

International Footbag Players Association

www.footbag.org



5 year Vision

By Chris Ott
IFPA Marketing Director
&
IFPA Board of Directors

Photos by
IFPA Membership
July, 2006

International Footbag Players Association



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Introduction

Welcome to the International Footbag Players Association

The International Footbag Players Association (IFPA) is the official governing body for the sport of footbag. The IFPA's mission is to provide information and encouragement to footbag players for the purpose of assisting and expanding the sport of footbag worldwide. The IFPA is a player's association, run by the players and their elected representatives, as well as a non-profit 501(c)(3) charitable organization.



The IFPA is the communication center for the world's footbag players, providing a calendar of events and a host of other information. IFPA members can plan and schedule travel and practice time with other local or out-of-town friends through the IFPA worldwide website: www.footbag.org. Anything you need to know about footbag, and what footbag can do for you, can be found through the IFPA.

Through the formal organization of footbag-related events, the IFPA hopes to generate more interest in footbag sports. Leading by example and highlighting various footbag skills will be the partial focus of the IFPA. Footbag training camps, conducted by certified footbag clubs and instructors, will be designed to help train athletes of all ages, with emphasis given to youth involvement. Professional footbag will be marketed through tournament appearances and exhibition play.

The IFPA is also the rights holder to the World Footbag Championships, held each year since 1986. This is the biggest and most prestigious footbag event. The Worlds is held at a different international city each year, and is locally hosted by a senior-level IFPA sanctioned footbag club. Other IFPA sanctioned footbag events occur weekly across the world and can be centrally advertised and even have player registration on-line through the IFPA membership. Using the website as our communication center, IFPA members encourage to get all the information needed to plan in advance for any competition or tournament production.



The IFPA believe there are many groups of footbag players across the world that play everyday, but haven't been informed that formalized footbag sports exist. Footbag activities are huge on High School and College campuses worldwide and the IFPA will be looking to them to form organized footbag clubs. College Sports Clubs are gaining popularity on campuses every year, and footbag sports are a natural for intercollegiate play. Footbag Club competition has endless possibilities and will be played at the local, interschool and international levels.

On the game show Jeopardy recently, Alex Trebek asked a question about footbag. After showing a couple of kicks on a video clip, the answer was posed “The sport that is being played here.” The contestants were stumped and said “What is Hacky Sack?”. “Wrong”, Alex said with a puzzled look. Alex went on to say, “Footbag. Gee, I didn’t even know it was a sport!”. As international marketing director of the IFPA, this is what I come up against all the time, and is a perfect example of what we face in our promotional world. The IFPA wants to take advantage of the fact that Footbag is known already to many and ready to burst upon the international athletic stage as the new sport of the millennium.

A recent article in a South Carolina newspaper quotes the Fort Mill High School student-body president as saying that footbag is their “anti-drug”. He’s looking forward to forming a footbag club and playing other schools. Footbag is attracting the attention of athletes as both a recreational sport and a training exercise for other sports. It is time to formally organize schools on a national basis.

The IFPA will be challenging the feet of these existing groups of footbag enthusiasts and asking them to form footbag clubs and get involved. By supplying the spirit and drive to motivate IFPA members to promote our sport, we believe footbag will grow and reach it’s full potential. The opportunity for members to self promote and direct tournaments will be supported with information, knowledge and technical support from the IFPA.

Footbag Sports deliver both athletically and competitively and can lead to a lifetime of health and fitness. Footbag Sports are all about competition. The sport of footbag can be defined as either playing a court game with your feet over a net against an equally motivated competitor, or executing a fully choreographed freestyle routine solo, in front of your peers and a panel of judges. Either way, Footbag Sports deliver both athletically and competitively and can lead to a lifetime of health and fitness.

Footbag is a tremendous way of athletically challenging yourself while getting into great physical shape at the same time. By playing footbag everyday, you can improve your balance and coordination while toning your entire body . The health benefits from playing footbag are endless, including cardiovascular and muscle strengthening. Footbag players are known to be lean and strong with a well defined mid-section, which is an athlete’s core center of gravity and balance. This promotes good health and well being overall.

The IFPA invites all footbag players to unite and form clubs to represent your area, and then use the communication center provided by the IFPA to come together and compete.

Sincerely,

Chris Ott
IFPA Marketing Director
Footbag Hall of Fame



*International Footbag
Players Association
www.footbag.org*



Chapter 1

Members

International Footbag Players Association

About IFPA:

The IFPA was formed to act as a central pivot point for the sport of footbag. It is a communication center for events, players and clubs to work together to further the IFPA purpose of fostering footbag and its benefits worldwide.

Mission Statement;

The IFPA (International Footbag Players' Association) is a volunteer-run, non-profit 501(c)(3) public benefit organization dedicated to the growth of footbag play worldwide. The IFPA challenges the feet of the world to a lifetime of recreation and competitive sport.



Purpose;

The purpose for which IFPA is organized is to promote the growth of footbag play as a lifetime recreation and a competitive sport on a national and international basis. To achieve this purpose, IFPA shall disseminate information to the membership, media, and general public. In addition, IFPA shall further the purposes mentioned by conducting professional and amateur footbag events. Such events shall include, but not be limited to, competitions, festivals, demonstrations, and instructional programs. In furtherance of these main purposes, the following sub-purposes are set forth:

- A) To teach the sport footbag.
- B) To act as the official representative for IFPA members and other footbag players to other entities seeking to patronize or gain information on the sport.
- C) To foster and conduct international, national, state, regional and area footbag competitions. For competitive play, the following three levels of representation are offered by IFPA:
 - 1) Sponsorship: For an IFPA sponsored event, IFPA will provide formats and judging systems for competition as well as funds and marketing assistance for proper administration, player's packages, awards, and promotion of such events in exchange for the tournament director's agreement to abide by all the guidelines for sponsorship set up by IFPA.
 - 2) Sanctioning: For a IFPA sanctioned event, IFPA will provide formats and judging systems for competition as well as a limited amount of marketing assistance for the proper administration and promotion of such events in exchange for the tournament director's agreement to abide by all the guidelines for sanctioning set up by IFPA.
 - 3) Accreditation: For a IFPA accredited event, IFPA will provide formats and judging systems for competition in exchange for the tournament director's agreement to abide by all the guidelines for accreditation set up by IFPA.
- D) To foster and facilitate demonstrations, shows, festivals, and amateur competitions.
- E) To provide information on international, national, state, and area footbag activities.

Goals;

To target the sport of footbag worldwide to youths of all economic and social classes as an excellent athletic activity, promoting health, individual discipline, and life skills.

Non-profit Status:

The IFPA is a 501(c)(3) charitable non-profit corporation.

IFPA Committees

IFPA Board of Directors:

Julie Symons (USA) – Executive Director
Tina Lewis (USA) – Secretary
Jeremy O’Wheel (Australia) – Communications Director
Amy Westberg (USA) – Treasurer
Mike Hansen (USA) – Membership Director
Chris Ott (USA) – Marketing Director
John Leys (USA) – Rules Director
Scott Davidson (USA) – Education Director
Chard Cook (Canada) – Sanctioning Director
Eric Wulff (USA) – Statistician



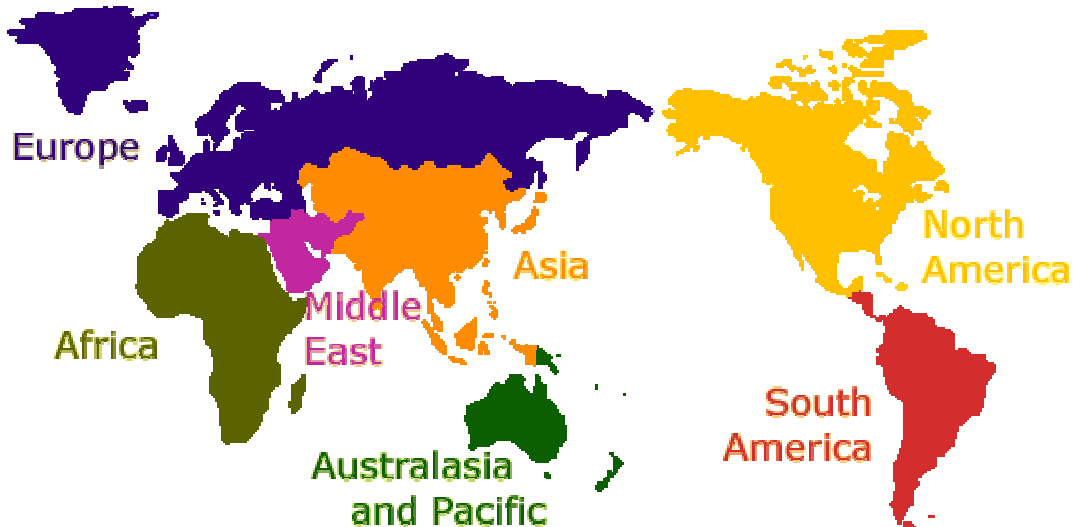
IFPA Working Committees:

