintain regional eligibility [span\_8](start\_span)[span\_8](end\_span).
- **Stay-to-Play Compliance Mandates:** Teams traveling outside the 75-mile radius are contractually required to book hotel blocks through the tournament's official housing partner (Team Travel Source) [span\_10](start\_span)[span\_10](end\_span)[span\_11](start\_span)[span\_11](end\_span).
  - **NFL FLAG Regionals:** Minimum of 5 hotel room nights required per team ``. \* **NFL FLAG Championships:** Minimum of 15 hotel room nights required per team [span\_12](start\_span)[span\_12](end\_span).
  - *Penalty:* Failure to meet these exact room blocks results in the immediate removal and disqualification of the entire team from the tournament [span\_13](start\_span)[span\_13](end\_span)[span\_14](start\_span)[span\_14](end\_sp an).

!(Image 2)

### Works cited

1. NFL FLAG Tournament Rules - NFL FLAG Football, <https://nflflag.com/tournaments/rules>