



ORIGINAL GAME. MODERN ATHLETES.

2013 A11 FOOTBALL LEAGUE  
KICK-OFF FAN GUIDE

# A new era begins.

April 16, 2013

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The American Dream: For several years we have been working towards our goal of building a new pro football league. It has not been easy. Fortunately, hundreds of coaches and great people from all walks of life have come together to help make it happen because they believe in the vision of a new style of pro football for the future. Today, we are taking football back to its original roots and rebuilding it from the ground up, with modern athletes and new strategy. We will play in the Spring. We will respect our fans because it's not about us. It's about building a new tradition for America's game.

Steve Humphries and Kurt Bryan

Founders of the A11FL  
Inventors of the A-11 Offense

# Introducing the A11 Football League

FS

Logo:

2



The new A11FL identity captures the essence of the new football league and helps introduce our A11FL brand to the world. After several rounds of refinements the stylish new shield logo, color palette and style guide are ready for introduction to our fan base. Our new logo honors football's past and reflects our commitment to moving the game into the future.



## One rule change, sets the game free!



Players in red are “**restricted linemen**” who are ineligible to receive the football downfield because they are not positioned on the end of the line of scrimmage. This same rule is applied to linemen at all levels of football - except they must also wear jersey numbers 50-79.

### Rule 1:

A

#### Jersey Numbers in the A11FL

The offense may have all eleven players on the field wearing numbers 1-49 & 80-99 & 00 at the same time on downs 1 - 4.