Board of Directors
World Regional Footbag Committees
International Footbag Committee
Finance Committee
Marketing Committee
Education Committee
Membership Committee
Worlds Oversight Committee
Events Sanctioning Committee
World Championship Organizing Committee

IFPA World Regional Footbag Committees

The sport of footbag has been growing across the world like never before. Seeing the need to expand the IFPA committee environment will allow the world to expand at a greater and more efficient way. International organizations need local ambassadors to manage membership and event coordination. Because of the path taken by the evolution of footbag, what started as the USA associations turned into the international association, which left the USA without organization. This concept stops here. Now there will be committees to help drive footbag across all parts of the world.

The IFPA is looking for members and event organizers who want to be founding members of the World Regional Committee. I am looking for dedicated footbag promoters in each region of the world to step up and join this group. We have a long process in front of us to complete this puzzle but let's start here.



IFPA World Regional Footbag Committees

European Footbag Committee
Asia Footbag Committee
North American Footbag Committee
South American Footbag Committee
Australasia Pacific Footbag Committee
African Footbag Committee
Middle East Footbag Committee

The IFPA needs to remain the overall governing body of footbag and these world sub committees will begin to govern their specific regions. Each region needs different kinds of attention and focus. These regional committees will represent cultural differences and requirements for there local areas. Each region will be responsible for its IFPA membership and internal workings.

Responsibilities will include:

- 1.) The new committees are responsible for the oversight and development of footbag specifically within their regions.
- 2.) Actively assist countries in their region to develop footbag federations.
- 3.) Identify needs for future growth and expansion of footbag sports within their local cultures.
- 4.) Responsible for annual IFPA Regional Footbag Championships in each region.
- 5.) Support of development of National Championships with in their region.
- 6.) Each Committee will have an elected Chairman and Board of Directors.
- 7.) Responsible for coordinating with the world through the IFPA regulations.
- 8.) Annual report to IFPA Directors on membership and tournament activity.
- 9.) Responsible for Regional Membership administration.
- 10.) Development of IFPA Sanctioning with in their region.

Contacts:

IFPA is the center of communication within the footbag community. We provide a contact center among IFPA members and their clubs. Our website www.footbag.org is the hub of our communication and will act as the center of IFPA activities.

Club to Club:

The IFPA wants to encourage the formation of footbag clubs across the world. Footbag has a great community quality to it and brings people together. IFPA want to help with the formation of footbag clubs in high schools and colleges in order to create the possibility of inter school competition. IFPA wants students to engage in a club for the leadership opportunities as well as the health benefits. IFPA will supply information about the formation of footbag clubs and the benefits to your school and community.



Member to Member:

The IFPA will supply a contact list for all members in order to bring our membership together. The ability to reach other footbag players across the world and make plans to kick is priceless.

Media:

IFPA would like to help with media promotion. Clubs and individuals can benefit greatly in their communities if the IFPA were to give a press release about a coming or past IFPA event and its local results interest. This will help with our clubs getting respect and recognition with in their local areas.

Links:

Our website, www.Footbag.org, gives IFPA members lots of footbag related links. These links are contacts to other footbag websites and footbag associations.

Forum:

Footbag.org has a player's forum in which IFPA members can interact with other players around the world about footbag related topics.

Groups:

Members can participate in the issues facing footbag and join IFPA working group to help continue footbags ever changing path.

Announce:

IFPA members can announce events and other important items to the general footbag membership and give advanced notice so players can plan.

Members

Programs:

IFPA wants to provide its members with a variety of programs tailored to help with the promotion of footbag. These programs are designed to help educate our members and make their promotion of footbag easier.

Schools:

The IFPA wants to inform schools across the world about the benefits of footbag.

Education starts in the schools and will be a great place for the IFPA to expose itself.

Whether it is an Elementary school or college campus, there is a place for footbag and all it brings. Club formation will be encouraged as well as PE programs.

Health - There are lots of health benefits from the aerobic nature of playing footbag. Students of all ages could benefit greatly from playing footbag each day. The motion and repetitive nature of footbag increases body strength in your legs and mid section.

Athletic – Athletes improve their balance, foot speed and coordination with a footbag which is the basic skill to any sport. Footbag requires you learn how to use both sides of our body equally which helps athletes to become more ambidextrous. Footbag also strengthens your mid section which is your center of gravity when playing sports.

Playground – School grounds are filled with great footbag opportunities. The IFPA wants to show its members how to use their playgrounds to further their footbag experience. Four square and tetherball courts, painted in most schools can be used for footbag. Badminton and Tennis courts can be used to help develop footbag net skills. Letting people know what they can do with their footbags will be a key to reaching the IFPA's goals.



Clubs:

Footbag clubs will be a key ingredient to the success of the IFPA. The IFPA will supply its members with information about how to form a club and what to do with it. Creating interclub team competition is a natural progression and has a bright future in footbag.

Community clubs – A group of footbag friends can become a footbag club. By organizing a club, players can benefit from their community and local services to hold footbag events, fundraisers and other community service programs. Creating a relationship with local or city recreation department and other civic resources can create all kinds of opportunity for club recognition.



Elementary School Clubs –

Footbag can be simplified in skill level and made appropriate for grade-schoolers. By forming a school club, members can benefit from the structure of a club and the learning process involved with its members. An adult would have to head the club but ideally student participation would form the club. Students can benefit from organizing local events for their communities and showing off their skills.

High School Clubs – Footbag is being played on every High School campus across our land. Most footbaggers in high school are not aware of the possibilities and range of footbag things to do. The IFPA wants to encourage the formation of HS footbag clubs by offering “Footbag High” as a section of the IFPA and engage them in competition with other local High Schools. Footbag is a sport and good competition is healthy.

College Clubs – Footbag is also being played on college campus everywhere. The IFPA is working to educate college students about footbag sports. Once the campus footbag sports clubs are established, intercollegiate footbag is possible. Just think, NCAA Footbag.

Community Service:

Footbag can be used as a tool with in our communities. Putting on footbag exhibitions or classes at local City Recreation Departments, YMCA, or community settings are direct links to your community. Footbag Clubs can benefit by using these resources and giving back to their community. This kind of activity is in line with the purpose of the IFPA and funding programs become available.

Action Footbag:

Action footbag is the collection of footbag playing types. Footbag comes in many forms, ideologies and styles and the IFPA wants to support all facets of the game. There is competitive and recreational footbag and what you choose to do with a footbag is your personal choice.

Competitive footbag – The two major competitive sports in footbag are Freestyle and Ultra footbag net. The purpose of the IFPA is to support the formation of competitive footbag events. The level of competition depends on the level of players and the height of competition desired. Professional footbag athletes play with a strict rulebook which is what makes footbag so challenging. Beginning levels and age appropriate events and games are available in order to assure a level of success with the players.

Amateur Footbag – Amateur sports are sports in which you are playing without financial reward. This would include interschool, intercollegiate and international competitions and other amateur events. The idea is to keep eligibility for large amateur events like college.

Professional footbag – Professional footbag events will be held worldwide to represent the highest level of competitive footbag. The IFPA sanctioned Professional Tour is a series of events on each continent that will include a pre-event workshop, community service and the professional footbag event. Professional footbag athletes forfeit their amateur status and will be paid for their results.

