



**NEW MEXICO ACTIVITIES ASSOCIATION  
6600 PALOMAS NE  
ALBUQUERQUE, NEW MEXICO 87109**

## **NMAA SPORTSMANSHIP INITIATIVE**

### **REQUEST FOR PROPOSAL**

The New Mexico Activities Association (NMAA) invites you to submit contributions to the NMAA's new sportsmanship program initiative.

Enclosed please find the following:

- I. Background
- II. General Instructions
- III. Qualified Activities
- IV. Submission of Contributions
- V. Awards
- VI. Deadline



## **I. BACKGROUND**

The NMAA Sportsmanship Committee was developed to create a sportsmanship initiative designed specifically for the state of New Mexico with the intent of positively shaping sporting culture in our schools and communities as well as aligning with the NMAA mission.

## **II. INSTRUCTIONS**

The committee is asking for contributions from any high school NMAA sponsored athletics or activities program in the six general areas below to aid in the creation of an NMAA Sportsmanship Initiative. Examples are provided.

### **1. CORE VALUES**

Trust, Respect, Integrity, Responsibility, Excellence, Loyalty

### **2. SLOGANS/CATCH PHRASES**

“If it’s to be, it’s up to me”

### **3. PROMOTIONAL IDEAS**

Banners, Flyers, PSA’s, Mascots

### **4. AWARDS**

Director Cup Points, Positive Sanctions

### **5. EXPECTED CONTEST BEHAVIOR**

Expected behavior, consequences, informative material

### **6. CREATING A CULTURE OF SPORTSMANSHIP**

Ways in which schools can reinforce sportsmanship in their schools, contests and communities

## **III. QUALIFIED ATHLETICS AND ACTIVITIES PROGRAMS**

The following athletics and activities programs are qualified to submit contributions on behalf of their high school:

### **• ATHLETICS**

- Baseball, Basketball, Cross Country, Football, Golf, Soccer, Softball, Spirit, Swimming and Diving, Tennis, Track and Field, Volleyball, Wrestling

### **• ACTIVITIES**

- Athletic Training Challenge, Bowling, Business Professionals of America, Chess, Choir, Concert Band, DECA, Drama/One Act Play, English Expo, FCCLA, FFA, HOSA, JROTC, Mock Trial, Orchestra, Rodeo, Scholastic Publications, Science Fair, Science Olympiad, Skills USA, Speech and Debate, Student Council, TSA



#### **IV. SUBMISSION OF CONTRIBUTIONS**

Contributions submitted by an athletics program must be submitted by the program's head coach. Contributions submitted by an activities program must be submitted by the program's sponsor. There is no limit to the amount of contributions a program may make. A complete contribution should address each of the six areas provided. A brief explanation or description should accompany any contribution. Only approved athletics or activities programs from an NMAA member school shall be qualified to submit contributions. Individual contributions will not be accepted.

#### **V. AWARDS**

The NMAA will award a \$1000 donation to the top three contributing programs. The NMAA will review each program's contribution and base the award on both the quality and quantity of the components selected for implementation in the initiative.

#### **VI. DEADLINE**

Contributions must be received on or before the due date and time specified. Late contributions will not be accepted.

##### **Deadline for Submission:**

Date: May 1, 2014

Time: 4:00PM

Contributions should be addressed to Dusty Young, NMAA Associate Director, and may be received by email, fax or regular mail.

**Dusty Young**  
**Associate Director**  
**New Mexico Activities Association**  
**6600 Palomas Ave. NE**  
**Albuquerque, NM 87109**  
**Phone: 505-923-3268 Fax: 505-923-3114**  
**Email: [dusty@nmact.org](mailto:dusty@nmact.org)**

*\*You may find this document on the NMAA website at [www.nmact.org](http://www.nmact.org)*



# **NMAA SPORTSMANSHIP CONTRIBUTION FORM**

*\*Please use the attached sheets to submit your contributions*

*\*\*Please submit any additional documents that don't conform to the sheets provided*

CORE VALUES:

SLOGANS/CATCH PHRASES:



PROMOTIONAL IDEAS:

AWARDS:



EXPECTED CONTEST BEHAVIOR:

CREATING A CULTURE OF SPORTSMANSHIP:

