



BIG D POWDER-PUFF TACKLING ALZHEIMER'S 2017 Participant Guidebook

BvB Dallas is a young-professional organization dedicated to raising money and awareness for Alzheimer's disease. Each year, the organization hosts a number of different fundraising events including happy hours, pool parties, a benefit concert and a powder-puff football game at the Cotton Bowl. Founded in 2008 by a group of young motivated women, **BvB Dallas** is a way to honor and remember loved ones who suffered or are suffering from Alzheimer's and other related diseases. **BvB Dallas** has experienced a blitz of success, by raising over \$2.8 million dollars in funds and recruiting over 1,000 volunteers in eight years.

Thank you for your interest in BvB Dallas!

We are so excited to have you!

2017 LEADERSHIP CONTACT INFORMATION

Board of Directors

Alex Bell	alexjohnnathanbell@gmail.com	Legal/Treasurer
Becca Ellinor	becca.ellinor@gmail.com	Communications
Catelyn Cappleman	catelyn.cappleman@gmail.com	Grants & Community Outreach
D'Ann Fought	sponsorship@bvbdallas.org	Sponsorship/Events
Elizabeth Clayton	elizabethlaineclayton@gmail.com	Communications
Erin Finegold	erin.finegold@bvbdallas.org	Founder/Sponsorship
Katie Morgan	katie.morgan@bvbdallas.org	Co-President/Team Logistics
Rachel Anderson	rachel.anderson@bvbdallas.org	Co-President/Fundraising

Neutral Leadership

Allison Kutty	akuty15@gmail.com	Events
Chris Francis	chris.s.francis@gmail.com	Alumni/Game Logistics
Holley Caldwell	holleyecaldwell@gmail.com	Ambassador
Katie Croix	kcroix@dentonisd.org	Alumni
Leah Allen	leahkallen11@gmail.com	Ambassador
Mike Hsu	michael.w.hsu@gmail.com	Recruitment/Game Day Set-Up
Mike John	mikejohn_trainer@yahoo.com	Ambassador
Patrick Mancenido	pmancenido@gmail.com	Athletic Director
Rusty Haake	russell.haake@gmail.com	Ambassador

Team Leadership

Audrey Tompkins	audreytompkins11@gmail.com	Captain
Avri Boswell	avri.boswell@gmail.com	Communications
Hillary Dow	Hillarydow@gmail.com	Rookie/Recruitment
Jared Cloud	jcloud11@gmail.com	Head Coach
Jenny Deely	deely.jane@gmail.com	Captain
Julia Wood	woodjulia65@gmail.com	Events Chair
Julianne Dykes	juliannedykes@gmail.com	Fundraising
Justin Saramiento	jucasa1984@gmail.com	Rookie/Recruitment
Sara McArthur	sara.mcarthur04@gmail.com	Rookie/Recruitment
Tasha Yancey	tyancey25@gmail.com	Sponsorship
Whitney Long	wtaylor89@yahoo.com	Communications
Allie Carter	misscarter7@gmail.com	Rookie/Recruitment
Amy Danielson	amy.danielson@libertymutual.com	Captain
Dani McArthur	k.dani.mcarthur@gmail.com	Captain
Derrick Woods	derrickawoods@hotmail.com	Head Coach
Haili Rumsey	haili.r22@gmail.com	Communications
Izabela Grot	izabelagrot@gmail.com	Sponsorship
Jay Jacoby	jjjacoby3@gmail.com	Rookie/Recruitment
Laura Nichols	laura.mae.nichols@gmail.com	Events
Simon Leung	leungss23@gmail.com	Rookie/Recruitment
Whitney Alexander	whitneybardales@gmail.com	Fundraising/Ambassador

WHAT TO EXPECT FROM BVB DALLAS:

Teams: All of us at BvB Dallas are working toward one goal: Tackling Alzheimer's Disease. On game day we are made up of three teams - **Team Blonde**, **Team Brunette (Bru Crew)** and **Team Purple**. The ladies in pink and blue will be battling it out on the gridiron. In order to execute a successful Game Day there will be a play-time policy guaranteeing each player is on the field for a set number of plays. Those that are not interested in playing but are totally up for making the 2017 season a success are on **Team Purple**. On Game Day they will be tasked with making the Game Day experience amazing. Game Day is quite the production and we can't do it without a lot of help! From on field promotions and games to raffles and helping people to their seats -it takes teamwork! We are so happy to have you!

Fundraising: Each player and coach must raise a minimum of **\$1,250** to be active on Game Day. Non-playing members/Team Purple must raise a minimum of \$800 to be active on Game Day. Fundraising is tracked by an online portal called Flipcause. Your fundraising chairs will be there for you every step of the way to help you reach your goals. Lots of info on fundraising to come!