Recreational footbag – Footbag can be played without any rules at all. The challenge is to play against Mother Nature and keep the footbag airborne. Circle kicking can be fun for all and lead to hours of joy and laughter. One of the endearing things about kicking footbag is that without any rules, each circle, in each town is unique and has its own language. Footbags fit in your pocket or purse and travel with you everywhere, which makes practice time anywhere, anytime.



Kicking Skills:

The IFPA wants to provide you with kicking skills instruction and everything you will need to get started and improve your footbag skills.

Video Downloads – The IFPA encourages our membership to upload their videos of footbag events to our website. These come available to other members from anywhere in the world and become a training tool. School is out. Now members can download the world's best players and learn all the hottest tricks.

Basic kicks – These kicks, when learned on both sides equally, will make your kicking experience more fun. By learning to use the inside and outside of your feet to dribble the footbag, all of a sudden, footbag sports come to life. The IFPA wants to supply its members with the best combination of instructional videos, written materials and graphics available.

Advances skills – The IFPA will also provide its members with state-of-the-art instruction for the advanced players who wish to push the sport's envelope.

Benefits of footbag:

Kicking a footbag is one of the most enjoyable workouts you could ever have. There is something to the continuous challenge of keeping the footbag airborne while doing your hardest trick or digging a spike off your friend's best hit. The feeling of success surrounds the sport of footbag. As your coordination grows your footbag boundaries expand and the fun gets bigger.

Health Benefits - Kicking a footbag is one of those sports that will help get you into shape while having too much fun. The lifting motion used to keep the footbag aloft generates lots of work from your mid section and legs. Footbag players are defined by tight abs and trim legs. The aerobic nature of footbag gets your blood rolling and your heart beating which helps with overall endurance. Your health has many factors and you should be aware of your limitations.

Athletic Benefits – Any athlete can benefit from playing footbag. Footbag builds eye-foot coordination, balance and foot speed, which is the root to most sports. Learning to use both sides of your body equally is a lesson in balance and can be used to improve your impact in other sports. How your feet connect to the ground and how well you keep your balance is key, and footbag teaches you how to stay steady and centered. The center of power in sports comes from your midsection and the stronger your center of gravity the more effective you are. Footbag strengthens your midsection and supplies you with all the power and balance needed to perform at peak rate.



Credibility:

Every club in every county could use some organization. The way to organize the footbag world is to create a system that has major organizations managing large areas of players. The creation of Footbag Associations representing countries and continents will give the overall credibility of footbag a foothold. World competition depends on a solid base of dependable groups representing the players in these areas. The IFPA's World Regional Committees will have advice and methods for its members to organize themselves and create footbag government.

Non-profit – Organizing a non-profit organization out of your footbag club and contributing to society is not hard to do and could help any club gain credibility. IFPA wants to supply members with methods and contacts to form non-profit organizations.

Government Relations – Gaining recognition for the sport of footbag with governments across the world will be key to our global growth. The acceptance of footbag as a legitimate sport will help promoters and players get the respect required to succeed in the world of sports. IFPA wants to supply its members with advice and a path to gaining such government acceptance.

Members

Member Service:

Providing IFPA members with real value for their membership is a goal. When a footbag player becomes a member of the IFPA, they become connected to the world of footbag. Player contact, event planning and travel is the keystone to expanding the sport of footbag. IFPA will act to find its members discounts and provide a communication base to the footbag world.

Newsletter:

The IFPA website will feature a quarterly newsletter informing members of everything new about footbag. There will informative facts to know about footbag and lots of helpful instruction on footbag skills. The directors of the IFPA will report on new developments and opportunities for IFPA members and what to look for.

Event Calendar:

“Footbag Worldwide” has an events calendar that keeps current footbag events across the world. Players can schedule their travel in advance with this system and make all their favorite footbag events. Tournament directors can advertise their events and post any information needed to attend the event.



Photo and Video Sharing:

IFPA members are able to share photos and videos over our Internet connection. The growth of footbag is greatly enhanced by this feature and assures members from far ends of the earth will get the latest tricks and combinations. The learning curve is coming down and players are sharing their talents and imagination.

Merchandise:

Product donations will be available to members. The IFPA is interested in how its members are dressed and wants to help get uniforms and playing close for discount prices.

Travel:

Traveling to footbag tournaments can be expensive. Flights and hotels alone can be lots of money. The IFPA will help its members with discount options in hope to find the best prices available.

Air Travel – IFPA has a discount deal for its members with United/Lufthansa Airline to fly from anywhere in the world these airlines reach to IFPA Sanctioned events.

Members should check other options for ticket discounts in order to assure the best price.

Rail travel – Railroads are getting more modern and have proven a reliable form of transportation. Discount opportunities for IFPA members will be a goal.

Hotel – IFPA will have discount hotel accommodations available to tournament directors in hope of finding suitable sleeping for tournament goers.

Car Rental – Car rental discounts will be available to IFPA members.

Player Contact:

IFPA will use its website “Footbag Worldwide” to keep a running list of members and contact in which players can reach each other and get together.

Club Contact:

Club listings will be used to contact other clubs and organize events together.

Player Biography:

Top ranked players will be featured with biographies on the website which could open the door to those players exhibition value.



Web services:

Footbag Worldwide is a complete footbag website, owned by the IFPA and servicing everything to do with footbag. This site organizes footbag promotions worldwide. The depth of what footbag.org does for the footbag community is filled with services and contacts. Members can share ideas in the forum, participate in discussions in our groups, and teach each other new trick with our media sharing section. Footbag Worldwide also houses the official rules of footbag and the governing committees of footbag.

Insurance:

Every footbag tournament should have some kind of insurance against accident. Sometime the school or facility where the event is has coverage they can extend to the tournament. Some times tournament directors have to supply insurance for the event. IFPA will recommend an Insurance carrier for its members to cover footbag events. Tournament directors are encouraged to price check with local insurance agents to seek out the best deal.

Members

Education:

Teaching footbag to the world is the goal of the IFPA. Instruction of footbag skills can make the already tough sport of footbag come alive. Whether you are a beginner or someone who has played for several years, there is always something new to learn in this ever evolving sport. IFPA educational programs will be designed to meet the public's need to learn something new. Certified instructors will run a variety of footbag events built to teach the young and old footbaggers of the world.

IFPA Certified Instructors:

Candidates for IFPA Certified Instructors apply and are certified through an approval process and attendance to an IFPA Instructional Camp. Certified Instructors will be able to use the "IFPA Certified Instructor" logo on their promotional materials. Certified instructors will be encouraged to hold footbag classes and clinics to be attended by the general public. The use of public access is key. See your local city recreation department or other non-profit youth groups for the opportunity to hold a footbag class.



IFPA Physical Education Program:

Our future as a footbag community depends on the footbag youth today. Reaching the feet of children and high school students is important and the IFPA wants to help with a P.E. footbag program. This package, which will be downloadable to IFPA Physical Education Members, will include everything needed to hold a footbag class. In the package will be teacher's manuals and student instructional materials and video. A variety of packages give the teacher the flexibility to serve different age groups. Footbag is a sport that has different levels of play and age (physical size) has a lot to do with it. The IFPA wants to support all age groups and supply the best information and equipment available.

IFPA Workshops:

Teaching footbag first hand is the best method to bring in new players. IFPA workshops will be set up to attract the general public to learn about the sport of footbag and get hands on instruction by an experienced footbag player. Local clubs will host these workshops in their area with backup from the IFPA. These kinds of workshops work great at schools or the days leading up to a tournament or other club related event where pro footbag players might be. The idea is for the public to get excited about footbag at the workshop and then the experienced footbag professionals to come in and give the show that inspires footbag's growth.

IFPA Camps:

Spending time with other footbag players is one of the most rewarding experiences and can lead to life long relationships. IFPA camps are designed to spend a few days together and learn more than just footbag. Every camp is different because of the personalities involved and the location. Club Members are encouraged to look for camp opportunities in their area and propose a possible camp for their friends. Some IFPA camps are more structured than others like the Pre-IFPA Major Championship Footbag Camps where members come to camp for a few days before each Major Championship tournament. There will be Certification camps and Qualification camps as well as recreational camps for the fun first crowd. IFPA encourages camps to be combined with other outdoor education programs to enrich our membership's experience.