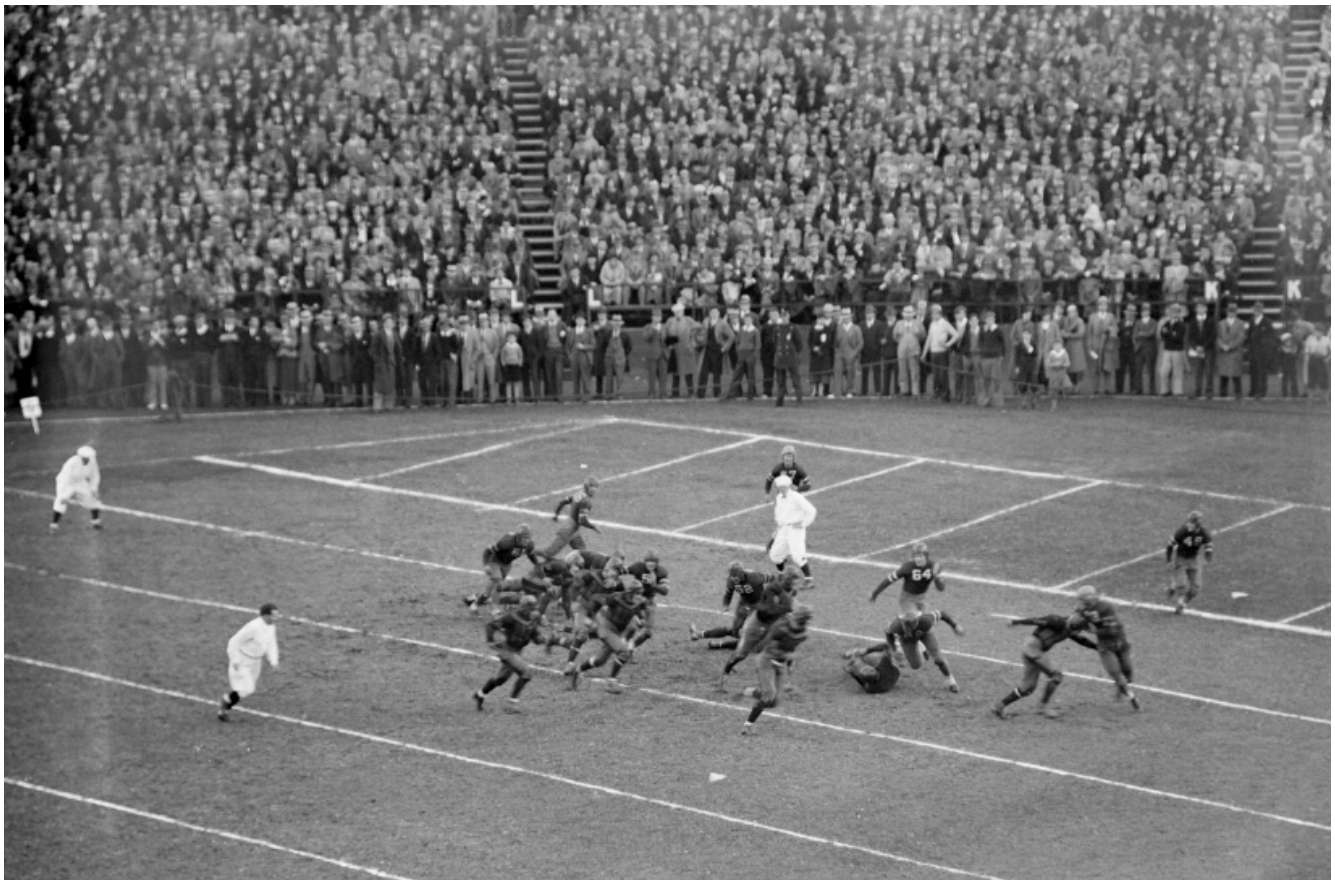
B

#### Restricted Lineman

A restricted lineman is an interior lineman who is not on the end of his scrimmage line. All restricted linemen are ineligible receivers at the snap and must remain ineligible during the play. Ineligible receivers may not cross the line of scrimmage to receive a pass.

The A11FL makes ONE rule change to the game of football, allowing for all eleven offensive players on the field to wear eligible jersey numbers. This rule change creates a game where every athlete can be interchangeable within any formation depending on the strategy of each play. The offense still needs to have 7 men on the line of scrimmage and 5 of those 7 players will be considered “restricted linemen” if they are not aligned on the end of the line of scrimmage - the same formation eligibility requirement mandated at every level of football.

# History of jersey numbers



**1952**  
MODERN NUMBERING SYSTEM  
ADOPTED FOR PRO FOOTBALL

**1984**  
NUMBERS 90-99 ALLOWED  
FOR LINEBACKERS & D-LINE

## Key Changes

**1930'S**  
NCAA STARTS NUMBERING  
BASED ON SINGLE WING POSITION

**1973**  
NUMBERS FURTHER RESTRICTED  
BY POSITION GROUP

**2004**  
NUMBERS 10-19 ADDED  
FOR WIDE RECEIVERS

Did you know that since 1952 there have been 4 rule changes at the pro level that have restricted what certain numbered players can do on the football field? This has created extreme player specialization by position over time. The A11FL reverses these rules, returning the game to versatile athletes at every position and making the original game of football even better with new strategy and fan excitement.

# Quality leadership



## Key Hires

### Scott McKibben

The A11FL launches with a CEO who comes from the highest levels of the NCAA. Mr. McKibben's experience as Executive Director of the Rose Bowl included negotiations in Sponsorship and media rights for football's most prestigious Bowl Game and the 2nd most watched football property after the Super Bowl.

### Michael Keller

The A11FL has hired one of the most experienced men in football to build our league operations. As league President, Mr. Keller's vast experience includes overseeing start up operations for the WFL, WLAFL, NFL Europe, USFL and XFL, along with expansion teams Seattle Seahawks, Michigan Panthers and Scottish Claymores.

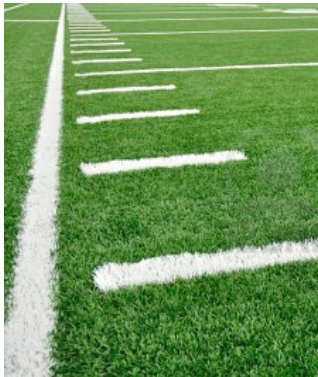
In addition to Scott McKibben and Michael Keller, the A11FL executive team consists of our outstanding Chairman Fred Walke, the League's Founders, Kurt Bryan and Steve Humphries, Finance experts, Michael Marsden and Bill Tanker, Technologist, Chris Schuring, and our Facilities Coordinator, Paul Hewitt. Over the last several years we have built relationships with dozens of the most accomplished experts in licensing and sponsorships, media, digital design, equipment, team management and just about every area needed to launch a new pro football league in the most cost effective and streamlined manner possible. We will be announcing new hires and strategic partnerships as we roll out the league infrastructure over the coming months.