Time: Each player and coach must attend seven out of ten practices to be eligible to play on Game Day. Members who are not interested in playing must attend a practice held by each team - (Blonde and Brunette) and volunteer at one event. Orientation, practice, pre-game dinner, and Game Day, are your only mandatory BvB Dallas time commitments. There are a number of events throughout the summer that are a blast, but you are not required to attend.

Communication: You will receive regular email updates from both the board presidents and your team Captains/Head Coach. It is critical that you read these e-mails completely. If you are not receiving e-mails, make sure to let someone know.

Support: Leadership is here for you and their goal is to make this season as smooth and fun as possible, while still meeting (and exceeding) our organizational fundraising goal. This packet contains a list of the leadership for 2017 and what their roles are. Feel free to reach out to them for information and help.

KEY DATES TO REMEMBER:

May:

- 7th – Sunday, Orientation #1*, Location TBD – Choose one session 11:00AM or 12:30PM (Vets & Rookies)
- 8th – Monday, Orientation #2*, Barley House @ 6:30 PM (Rookies)
- 9th – Tuesday, Orientation #2*, Barley House @ 6:30 PM (Veterans)
- 24th – Wednesday, All Coaches Meeting at Barley House
- 31st – Wednesday, Joint Combine and Barley House Social

June:

- 4th/7th Practice starts! 6pm **Sunday** for Bru Crew, **Wednesday** Team Blonde at Dallas Lutheran
- 10th – Saturday, Kickoff Party
- 24th –Saturday, America themed Pool Party at Sisú

August:

- 10th –Thursday, Pre-Game Dinner 7pm
- 12th –Saturday, GAME DAY

***Only one orientation is mandatory**

****All event information will be sent out via email and posted on social media**

Please remember - all dates are subject to change.

GROWTH of BvB DALLAS:

Year	Inaugural Year (2008)	2009	2010	2011	2012	2013	2014	2015	2016
Participants	75	125	150	175	200	200	225	225	225
Goal	\$20,000	\$75,000	\$165,000	\$215,000	\$275,000	\$350,000	\$400,000	\$600,000	\$550,000
Total	\$60,000	\$151,000	\$207,000	\$260,000	\$340,000	\$350,000	\$441,000	491,000	\$564,000
Attendance	450	750	1,000	1,200	2,500	3,000	3,500	4,500	4,000

PAST BVB BENEFICIARIES:

Baylor Neuroscience Center (2016)

Developing a blood or urine screen to detect Alzheimer's vulnerability years before symptoms occur.

Center for BrainHealth (2016)

Phase two of a study funded by BvB in 2014, will provide the ability to add brain simulation and advance brain imaging to strategy based cognitive training.

UT Southwestern (2016)

Funding for a Clinical Neuropsychology Fellowship for the Alzheimer's Disease Center at UT Southwestern Medical Center.

Baylor AT&T Memory Center (2015)

Development and implementation of a neurocognitive and psychosocial treatment protocol for individuals and families with mild cognitive impairment or early stage Alzheimer's disease

The Center for Vital Longevity at The University of Texas at Dallas (2015)

The Connected Brain: Genetic and Aging Effects Principal Investigator: Kristen M. Kennedy, Ph.D.

The Alzheimer's Disease Center at UT Southwestern (2014)

UT Southwestern Exercise Research Study

The Center for Brain Health (2014)

Study Expansion of the CFBH's Staving Off Alzheimer's Initiative

Community Assistance Fund: Catelyn Cappleman Fox (2014)

Alzheimer's Association (2008 – 2013)

Hispanic Outreach Program, BvB Dallas Caregiver Awards, Respite Program, 24/7 Helpline and National Research Program

Our 2017 beneficiaries will be chosen in the next few weeks! We are so excited to starting raising money to support the latest research and care facilities right here in the Dallas area. As a member of BvB Dallas there will be numerous opportunities for you to meet our beneficiaries and hear how your hard work this summer will help tackle Alzheimer’s Disease.

BVB DALLAS SOCIAL MEDIA ACCOUNTS:

WE ARE SOCIAL! Make sure to follow BvB Dallas on all of our social media accounts and use #BvBDallas and #TackleAlz when posting.

FACEBOOK: facebook.com/BvBDallas

TWITTER: twitter.com/DALLASBVB

INSTAGRAM: instagram.com/bvbdallas

LINKEDIN: linkedin.com/company/blondes-vs-brunettes-dallas

CYBERDUST: +BvBDallas

WAIVER:

Below please find a copy of the waiver that is included in the registration process. If you have any questions please do not hesitate to ask.

This RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK, AND INDEMNITY AGREEMENT (the “RELEASE”) is executed in 2017 by _____ (participant) in favor of Big D Powder-Puff Tackling Alzheimers, Inc. d/b/a BvB Dallas, a nonprofit corporation organized and existing under the laws of the State of Texas (“BvB Dallas”). In consideration for being permitted to participate in the activities of BvB Dallas including, but not limited to, participating in the flag football game (the “Game”), practices for the Game, parties, social events, sponsor meetings, fundraising activities or events, organizing or planning meetings, Gameday, and/or post-Game activities (collectively, the “Activities”) and other valuable consideration, I hereby RELEASE, WAIVE, FOREVER DISCHARGE, INDEMNIFY AND HOLD HARMLESS BvB Dallas, its board of directors, officers, servants, administrators, agents, assigns, employees, volunteers, sponsors, players, participants, and all other persons, firms, corporations and not-for-profit institutions involved in the foregoing activities (the “RELEASEES”) from any liability, claims, demands, actions and causes of action whatsoever, including, but not limited to, personal injuries or other damages, arising out of or related to any loss, damage, or injury, including death, that may be sustained by me, or to any property belonging to me, WHETHER CAUSED BY THE NEGLIGENCE OF THE RELEASEES, or otherwise, while present at or participating in the Activities.

Further, I understand that the consumption of drugs (prescription or otherwise), alcohol and/or energy drinks (including excessive amounts of caffeine) prior to or during the Activities is highly discouraged and that I am expected to follow all laws regarding the same. I understand and agree that the RELEASEES will not be liable for any accidents, injuries, and/or damages resulting from, or caused by, a participant in the Activities who is under the influence of drugs and/or alcohol. I hereby RELEASE, WAIVE, FOREVER DISCHARGE, INDEMNIFY AND

HOLD HARMLESS the RELEASEES from any liability, claims, demands, actions and causes of action whatsoever arising out of or related to any loss, damage, or injury, including death, that may be sustained by me, or to any property belonging to me, or caused by me, as a result of a participant who is under the influence of drugs and/or alcohol.

Further, I understand the nature of the Activities and represent that I am qualified, in good health, and in proper physical condition to participate in the Activities. I am fully aware of the risks and hazards connected with the Activities, including but not limited to the risk of serious bodily injury, including permanent disability, paralysis and death, which may be caused by my own actions, or inactions, those of others participating in the event, the conditions in which the event takes place, or the NEGLIGENCE OF THE RELEASEES. With knowledge of these risks and that the Activities may be hazardous to me and my property, I hereby elect to voluntarily participate in the Activities and fully accept and VOLUNTARILY ASSUME SUCH RISKS AND ALL RESPONSIBILITY FOR ANY LOSS, PROPERTY DAMAGE OR PERSONAL INJURY, INCLUDING DEATH, that may be sustained by me, or any loss or damage to property owned by me, as a result of being engaged in the Activities, WHETHER CAUSED BY THE NEGLIGENCE OF THE RELEASEES or otherwise. I further agree that any personal insurance shall be primary in the event of any such injury, incident, or loss, including, but not limited to health, auto, and personal liability insurance.

Further, I do hereby grant and convey unto BvB Dallas all right, title and interest in any and all photographic images and video or audio recordings made by or on behalf of BvB Dallas during the Activities, including but not limited to, any royalties, proceeds, or other benefits derived from such photographs or recordings. I agree that any such photographs or recordings shall be the sole property of BvB Dallas.

In signing this RELEASE, I represent that I have read it, and understand it and acknowledge that I have given up substantial rights by signing it and have signed it voluntarily. BVB DALLAS HAS ADVISED ME TO CONTACT THE ATTORNEY OF MY CHOICE TO REVIEW THIS RELEASE, PRIOR TO SIGNING IT. I represent that BvB Dallas has not made and I have not relied upon any oral representations, statements, or inducements apart from the terms contained in this RELEASE. It is my express intent that this RELEASE shall bind the members of my family and spouse (if any), if I am alive, and my heirs, assigns and personal representative, if I am not alive, and shall be deemed as a RELEASE, WAIVER, DISCHARGE and COVENANT NOT TO SUE the above-named RELEASEES. I agree and intend that this RELEASE be a complete and unconditional release of all liability to the greatest extent permitted by the laws of the State of Texas. I expressly agree that this RELEASE shall be governed by and interpreted in accordance with the laws of the State of Texas. I agree that in the event that any clause or provision of this RELEASE shall be held to be invalid by any court of competent jurisdiction, the invalidity of such clause or provision shall not otherwise affect the remaining provisions of this RELEASE which shall continue to be enforceable.

I have read and understand all of the above.

You will be asked to sign the waiver digitally when you register online.