DON BEAN GAMES

// FREE GUIDE //

AMERICAN FOOTBALL

IN 10 MINUTES

The field. The positions. The strategy.

Everything you need to follow a game.

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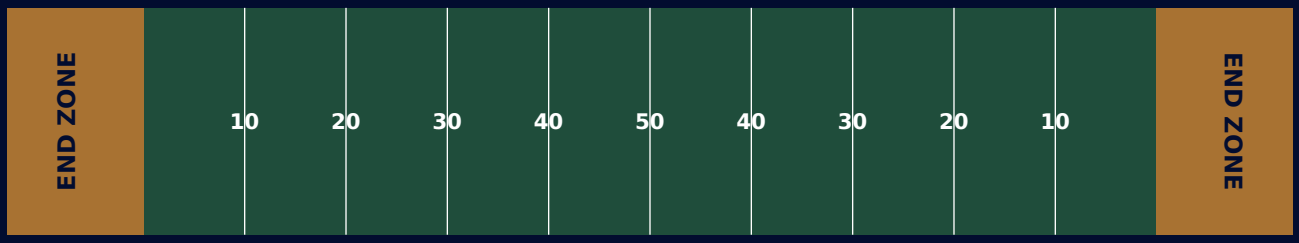
CHAPTER 01

The Field & Positions

American football is played on a 100-yard field with two end zones at each end. Each team has 11 players on the field at any time, split into two units: Offense and Defense.



OFFENSE (WITH THE BALL)

- QB (Quarterback): throws or hands off the ball. The leader of the offense.
- RB (Running Back): runs with the ball through gaps.
- WR (Wide Receiver): runs routes to catch passes.
- TE (Tight End): blocks or catches passes. A hybrid role.

DEFENSE (STOPPING THEM)

- DL (Defensive Line): rushes the QB and stops the run.
- LB (Linebacker): covers the middle. Versatile run-and-pass defender.
- CB (Cornerback): covers wide receivers in pass coverage.
- S (Safety): last line of defense. Reads the play and reacts.

CHAPTER 02

Downs & Yards

The 10-Yard Rule

Every football play is part of a sequence called a drive. The offense gets four attempts (called downs) to advance the ball 10 yards. If they succeed, they get a new set of four downs and continue.

If they fail to gain 10 yards after four downs, the ball goes to the other team at that spot. This is called a turnover on downs.

1ST DOWN	2ND DOWN	3RD DOWN	4TH DOWN
FRESH START	ATTEMPT 2	ATTEMPT 3	ATTEMPT 4

KEY CONCEPTS

- Gain 10 yards within four downs to reset to 1st down. This is what every drive is built around.
- On 4th down, teams often punt to give the ball back safely from a better position.
- Inside field goal range, teams can kick a field goal on 4th down for 3 points.
- Going for it on 4th down is high-risk, high-reward. A miss means the other team gets the ball.

PRO TIP

The chess match begins on every snap. The offense picks a play based on the down and yards needed. The defense reads the formation and tries to guess what's coming. Whoever reads better wins the play.

CHAPTER 03

Scoring

How Points Happen

Football has four ways to score. Each one rewards a different kind of play, and good teams plan their drives around the right scoring opportunity.

06 **TOUCHDOWN**
Cross the goal line with the ball. The biggest score. Six points.

01 **EXTRA POINT**
After a touchdown, kick through the uprights for 1 extra point.

03 **FIELD GOAL**
Kick the ball through the uprights from anywhere on the field. Three points.

02 **SAFETY**
Tackle the ball-carrier in their own end zone. Two points plus possession.

CHAPTER 04

The Pre-Snap Moment

This is where football is actually won and lost. The seconds before the ball is snapped. Both sides commit to a play. Neither side knows what the other has chosen. And then it all unfolds in three seconds.

The best coaches and quarterbacks read the defense before the snap. They look at the alignment, the depth of the safeties, the body language of the linebackers. They guess what the defense will do. If they read it right, they pick a play that exploits the weakness.

THE BIG IDEA

Football is not random. It looks chaotic, but every play is a decision made under uncertainty. The defense guesses. The offense guesses. Whoever reads better, wins the down. Repeat this 120 times across four quarters, and you have a football game.

NOW PLAY IT

FIRST DOWN

The board game that turns football into a tabletop duel.

Everything you just read about the pre-snap moment, the strategic depth, the chess match between two coaches: that's what FIRST DOWN brings to your table.

You and your opponent each call a play in secret. Reveal at the same time. The better call wins the down. Dice add the chaos of execution. But strategy decides everything.

- Simultaneous hidden play selection
- Modifier system that rewards smart calls
- Three depth levels in one box
- 2-6 players, 60-120 minutes
- Launching on Kickstarter this September

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