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# Coming to a major US stadium near you

SS



99

6

The A11FL will play its games in major football stadiums throughout the country. Stadium choices will be made public throughout the year at the same time we announce our franchise cities and team names.

## Top level pro athletes at every position

### Dual Path Pro Careers



The A11FL is a top tier destination Pro football league featuring dynamic and versatile athletes at every position. These superstar players are the same people that create memorable moments in the NCAA but they do not fit the specialized player types needed for pro football in the Fall. However, the A11FL is the perfect fit because an entire team of athletic and versatile athletes that can play every position on the field are the exciting players we want in our game. Superstar collegiate quarterbacks that don't fit the basic mould in Fall pro football will be incredibly exciting quarterbacks in the A11FL!

**TEAMS STOCKED WITH VERSATILE PLAYERS WHO CAN RUN, PASS AND CATCH WILL  
SHOWCASE MULTIPLE QUARTERBACK OFFENSES AS THE NORM IN THE A11FL!**



## A new Spring football tradition



FIRE + MEAT + GRILL + SPRING = A11FL TAILGATE

## Spring Tailgate

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Call **855-TXS-4A11** and get on the season Ticket Priority List for the A11FL.

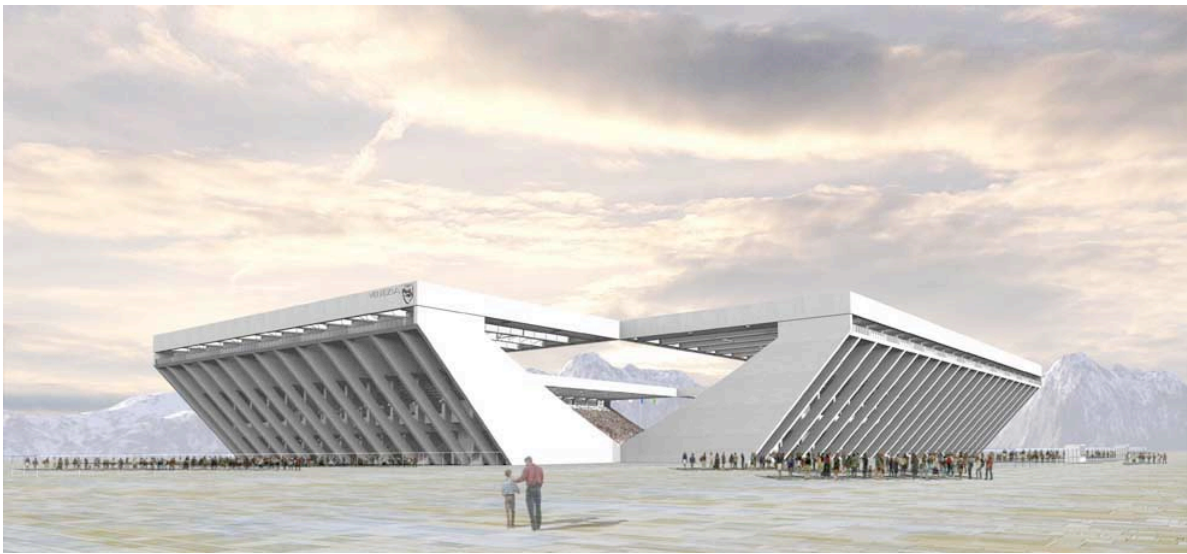
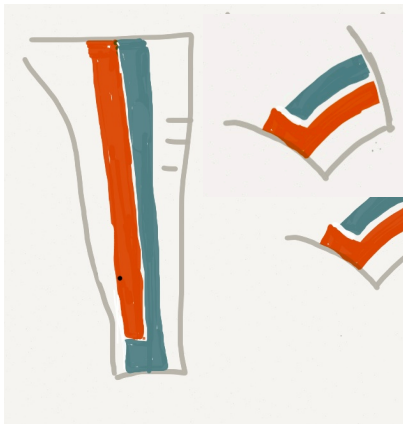
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Dust off the old BBQ, scrape grilling grate, empty out old charcoal ashes and download free A11FL Spring Tailgate recipes.

3

Pick up sun tan lotion, locate sunglasses and flip flops and pick-up some new A11FL team summer gear.