IFPA Exhibitions:

Playing footbag in front of a large audience is extremely rewarding and builds lots of character in a person. Exhibition play is important to obtaining the goals of the IFPA. The more footbag is seen in public the faster our promotion will travel through the sports world. Trade shows, sporting events, and county fairs are all good candidates for footbag exhibitions. The IFPA will be seeking out our best opportunities to show our skills and then will be looking to its membership in that local area to perform these exhibitions.

IFPA Meets:

To encourage the growth of clubs, the IFPA will arrange footbag meets, where clubs around an area would be informed of a day to play. These meets would be a team competition, with various levels of competitors, to see who has the top club. Footbag meets give athletes the opportunity to play and learn from other footbag players in the area as well as learn the importance of teamwork. Footbag meets will be fun for all ages.



Chapter 2 - Events

Event Support:

The purpose of the IFPA is to foster footbag events across the world and give back to all the footbag players promoting footbag as a healthy athletic activity. The IFPA is a collection of unique volunteers with lots of footbag experience in footbag events. The IFPA's wish is to deliver to our members all they need to put on footbag tournaments, exhibitions, demonstrations and classes.

How to materials:

Putting on footbag events is not too hard, but there are many things that can waste your time and money.

The IFPA will provide it's members with written materials on how to put on a tournament and what to do about funding and promotion. The IFPA will also help clubs promote their events by explaining ways to set up exhibitions and demonstrations and then what to do once you are there. Every situation is different, but in many ways

footbag events are similar. The IFPA means to work as an adviser to its member's events, short cutting the process and using the practical knowledge of history to help curb efforts.



Downloadable packages:

Using The IFPA's "Footbag Worldwide" website as the central communication point to our membership, the IFPA will provide downloadable packages to help with promoting the sport of footbag. The logistics of running a footbag tournament, or creating a footbag demonstration team will be provided by experienced footbag promoters in order to give members a clear path to expand their footbag experience.

Promotions – This program will download all the written material, editable text, pictures and strategies to help you form a footbag exhibition team and find places to play. Playing footbag in front of a crowd is really uplifting and fun. There is no reason that footbag demonstration teams should go unnoticed. If your group of footbag friends get together on weekends anyway, why not play in front of a crowd somewhere and maybe even get paid.

Tournaments – This package will download to IFPA Tournament Directors everything they will need to run and promote a successful footbag tournament. All promotional and tournament materials, score cards and brackets and ideas of what to do will be included. This is a very important package because it also acts as a link back to the IFPA for result posting and National and World rankings. This link keeps player records current and tournament rankings available to the next footbag event. Members also get motivated to improve their game when they see their rankings against their peers, locally, nationally and worldwide.

Sanctioning:

IFPA provides event Sanctioning to Club Members who fill out sanctioning request forms, pay a fee and are approved by the IFPA Sanctioning Committee. IFPA Sanctioning can help any tournament with its promotions and credibility within the community and media. Sanctioning also helps give order to footbag tournaments and creates an environment that the footbag community is together as a whole. Only IFPA Sanctioned events will be counted toward the IFPA world ranking system.

Rules:

The IFPA is responsible for the rules of footbag. Maintaining the direction in which the sport of footbag is going, rule are set to make the competition fair for everyone. The International Footbag Committee is a sub committee of the IFPA and is in charge of the “Official Rules of Footbag Sports.”

Ranking:

Where you rank in the footbag world is good information. Competition is healthy and having a ladder to climb is a challenge. Whether you are interested in your local ranking or how you rank in your county, the IFPA will have a running computer ranking for its members. Ranking is important because it gives tournament directors some guideline in which to set the brackets or order of play. Players use it as motivation to get better. Tournament directors of IFPA sanctioned events will be asked to upload event results to our website in order to keep clean records.



World Ranking – This category is for the purpose of ranking the top professional in the world. To be #1 is to be the best footbag player in the world.

Regional Ranking – Top players from each region recognized by rank.

National Ranking – Each County holding IFPA Sanctioned events will be eligible to have national ranking.

Local ranking – This is ranking among your club. Club competition is good and leads to better practices and more fun.

Club Ranking – This is a reward ranking for clubs who dedicate their time and energy to the promotion of footbag. Active clubs throwing tournaments and serving community service will be ranked against other clubs accomplishments. The #1 ranking in each country is the top club in the nation. Club ranking can lead to more opportunity and respect for the club in future events.

On-line Registration:

Sanctioned IFPA footbag events can use the on-line tournament registration page to register competitors anywhere in the world. Having the ability to pre-register players helps tournament directors plan their event and the IFPA wants to help simplify the process.

Events

Financial Support:

Athletes are always coming against how to pay for their footbag experience. Putting on a footbag tournament is hard work and costs money. Attending the footbag tournament costs money. IFPA wants to help its members with opportunity and advice on how to afford footbag. In some cases the IFPA can help its members fund events and others where the club is best served raising their own monies. It is important to keep the money earned by the club and raised through the IFPA separate. Club Money can be used for individuals and help support travel and player expenses. IFPA funding can only be used to enhance your event and pay for event expenses.

Personal Sponsor:

The IFPA is a non-profit organization and therefore cannot sponsor individuals in their personal expenses. Contracts between individual athletes and their sponsors are individual and cannot be benefited by the IFPA. If a sponsor wants a tax deduction for your sponsorship, they could not look to the IFPA. If clubs want to fund players as a traveling team, money earned for this purpose by the club would have to be private or earned in fundraisers for the club.

Event Sponsor:

The purpose of the IFPA is to foster footbag events across the world and help can come in the form of our non-profit Status. IFPA Tournament directors can find sponsors to fund their events while under the nonprofit arm of the IFPA. Sponsors can get tax deductions for contributions towards the IFPA's purpose. These funds would have to be spent on tournament expenses and not go to individuals or prize money. The IFPA's purpose is to improve your tournament experience and help promote the sport of footbag.



IFPA Scholarships:

Not every footbag player has the same opportunity as others to learn and play footbag. Some of our greatest stars could be hiding without the opportunity to show off their potential. IFPA want to set up a program that will fund less fortunate individuals and their footbag future. Qualifying athletes could earn financial aid via the IFPA scholarship program. Funding would come from corporate membership.

Sponsorship Programs:

The IFPA will be setting up beneficial programs for IFPA tournament directors through corporate sponsors. These programs will be aimed to expand the footbag experience for IFPA members and get them involved in the footbag movement.

Fundraising:

Fundraising for your clubs expenses can be challenging. Not enough help and little time is a real problem. The IFPA wants to help clubs gain the financial control need to promote themselves. IFPA advisers will help give members ways to fundraise for both individuals or using the non profit arm of the IFPA to further the clubs exposure.

Events

Roots:

Footbag has a long history that reaches many individuals across the world. Knowing where footbag came from gives the sport the foundation and the stability to reach forward into the future. Footbag sports have evolved over the years and shaped its way to its current form. The growth of footbag worldwide is a testament to the positive nature of footbag and the effect it has on people.

History:

The IFPA would like to supply the world with a running history of footbag. Knowing where footbag came from, and where footbag is now, will only help footbag's future.

The origin of footbag goes back to 1972 as a rehabilitation exercise and has grown into a global pastime. Today footbag is one of the fastest growing sport activities, combining the aerobic benefits with athletic challenge, for today's athletes. Footbag net has evolved from its roots to today's high flying, set and spike fest. Freestyle has grown out of the basic moves into the difficult combinations tricks of today. Over the past years, thanks to the many volunteers across the world, footbag is now ready to burst on the world stage and make an impact on the youth of today.

In the summer of 1972, Mike Marshall and John Stalberger met at the State Games of Oregon. Mike was kicking around an early version of footbag, and before long, Mike and John started getting together to "hack the sack." Before long, they invented the first two panel footbag and the sport was off and kicking.

Although footbag is not directly descended from any Asian foot game, such games have been around for thousands of years. The Chinese game *Kemari* was played as a military conditioning and training exercise over 4,500 years ago, and is still played in China, but only as a game for fun and exercise.

In Malaysia, *Sepak Takraw* has been played for over 1,000 years. As recently as fifty years ago, however, Takraw evolved into a net game very similar to footbag net. *Takraw* is a thriving sport in Asia, as well as in small pockets in the United States.

The sport of footbag has reached new levels of popularity in the last few years. Footbag is clearly here to stay, and the market surrounding the sport is growing rapidly. Footbag has spread to practically every high school in the nation. Clubs are sprouting up in the United States, Canada, Europe and Asia at a healthy pace. **There are currently over 1,200 clubs in 153 countries and 12,000 members registered with our IFPA website, www.footbag.org.** Footbag can also be found in your local parks and school grounds being played by millions of people, adults and kids alike.



Since the early beginnings of the National Hack Sack Association, competitive footbag's birthplace, footbag has enjoyed strong leadership. In 1983, the World Footbag Association (WFA) assumed the lead in footbag promotions. The WFA hosted the National Footbag Championships until 1986, when the event was changed to the *World Footbag Championships*. To everyone's delight, for the next 9 years, until 1995, the WFA invited the footbag world to Golden, Colorado, for the Worlds. Today the WFA is a leader in footbag education and a great source for any footbag related need. In 1995, the Worlds event began to travel around and has been located in great international cities like San Francisco, Chicago, Montreal, Prague, Helsinki and Frankfurt. Today the Worlds are hosted by the IFPA and the world's stage has been opened up to host the event.

Footbag Hall of Fame:

The intent of the Footbag Hall of Fame is to provide a means of recognizing the pioneers of the sport as well as its top competitors. The Footbag Hall of Fame helps to preserve the history of the sport and provides motivation and inspiration for future generations of Footbag players around the world.

Footbag Sports:

Competitive footbag sports have evolved from simple kicks in a circle to a competitive nature today. Some footbag athletes enjoy the fun and challenge of freestyle and others need the head to head competition of footbag net. Either way, footbag challenges you to hours of fun with your friends.

Footbag Freestyle - has exploded and is the single fastest growing footbag discipline. Freestyle is a great combination of artistry and unbelievable athletic ability. Players choreograph difficult routines to music, and then are judged in a variety of categories. It takes balance, grace and foot speed, combined with body strength to generate the technical maneuvers. The creative possibilities can only be left up to the imagination. A footbag freestyle tournament is presented to the audience as a fast moving, rhythmic experience, something they will remember for years to come. Different freestyle clubs are springing up all over the world bring to the sport a variety of styles and new material that each year expands the scope of the footbag envelope. The aerobic benefits to the motion of footbag ensure the participant of a full and complete workout as well as a fit and tone body.



Footbag Net - is an incredible display of athleticism, combining the power and grace of martial arts, the court strategy of volleyball, and the highly refined foot control of elite soccer players. Volleyball with your feet is the ultimate challenge. Between the highly controlled serves, the sets and spikes, or the digs to spikes, footbag gives the spectator plenty to get excited about. Footbag net is a perfect display of concentration and will power by the athletes to bring to life a sport that is so challenging. Footbag net tournaments are becoming a standard activity between rival clubs and schools.

Footbag Activates:

There are many different games to play with your footbag. Some footbag games are quite structured and others have few rules. The variety of footbag games is only limited by the player's imagination.

Golf – The challenge of golf has lasted over a hundred years and has been applied to footbag sports. Golfers challenge an 18-hole course filled with hazards and mandatory directions by kicking their footbags and scoring the lowest score. Using different footbags for Drivers, chippers and putters, a lot of strategy is needed to score low. Courses can be set up anywhere and lead to hours of kicking fun.

Consecutives – Kicking the footbag as many times as possible is a natural challenge and one that will test your concentration and endurance. Kicking solo or with partners gives each player personal best in which to try to top. How many kicks do you have in you?

Four Square – Played like king of the court, four square gives a group of players the chance to outlast one another while getting each other out.

Two Square – Challenge another to a battle heads up two square and see who can last the longest.

Footbag High:

To cover all our bases, the IFPA will have a section called "Footbag High." Footbag has been around long enough that every high school student knows about footbag. What to do with their footbag is a different story. Footbag sports will grow quickly as the players are educated in footbag sports and the competitive challenge that lies ahead. High school is a perfect age for footbag freestyle and a great opportunity for the growth of footbag. The IFPA will strive to get out the word about footbag and the club benefits that each school could use to further their experience. Footbag Freestyle fits well with the development and coordination of a teenager and success is found quite fast. The footbag net court is still a little big for most high school age athletes and therefore very difficult to play. Modified rules for "footbag high" will lower the net and shrink the court to bring the footbag court game to life for smaller players.

Starting High School Footbag Clubs will be in the forefront of the IFPA. The IFPA wants to supply education and skill building materials to ease the learning curve of footbag. I foresee interschool competition and lots of fun for the kids.



Footbag Junior:

Footbag has exploded in popularity and can be found in your local parks and school grounds being played by millions of people, adults and kids alike. The sport of footbag has reached new levels of popularity in the last few years and has spread to practically every high school and grade school in the world. Footbag is an excellent athletic training tool for youths who wish to gain coordination, balance and foot speed. The benefits of footbag are in the way it teaches you to use both sides of your body equally and the sense of timing to maintain your balance. On campus Footbag Clubs are popping up everywhere in the United States, Canada, Europe and Asia.



Footbag Junior is a result of many years of promoting footbag and playing with youths. The physical size of the players dictates which footbag discipline they fit best. For instance, different size net courts and relaxed rule are offered for different levels of net play. Freestyle Junior's rules are different for different levels of footbag development. By using the schoolyard and all the existing line work, footbag can be played everyday.

Footbag Freestyle - is a great way to show off your kicking ability. Players kick to music while doing tricks. Balance, grace, and foot speed are just some of the benefits you learn while playing with a footbag. The creative possibilities can only be left up to the imagination.

Junior Footbag Net - is a competitive game played over a net using only your feet. Player use the kicking motion of soccer and the court strategy of volleyball to compete head to head. Volleyball with your feet is the ultimate challenge! This sport can also be adapted to the Tennis court and its service squares.



Footbag Four Square - is the ultimate schoolyard game. Played much like four square with a ball, a footbag is substituted and the challenge to see who can survive the rally and remain king of the court.

Footbag Two Square - is played in the tetherball court and challenges the players to the ultimate face-to-face competition. Who will be the "ruler of the court"?

Footbag Consecutives - challenges the competitors to kick their footbag as many times in a row as they can. This event is good for everyone because the players own personal best is challenged. Everyone can be a winner.

Circle Footbag - is played anywhere. Just get your friends in a circle and keep the footbag off the ground with your feet. Have fun and remember, no "Sorries" in footbag.

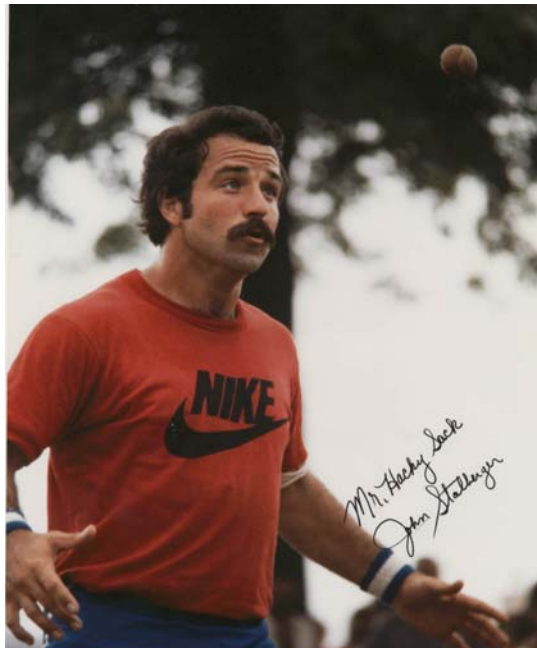
The IFPA is dedicated to the development of young footbag players because they are the future of our sport. Kids are looking for something modern to do and the traditional sports are not always what they are interested in. The IFPA believes that every kid, big and small, owns a footbag. Now it is the IFPA's purpose to give them something to do with it.

