



NFL PLAYERS
ASSOCIATION

2016 NFLPA Externship Host Companies

ARIZONA STATE UNIVERSITY ATHLETIC DEPARTMENT

Athletic Administration (*Phoenix, AZ*)

Explore the responsibilities of an athletic administrator at a major university while learning the inner workings of the department. Participants will have the opportunity to develop critical thinking skills by working on a special project based on their area of interest.

CAPITOL HILL

Government & Politics (*Washington, DC*)

Get exposed to the legislative process, network with government officials, and learn what it takes to make a positive difference in the community through leadership and advocacy.

COMCAST SPORTSNET & ESPN 980 RADIO

TV & Radio Broadcasting (*Washington, DC*)

Two of the most well-known sports media companies are collaborating to provide a full broadcasting experience in TV and radio. At both locations, expect to get hands-on experience and meet the personalities you see and hear throughout the year. Also meet various sports execs, attend local events, and have the opportunity to be live on-air.

EVENTS DC

Sport & Entertainment; Marketing & Communication; Government & Industry Relations (*Washington, DC*)

Learn how to survive in the fast-paced world of event management at the official convention and sports authority for DC. Focus on actual event management and operations (sport and entertainment), developing marketing campaigns and communications strategies (marketing and communication), or gain a broader understanding behind the laws and legislation that govern the tourism and hospitality industry (government and industry relations).

FANATICS

Product Development; Marketing; Licensing; Sales (*Jacksonville, FL*)

Get in early with a fast-paced, growing business that handles sports apparel and fan gear. Get experience in marketing, operations, merchandising, fan services, management, and product design & development plus be a part of various special projects. Fanatics operates more than 300 online and offline stores, including the e-commerce business for all major professional sports leagues (NFL, MLB, NBA, NHL, NASCAR, PGA), major media brands (NBC Sports, CBS Sports, FOX Sports) and more than 150 collegiate and professional team properties.

WWW.NFLPA.COM



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NFL PLAYERS ASSOCIATION

FOREVER COLLECTIBLES

Product Development; Marketing; Licensing; Sales (*Somerset, NJ*)

Explore this business through a rotational program that covers sales, finance, creative, licensing/marketing, product development, and production teams at one of the premier manufacturers of officially licensed sports and novelty products. Forever Collectibles' goal is to provide exciting new products to the world of sports and entertainment. Participants will get the opportunity to work on special projects plus have access to the largest CrossFit facility in the US (CrossFit Klew).

MARRIOTT

Hospitality Management; Communications; Marketing (*Washington, DC*)

Find out what goes into hotel ownership and franchise opportunities at a global leading lodging company with more than 4,200 properties in 79 countries and territories. Also, get immersed with the marketing team on a mission to use brand strategies and creative programs to help Marriott attract new and existing customers as well as top talent around the world. Lastly, participants will work on a communications project to boost media and social engagement.

NFLPA & THE TRUST

Player Development; Membership Service; Labor Relations (*Washington, DC*)

Learn about union business, lead player-focused projects, and be exposed to departments of interest. The NFLPA Player Affairs and Development (PAD) Department oversees all current player activities in the following areas: player development, drug policies and programs, financial advising and financial literacy, membership services, and Player Representative Leadership. Travel to the NFL Combine and work alongside the department as they introduce the next generation of players to the NFLPA. Or, work with The Trust to provide transition assistance for former NFL players based on 6 pillars: Career, Education, Financial, Lifestyle, Brain & Body, and Personal Interaction.

PANINI

Product Development; Marketing; Licensing; Sales (*Dallas, TX*)

See what it takes to build partnerships with major sports organizations and produce various collectibles including books, comics, magazines, stickers, and trading cards. Also, delve into product development, marketing/licensing, and sales by spending time at this industry leader in published collectibles.

TV ONE

TV Production (*Washington, DC*)

Discover the business behind this digital cable and satellite television network that is owned as a joint venture between Radio One and NBC Universal. Learn about programming, special event planning, branding, marketing, advertising, and legal matters among other things that contribute to the success of the network. Also, meet with executives, work on different projects, and find out what goes on behind the scenes of TV production.



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UNDER ARMOUR

Product Development; Marketing; Licensing; Sales (*Baltimore, MD*)

Experience the company that delivers innovative sports apparel, shoes, & accessories by working with an assigned team on a special project. From innovation and footwear design to ecommerce and marketing, this company has a range of departments that offer the opportunity to learn and network with industry leaders and creative thinkers who support this growing brand.

UNIVERSITY OF MARYLAND ATHLETIC DEPARTMENT

Athletic Administration (*College Park, MD*)

Explore the responsibilities of an athletic administrator at a major university while learning the inner workings of the department. Participants will have the opportunity to develop critical thinking skills by working on a special project based on their area of interest.