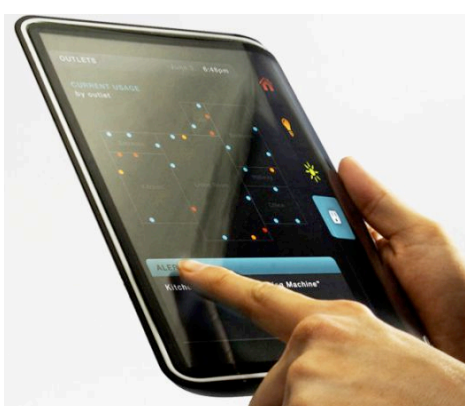
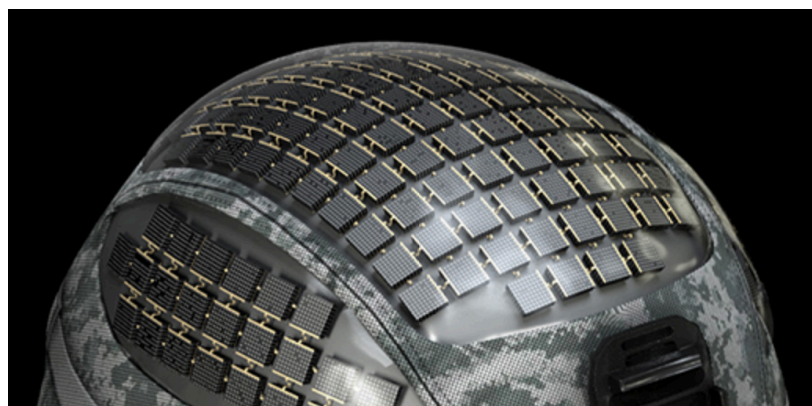
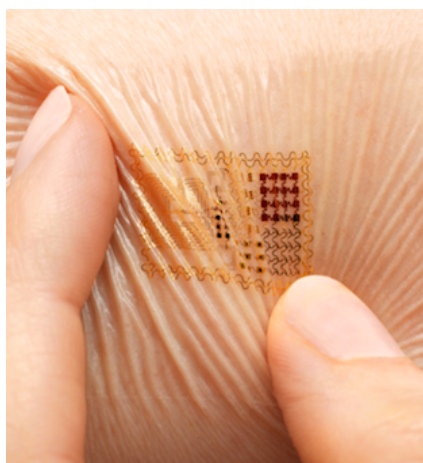
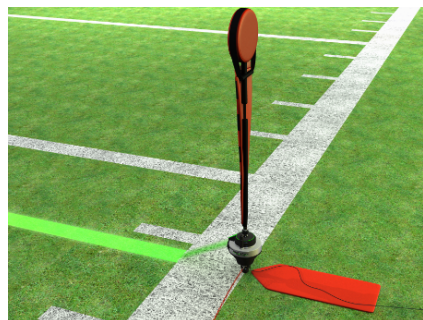
The A11FL will play all its games in the Spring season. We do not compete with Fall football. In fact, we love Fall football. What's great about our game is that we pick up where Fall football ends. We add a slight tweak of the rules to spread the game out and increase excitement. When our season ends on the July 4th weekend it will be just in time for Fall football, and the cycle of year-round football begins again.



DESIGNING THE LEAGUE OF THE FUTURE



## Innovation at every point possible



The A11FL is committed to implementing innovation at every level of our organization. Our focus on technologies to improve player safety and best practices for inclusive fan interaction will be the cornerstones of our league.

## Socially connected to our fans



The A11FL is the first major pro sports league to launch during an Era where Social Media is in its prime. We're putting all the best practices in place to ensure our fans are more connected than any start-up league in history. The A11FL looks forward to an engaging conversation about how to build the most fan-friendly professional sports league from the ground up. We promise to not overburden your inbox with messaging, only with information our fans find informative, valuable and interesting. So please join our online team in the locations you feel most comfortable and pass along word to your friends that a new pro football league is coming - **built by the fans, for the fans!**



**THANK YOU FOR DOWNLOADING THE A11FL FAN GUIDE.  
MORE GREAT DOWNLOADS ARE ON THE WAY FOR FANS OF INNOVATIVE FOOTBALL.**

**THE A11FL ADVANCED MEDIA TEAM**