Demographics:

There are footbag players all over the world and the sport of footbag is growing at a rapid pace. The IFPA's contact center has given the players of the world everything they need to learn and promote the sport of footbag and it is working.

People playing footbag recreationally in 2003 (worldwide)	30 million
Countries actively playing footbag	54
Counties registered with Footbag Worldwide	170
Registered members of Footbag Worldwide	15,500
Percentage of members active (visit site once a week).	10%
Clubs registered with Footbag Worldwide	1,200
Footbags bought in 2003	5.25 million
Dollars spent on footbags, shoes, and nets. Entry fees, etc...	\$16 million
Average age of a competitive footbag player	22
Recreational footbag player	15
Percentage of recreational footbag fan/players:	
In high school	28%
In college	22%
With college degree	15%
Percentage of recreational footbag players interested in:	
Skating (in-line, skateboarding, etc...)	35%
Snowboarding, skiing, surfing, boogie-boarding	30%
Disc Sports (Ultimate, disc golf, freestyle etc...)	25%
Rock climbing, hang gliding, sky diving	15%

This information was supplied by the International Footbag Players Association (IFPA), top footbag manufacturers, and the Bay Area Footbag Foundation. The above figures intended to give the reader an idea of the type of people who play and enjoy footbag – while they have not been scientifically obtained, we believe that they are realistic.



Events

IFPA Sanctioned Events:

World-class footbag events are important to the overall promotion of footbag. Exposing the best players in the world will excite the generations of footbag players to come. The IFPA has a series of sanctioned events lined up each year to showcase footbag's best athletes. Establishing a series of sanctioned events will set the peak of footbag sports.

Biggest Sanctioned Events;

IFPA World Footbag Championships – This tournament is held each summer and roves around the world to a new site each year. International IFPA clubs will host the event. The IFPA is the event rights holder to the World Footbag Championships.

IFPA European Footbag Championships – This tournament will be held in early summer and hosted each year by the IFPA European Footbag Committee. This tournament will move from country to country each year.

IFPA US Footbag Championships – This tournament is held in Mid summer and is hosted in Portland, Oregon...

Sanctioned Local Events:

Footbag tournaments are starting up all over the world. The IFPA wants to help these grass roots events with sanctioning. Sanctioning gains each tournament organizer the knowledge and technology of the IFPA. 90% of the IFPA membership get their events information about sanctioned events and the word spreads.

World Regional Tournament series:

The IFPA has divided the World into 6 regions and hope to develop a regional footbag championship in each one. The European Footbag Championships are the first example of this series.

Founder's Cup:

This event is a World Team Competition. Each country has it set of qualifying tournaments to choose a national team to compete for the Founder's Cup. Competition would consist of a combined score in several freestyle events and several Net singles and doubles matches. This event is dedicated to the person's responsible for the start of footbag sports long ago.



IFPA Amateur Events:

The development of future footbag players will be a key to the success of the IFPA. The IFPA will be creating a footbag education system that will make the learning curve of footbag easier for younger players. The rules of footbag have pretty much followed the professional athletes and that is important to control the direction of the sport. But the rules of footbag can vary according to the player's age or playing level. The IFPA wants to recognize the young footbag player and support them with age appropriate footbag games. Same for high school students who are perfect size for freestyle yet still a little small to successfully play on the full size net set. The IFPA will be working to support all the different ages of footbag players and identifying their future needs in pursuit of our overall goals. Playing Footbag Sports.



IFPA Amateur Footbag Tournaments – Footbag events in a tournament format to attract competitive natured athletes.

IFPA Camps – Several day event to build footbag and social skills.

IFPA Workshops – One-day event to build footbag skills and public interest.

Club Events – Inter-school, intercollegiate and Inter-Club competing in team competition.

Footbag Meets – Arranged footbag gathering of clubs to learn and compete.

IFPA Club of the Year – points system to reward promotional efforts by footbag clubs.

(Each of these events are scaled to various age groups.)

Chapter 3

Membership:

The International Footbag Players Association is a member organization, run by the players and their elected representatives, and dedicated to the promotion of footbag sports. Membership comes in many forms and our organization has crafted our membership to best serve our members and the sport of footbag. Membership to an organization like the IFPA gives you the feeling of being part of something that touches the whole world. Life long friends from across the world are ready to play footbag or just chat about kicking. The IFPA is special, providing unity and cohesion to the sport of footbag while inspiring growth and the opportunities growth brings.

Membership to the IFPA will give individuals and clubs the encouragement to play footbag and to get involved. Members can learn a lot by taking the initiative to practice their skill while promoting their passion.

IFPA Player's Membership:

Player's Memberships come in several layers because there are different kinds of footbag players. Some play competitively, some recreationally and some just like to watch footbag athletes perform and support the sport's growth.

Player Membership – This is the welcome mat to the world of footbag. Any recreational circle kicking group of friends will benefit from this membership with player contacts, instruction and ideas on what to do with your footbag. As well, competitive footbag athletes will thrive in the wealth of competition with contacts to other local athletes. The best way to get better is to play with players that will push you beyond footbag limits. Player Members will have access to IFPA programs, education and member services and a lot more.

Event Organizer Membership – This is the separation between regular membership and the event organizer in our group.. Tournament organization is a lot of work and hard to do by yourself. The IFPA will work with event organizers to help ease some of the unknown. Tournament packages will soon be available to help link the event organizer to footbag.org for easy up and down loads.

Club Membership – Club are encouraged to register and join the IFPA. Club membership opens the doors the downloadable materials from the IFPA designed to help you promote events and throw footbag tournaments. Club competition depends on lots of footbag clubs all registering and letting the contact list within the IFPA help foster footbag events. Schools are encouraged to develop clubs and organize interschool Competition.

Education Membership – Member who wish to instruct footbag and use the IFPA programs and logo in their advertising will need to become education members. This membership opens the doors to education programs designed by the IFPA to run workshops or school programs. IFPA Instructional Certification is required. Physical Education programs will help teachers with footbag classes educate students in footbag skills and help supply equipment to train with.

Footbag Circle – If you are a friend of footbag and like what you see footbag brings out in people and want to support them, then you are in the circle. This is a membership of support and the value of it depends on your contribution. There will be a "Footbag Circle" listing on the website to give thanks to all who have supported footbag worldwide.



IFPA Corporate Memberships:

This organization is not designed to be financially dependent on its playing members. Financial support from corporate sponsors, outside donations and government grants will support the IFPA's purpose and goals set forth. Programs designed to help support footbag events are funded by tax-deductible donations collected or sponsorships programs developed.

Corporate Membership – Financial support through sponsorship will be returned by the IFPA in the form of Website space, sponsorship programs and event presentation. Networking within the sports marketing industry provides opportunity for our members and exposure for footbag.

Supporting Membership – Contributions to the IFPA, a 501(c)3 charitable non-profit corporation, in the form of a donation, is tax-deductible. These funds are to be used to support the growth of event programs across the world and further the IFPA's purpose. IFPA tournament directors and clubs can have donations to the IFPA earmarked back to their events to help with production expenses.

Product Membership – IFPA Licensed Products represent the finest footbag equipment available. Product donation to the IFPA, a 501(c)3 charitable non-profit corporation, is tax-deductible. Products such as uniforms, shorts and shirts, hats and warm-ups, footbags and courts, sunscreen and refreshments, shoes and a lot more will come available to members. Networking with all these companies could only help expand the exposure of footbag and benefit the IFPA Membership.

Funding Partners – Government grants and other funding is available to non-profit organizations that demonstrate credible goals and a means to get there. Good grant writing along with a clear plan will benefit the IFPA financially and set a path for the members to depend on.

Corporate Matching Gifts – Many Corporations will match the contribution their employees make to charitable organizations. Matching gifts are a great way to increase your support of the IFPA. Please be sure to let us know your company has a matching gift program!



IFPA Media Membership:

Media memberships will be very important to the exposure of the sport of footbag. By creating a network of media member, the IFPA can reach the public and further our purpose of exposing the sport of footbag. The wealth of sports media worldwide will need a center to contact for footbag talent and the IFPA membership will be filled with talent and recommendable candidates.

