



**NFL PLAYERS**  
ASSOCIATION

## NFLPA Externship Partner Communications Guidelines

The NFLPA looks forward to working with you as we continue to provide valuable professional experience for our players. We appreciate your continued commitment and flexibility, and understand the importance of collaboration as we execute the vision for the program. We cannot thank you enough for your willingness to educate and expose players to areas of interest as they contemplate careers after football.

The work we do together is important so we want to make sure that we properly use all communication channels to tell the story—to football fans, the NFL community and the general public as well. We particularly want all players to see and understand the value of concerted efforts, led by their union, which provides access and experience that support player development. Branding this program is extremely important, and we hope that you will support our request to keep the messaging clear and consistent as we continue to spread the word about the NFLPA Externship.

### PLEASE SEE BELOW FOR THE RECOMMENDED COMMUNICATIONS GUIDELINES:

- 1. Reference the following description and points when explaining the goal/purpose of the program:**  
“The NFLPA Externship is a unique opportunity for current players to prepare for opportunities now and in the future with experience from top organizations around the country. By participating in the program, players will be able to:  
  
Get hands-on experience                      Discover career and industry interests  
Build their networks                              Gain confidence for their future endeavors”
- 2. Reference the program as the “NFLPA Externship.”**  
Incorrect: The externship provides NFL players with access to resources and training.  
Correct: The NFLPA Externship provides NFL players with access to resources and training.  
*\*Note: This is an NFLPA program not affiliated with the NFL.*
- 3. Request to use the NFLPA logo when necessary.**  
The NFLPA logo is available to use for the sole purpose of promoting the program. The logo will be provided in the desired format upon request, with final approval of its use by the NFLPA.
- 4. Allow the NFLPA to review and approve external materials two business days prior to releasing.**  
This includes, but is not limited to, press releases, articles, interviews, etc.
- 5. Promote the NFLPA Externship on social media.**  
We encourage you to share relevant content and provide visual messaging such as photos of players performing work-related activities. Prior to the application deadline, we will also be promoting each specific opportunity. Feel free to retweet this content as it is posted. When mentioning, please use the hashtag **#NFLPAExternship**.
- 6. Notify NFLPA of all media requests and resulting media coverage of the NFLPA Externship and/or participating players.**  
Please send all media requests/coverage to [Brandon.Parker@nflpa.com](mailto:Brandon.Parker@nflpa.com).
- 7. Refrain from using The NFLPA and/or player’s name, image, likeness, etc. for the purpose of endorsement.**  
The NFLPA is prohibited from directly or indirectly endorsing or facilitating a player’s endorsement of an organization or product through the NFLPA Externship.

### PLEASE NOTE:

- 1. NFLPA has the right to use any content captured during the program for future promotion.**  
To support our efforts of continually increasing awareness of the program, we believe it is important to have access to all content captured, whether by NFLPA staff/consultants or host resources.
- 2. NFLPA will provide all externs with social media guidelines prior to the start of the program.**  
Players will receive guidelines with suggested tweets to use as a template when posting about their involvement in the program.