Print media – Newspaper, Magazines, websites

Commercial Media – Commercials, live events

Film Media – feature film, Documentary

News Media – Connections for local and national news service.

Wire service – Use to get word out.

Chapter 4

Marketing

Publicity Plan:

Gaining the public interest in footbag will be the main goal of the IFPA. By educating the public in the benefits of footbag, the IFPA will have the opportunity to organize footbag clubs and events across the world. As a charitable non-profit organization, public access becomes available to the IFPA and its positive message of health and competition. The idea is to reach many footbag players at once. There are millions of footbag players across the world who are unaware of footbag sports. Once these players discover the depth of footbag and what the IFPA is about, they will want more information. Reaching a lot of people at once can come from ad campaign including print and visual medias.

Internet:

IFPA's Internet website "Footbag Worldwide" is the center of our operations. Almost all communication and support for our members comes over the Internet. Developing our Internet site's production is vital to our success.



Website – Footbag Worldwide has over 16,000 registered members and has acted as the information center for the sport of footbag for several years. Developing the IFPA membership link will provide member services and benefits to the footbag public. Down loadable and up loadable interactions with the IFPA will give members event support and record keeping abilities.

Print:

Strategically placed footbag ads can reach thousands of people all at once. Using the process of percentages, each ad should get a response worth the value of the ad production and placement.

Newspaper ads – Placing an ad in large city newspapers asking for footbaggers to respond to our website and learn more about footbag. The idea would be to have groups of friends or students form clubs. These clubs become the building blocks to support the IFPA purpose of footbag interaction.

Flyers – Informational footbag flyers will be sent to schools across the world. The flyer will target high school and college players encouraging them to look at our website and organize clubs. Campus intramural departments will be the targets because that is where clubs are organized. Inter-school competition is the goal.

Event Media Packages – Informational media packages available for IFPA Events will be designed to educate and inform the public about footbag and its wealth of fun and excitement.

Visual:

Footbag has to be seen to be believed. Once someone sees footbag for the first time, they are very impressed with the skill involved. Whether they see footbag as a challenge and want to get involved or feel they could never do that and only want to watch, footbag sports gives an athletic pose that is hard to imagine. Seeing is believing.

Infomercial – In hopes of reaching many people at once and acting as a tool to be used over and over, the IFPA will make an infomercial about footbag, its history and development. Footbag needs to reinvent itself and present an image to the public that shows the heart and soul of footbag. Information on kicking and enjoying footbag as well as the organizational skills needed to present footbag events will be the focus. This infomercial will be distributed to public access television and other television distribution centers friendly to non-profits and used as a marketing tool to attract funding.

Instructional Video – Every sport needs instruction and footbag is no exception.

Helpful hints on kicking insides and outsides will save players hours of frustration. Instructional Videos from basic kicks to advanced footbag skills will give footbag players across the world access to instruction and help build unity among the footbag community. Stressing individual expression, footbag skills can be explained simply and clearly and help large groups of players to improve fast.



Marketing Short – To help express the

IFPA goals and dreams, a short video will be produced to help with fundraising. This video will target corporate memberships, the financial backbone of the IFPA. Multi lingual versions will help with worldwide marketing and organization.

Media Center – Footbag is a visual type of sport and there are many uses for this skill. The need for visual talent in the world of film and television is the future and the IFPA will act as a talent agent to find producers the talent they desire.

Event Television – IFPA Events will be marketed to production companies and taped for television production.

Marketing

Marketing Development

Youth Organizations:

Working as Associate Members to national youth organizations will act as an access to millions of young footbag players. The organization of footbag clubs through a national youth organization gives our sport credibility and strength needed to compete among other sports.

Brand Development;

Trade marking the IFPA logo and other related symbols will give the organization the security of the government when it comes to someone taking the IFPA's name. Name protection is as important as a key to your house. The IFPA's brand is something we can build the organization around and therefore the symbols, known as the IFPA, will gain power, worth and recognition.

Event Development:

There is a lot to do when organizing a footbag event and developing the venue is sometimes a real challenge. The IFPA along with Convention and Visitor Bureaus across the world will partner to develop an event calendar that will include a tournament schedule and exhibition series. This is the beginning of an organized tour. These associations will aid in the development of the IFPA Major Championships and other IFPA Events.

Program Development:

The development of member services and other programs to assist members in footbag relations is the whole idea. Getting good value for the membership is the relationship the IFPA wants to have with its members. The development of different programs along with event coordination will lead the IFPA down a path towards our goals. Programs related to skill building and education will prove to be most important, as will programs aimed strictly for financial support.

Member Services - Communication to the membership of the IFPA will be important. This is where benefits and information lie. Member Services will help players communicate with other players, find tournaments to play in and find travel benefits for the trip. Player ranking will allow tournament directors to know the quality of players at his event.

Event Support - The purpose of the IFPA is to foster and promote footbag events. Event support gives members the opportunity to grow as a footbag club or promoter. Supplying support in key areas like sanctioning, rules and tournament packages will help to streamline the tournament process.

Financial Support – With the help from outside financial support to fund different projects and opportunities for members, the IFPA will build programs for helping out with the burden of financing a footbag event.

Educational Support – Physical Education classes and footbag workshops develop footbag players faster than any other means of education. Education programs designed to teach footbag at all levels and ages will be developed and distributed to Education members.

Sports Relationship Development;

There is a huge sports market out there to draw attention from. Gaining relationship within the sports industry will help to bring our sport of footbag to the forefront. Joining sports youth associations will help get the word out about footbag sports.

College Campus Development;

Every college school campus has footbag players ready to learn about footbag sports. We want to find these players and start creating footbag sports clubs on each campus. The IFPA is contacting schools across world calling for them to “Challenge your Feet”. We want inter-school competition.

Health Benefits:

Footbag is a tremendous way of athletically challenging yourself while getting into great physical shape at the same time. By playing footbag everyday, you can improve your balance and coordination while toning your entire body . The health benefits from playing footbag are endless, including cardiovascular and muscle strengthening. Footbag players are known to be lean and strong with a well defined mid-section, which is an athlete’s core center of gravity and balance. This promotes good health and well being overall.



Finances:

Finding the resources to run the IFPA will become the next focus of attention. Start-up costs are needed to initiate the grant writing required to get us launched. The costs for doing business will be generated by corporate programs and sponsorships aimed at rebuilding our website and running the ad campaign.

Funding:

Start up costs will come from initial player membership fees and donations from footbag friends. The IFPA will initiate a grant writing campaign to help with the expense of starting an organization like this. Corporate sponsors will be solicited to fill the ad space on our website and event presentations.

Memberships:

The diversity of the IFPA membership is designed to attract funding from many different sources. The plan is to have a program for every level of funding possibility and give the public equal access to the wealth of information within the membership of the IFPA. Ideally the funding for the IFPA will come from corporate memberships and not the player memberships. The less the IFPA can depend on player membership dues, the more the IFPA will be able to give back to the members. Whether funding comes in the form of tax-deductible donations or corporate sponsorships, the players will benefit by the development of the IFPA and all the continuity that it brings to the sport of footbag.

Fundraisers:

In the same way the IFPA wants to give to its members for playing footbag, the members can use those resources given by the IFPA to fundraise for the IFPA. Whether it is an exhibition or demonstration of footbag skills or even a hot dog stand at the nearby grocery, funds can be raised and donated to the IFPA. By supplying the IFPA with funding, clubs can benefit from the wealth of information and member services developed by the IFPA. Clubs can also benefit from soliciting footbag donations to the IFPA and earmark it back to their clubs as long as the funds are used to further the IFPA’s purpose and support the event’s production. This is a win-win situation for everyone involved and the beneficiaries are the membership of the IFPA.

Staff:

To run this organization a staff will have to be assembled and paid for their efforts. A staff of two employees will perform all the tasks need to maintain the IFPA website and communication center. This staff will perform the duties needed to execute the marketing plan and develop the IFPA’s future. A good estimate of salary for these individuals is around \$30,00 to \$40,000 per year each.

Quick Summary
International Footbag Player's Association

“5 year Vision”
July 2006

Welcome to the International Footbag Players Association

Introduction

The International Footbag Players Association (IFPA) is the official governing body for the sport of footbag. The IFPA's mission is to provide information and encouragement to footbag players for the purpose of assisting and expanding the sport of footbag worldwide. The IFPA is a player's association, run by the players and their elected representatives, as well as a non-profit 501(c)(3) charitable organization.



The IFPA is the communication center for the world's footbag players, providing a calendar of events and a host of other information. IFPA members can plan and schedule travel and practice time with other local or out-of-town friends through the IFPA worldwide website: www.footbag.org. Anything you need to know about footbag, and what footbag can do for you, can be found through the IFPA.

Chapter 1 - Members:

About IFPA:

The IFPA was formed to act as a central pivot point for the sport of footbag. It is a communication center for events, players and clubs to work together to further the IFPA purpose of fostering footbag and its benefits worldwide.

IFPA World Regional Committees

The sport of footbag has been growing across the world like never before. Seeing the need to expand the IFPA committee environment will allow the world to expand at a greater and more efficient way. International organizations need local ambassadors to manage membership and event coordination. Because of the path taken by the evolution of footbag, what started as the USA associations turned into the international association, which left the USA without organization. This concept stops here. Now there will be committees to help drive footbag across all parts of the world.

The IFPA is looking for members and event organizers who want to be founding members of the World Regional Committee. I am looking for dedicated footbag promoters in each region of the world to step up and join this group. We have a long process in front of us to complete this puzzle but let's start here.

Contacts;

IFPA is the center of communication within the footbag community. We provide a contact center among IFPA members and their clubs. Our website www.footbag.org is the hub of our communication and will act as the center of IFPA activities.

Programs;

IFPA provides its members with a variety of programs tailored to help with the promotion of footbag. These programs are designed to help educate our members and make their promotion of footbag easier.

Member Service;

Providing IFPA members with real value for their membership is a goal. When a footbag player becomes a member of the IFPA, they become connected to the world of footbag. Player contact, event planning and travel is the keystone to expanding the sport of footbag. IFPA will act to find its members discounts and provide a communication base to the footbag world.

Education;

Teaching footbag to the world is the goal of the IFPA. Instruction of footbag skills can make the already tough sport of footbag come alive. Whether you are a beginner or someone who has played for several years, there is always something new to learn in this ever-evolving sport. IFPA educational programs will be designed to meet the public's need to learn something new. Certified instructors will run a variety of footbag events built to teach the young and old footbaggers of the world.

Chapter 2 - Events:

Event Support;

The purpose of the IFPA is to foster footbag events across the world and give back to all the footbag players promoting footbag as a healthy athletic activity. The IFPA is a collection of unique volunteers with lots of footbag experience in footbag events. The IFPA's wish is to deliver to our members all they need to put on footbag tournaments, exhibitions, demonstrations and classes.

Financial Support;

Athletes are always coming against how to pay for their footbag experience. Putting on a footbag tournament is hard work and costs money. Attending the footbag tournament costs money. IFPA wants to help its members with opportunity and advice on how to afford footbag. In some cases the IFPA can help its members fund events and others where the club is best served raising their own monies. It is important to keep the money earned by the club and raised through the IFPA separate. Club Money can be used for individuals and help support travel and player expenses. IFPA funding can only be used to enhance your event and pay for event expenses.

Roots;

Footbag has a long history that reaches many individuals across the world. Knowing where footbag came from gives the sport the foundation and the stability to reach forward into the future. Footbag sports have evolved over the years and shaped its way to its current form. The Footbag Hall of Fame honors your sports most influential persons over the years both promotionally and athletically. The growth of footbag worldwide is a testament to the positive nature of footbag and the effect it has on people.

IFPA Events;

Major footbag events are important to the overall promotion of footbag. Exposing the best players in the world will excite the generations of footbag players to come. The IFPA has a series of major events lined up each year to showcase footbag's best athletes. Establishing four (4) major championships to be the footbag grand slam will set the peak of footbag sports.

Chapter 3 – Membership

The International Footbag Players Association is a member organization, run by the players and their elected representatives, and dedicated to the promotion of footbag sports. Membership comes in many forms and our organization has crafted our membership to best serve our members and the sport of footbag. Membership to an organization like the IFPA gives you the feeling of being part of something that touches the whole world. Life long friends from across the world are ready to play footbag or just chat about kicking. The IFPA is special, providing unity and cohesion to the sport of footbag while inspiring growth and the opportunities growth brings.

Membership to the IFPA will give individuals and clubs the encouragement to play footbag and to get involved. Members can learn a lot by taking the initiative to practice their skill while promoting their passion.

IFPA Player's Membership:

Player's Memberships come in several layers because there are different kinds of footbag players. Some play competitively, some recreationally and some just like to watch footbag athletes perform and support the sport's growth.

IFPA Corporate Memberships:

This organization is not designed to be financially dependent on it playing members. Financial support from corporate sponsors, outside donations and government grants will support the IFPA's purpose and goals set forth. Programs designed to help support footbag events are funded by tax-deductible donations collected or sponsorships programs developed.

IFPA Media Membership:

Media memberships will be very important to the exposure of the sport of footbag. By creating a network of media member, the IFPA can reach the public and further our purpose of exposing the sport of footbag. The wealth of sports media worldwide will need a center to contact for footbag talent and the IFPA membership will be filled with talent and recommendable candidates.

Chapter 4 - Marketing:

Publicity Plan;

Gaining the public interest in footbag will be the main goal of the IFPA. By educating the public in the benefits of footbag, the IFPA will have the opportunity to organize footbag clubs and events across the world. As a charitable non-profit organization, public access becomes available to the IFPA and its positive message of health and competition. The idea is to reach many footbag players at once. There are millions of footbag players across the world who are unaware of footbag sports. Once these players discover the depth of footbag and what the IFPA is about, they will want more information. Reaching a lot of people at once can come from ad campaign including print and visual medias.

Marketing Development:

Youth Organizations;

Working as Associate Members to national youth organizations will act as an access to millions of young footbag players. The organization of footbag clubs through a national youth organization gives our sport credibility and strength needed to compete among other sports.

Brand Development;

Trade marking the IFPA logo and other related symbols will give the organization the security of the government when it comes to someone taking the IFPA's name. Name protection is as important as a key to your house. The IFPA's brand is something we can build the organization around and therefore the symbols, known as the IFPA, will gain power, worth and recognition.

Event Development;

There is a lot to do when organizing a footbag event and developing the venue is sometimes a real challenge. The IFPA along with Convention and Visitor Bureaus across the world will partner to develop an event calendar that will include a tournament schedule and exhibition series. This is the beginning of an organized tour. These associations will aid in the development of the IFPA Major Championships and other IFPA Events.

Program Development;

The development of member services and other programs to assist members in footbag relations is the whole idea. Getting good value for the membership is the relationship the IFPA wants to have with its members. The development of different programs along with event coordination will lead the IFPA down a path towards our goals. Programs related to skill building and education will prove to be most important, as will programs aimed strictly for financial support.

Sports Relationship Development;

There is a huge sports market out there to draw attention from. Gaining relationship within the sports industry will help to bring our sport of footbag to the forefront. Joining sports youth associations will help get the word out about footbag sports.

College Campus Development;

Every college school campus has footbag players ready to learn about footbag sports. We want to find these players and start creating footbag sports clubs on each campus. The IFPA is contacting schools across world calling for them to "Challenge your Feet". We want inter-school competition.

Health Benefits:

Footbag is a tremendous way of athletically challenging yourself while getting into great physical shape at the same time. By playing footbag everyday, you can improve your balance and coordination while toning your entire body. The health benefits from playing footbag are endless, including cardiovascular and muscle strengthening. Footbag players are known to be lean and strong with a well defined mid-section, which is an athlete's core center of gravity and balance. This promotes good health and well being overall.

The IFPA invites all footbag players to unite and form clubs to represent your area, and then use the communication center provided by the IFPA to come together and compete.

Finances:

Finding the resources to run the IFPA will become the next focus of attention. Start-up costs are needed to find full time employees to get us launched. The costs for doing business will be generated by corporate programs and sponsorships aimed at rebuilding our website and running the ad campaign.