NFLPA

NFLPA COLLEGIATE OUTREACH

NFLPA

PIPELINE TO THE PROS

INTRODUCING STUDENT-ATHLETES TO THE *BUSINESS* OF FOOTBALL

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PROGRAM GOALS

1. TO BE THE TRUSTED RESOURCE FOR UNIVERSITIES, FACULTY, STUDENT-ATHLETES AND PARENTS OF STUDENT-ATHLETES, FOR INFORMATION PERTAINING TO THE BUSINESS OF FOOTBALL.

2. TO ENGAGE STUDENT-ATHLETES, AND THEIR PARENTS, TO PROVIDE EDUCATION AND AWARENESS ON THEIR TRANSITION FROM COLLEGIATE-ATHLETE TO PROFESSIONALL-ATHLETE.

3. THE NFLPA IS COMMITTED TO PROVIDING SUPPORT TO ALL FUTURE MEMBERS, EMPOWERING THEM TO MAKE INFORMED DECISIONS, AND INSPIRE THEM TO MAXIMIZE THEIR CAREER POTENTIAL ON AND OFF THE FIELD.

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"The NFLPA created Pipeline to the Pros to serve a s a valuable resource to collegiate student-athletes, providing them with first-hand insight on what it takes to be successful on and off the field."

-DeMaurice Smith | NFLPA Executive Director

OUTREACH

UNIVERSITIES: The NFLPA visits approximately twenty (20) universities per year at no cost to the universities. We recommend that the session (s) include the entire football team however, we will educate specific classes as well

PARENT EDUCATION: When making decisions regarding the business of football, it is imperative to include the parents in those decisions. In our efforts to educate parents to create an environment that cultivates awareness for future members, we will conduct seminars specifically for parents of student-athletes

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UNDERCLASSMAN: Student-athletes leaving school early are at an additional risk when transitioning out of football and into corporate America. The NFLPA hosts a several opportunities, specifically for underclassman, by internship opportunities and hosting juniors at the offices in Washington, D.C.

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PIPELINE AGENDA

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FINANCIAL AWARENESS: Hidden expenses such as taxes, agent fees, combine training, NFLPA dues, cost of living, pre-draft loans and housing, can contribute to players entering the league in financial distress

DECLARING FOR THE NFL DRAFT: With a an average career lasting 3.5 years, student-athletes must be exposed to the risks of entering the business world without an undergraduate degree and no job experience at age 27

NFL DRUG POLICY: Student-athletes must know the difference between testing positive in college vs. testing positive as professional athletes. Pipeline familiarizes them with testing process, new policies, and the consequences of a failed test

AGENT SELECTION PROCESS: Student-athletes and their parents need guidance on how to select an agent as well as when to contact agents.

SOCIAL MEDIA: We will provide examples of appropriate and inappropriate uses of social media. Student-athletes will learn how NFL clubs monitor social media accounts and how it affects everything from their draft grade to sponsorship dollars

PIPELINE FEATURES

CURRENT NFL PLAYERS / ALUM

Whenever our schedule allows it, and with sufficient planning time, we will provide current NFL players that played at your university

REAL-LIFE /INTERACTIVE EXAMPLES: Student-athletes will discover hidden financial costs, the consequences of testing positive on a drug test, and the risks of declaring early for the NFL Draft and how social media affects their brand

NFLPA STAFF: We can provide additional NFLPA staff members for specific topics such as agent regulation, finance, etc.

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PIPELINE SCHEDULING PROCESS

NEXT STEPS

SCHEDULING PERIOD: Pipeline is a year-round program with high demand for spring football and training camp

CONTACT: Simply contact the NFLPA via email willis.whalen@NFLPA.com or phone at 202.756.9158

TIMEFRAME: All presentations are custom designed for each university. Depending on the schedule, we only require several days notice to appear at the university.

FLEXIBILITY: We are aware that scheduling may change at coaches request. We will do our best to accommodate any changes to the schedule

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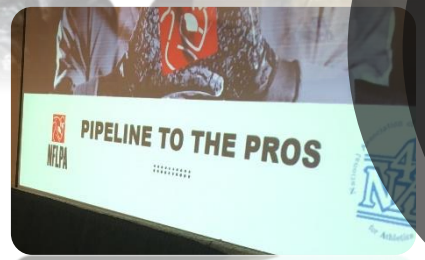
2017
HIGHLIGHTS



BY THE NUMBERS

2017 UNIVERSITIES: 29
Increase over 2016: 8 ↑

2017 STUDENT-ATHLETES: 1,895
Increase over 2016: 210 ↑

2017 NEW MEMBERS: 197
Increase over 2016: 43 ↑

2017 PARENTS: 200
Increase over 2016: 100 ↑

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NFLPA | PIPELINE TO THE PROS

The NFL Players Association will custom design PIPELINE TO THE PROS to fit your program with core topics including, but not limited to:

- Agent Regulation
- Declaring Early for the NFL Draft
- NFL College Advisory Committee
- Basic Finance
- NFL-NFLPA
- Social Media

THE NFLPA PIPELINE TO THE PROS IS A VALUABLE RESOURCE FOR STUDENT-ATHLETES, GIVING THEM FIRST-HAND INSIGHT ON WHAT IT TAKES TO BE SUCCESSFUL ON AND OFF THE FIELD.
DEMAURICE SMITH | NFLPA EXECUTIVE DIRECTOR

Please contact Willis Whalen for more details
1-202-756-9158 or willis.whalen@nflpa.com

THE **NFLPA** PIPELINE TO THE PROS IS A 45 MINUTE INTERACTIVE LIFE SKILLS SEMINAR DESIGNED TO **EDUCATE, EMPOWER** AND **INSPIRE** STUDENT-ATHLETES ON THE

BUSINESS OF **FOOTBALL**

THAT HAVE PARTICIPATED IN NFLPA PIPELINE TO THE PROS:

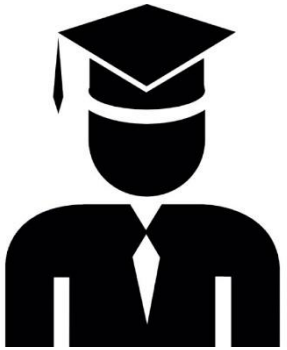
- Alabama
- Ohio State
- Florida State
- Miami (Fl.)
- Stanford
- Mississippi
- Missouri

Follow us @NFLPA
#NFLPAPipeline
www.NFLPA.com
1-800-372-2000

2017 FIRST-TIME EVENTS

NCAA ELITE STUDENT-ATHLETE LEADERSHIP & DEVELOPMENT

This past year marked the first time the NFLPA presented at the Leadership and Development seminar in Indianapolis, IN



NCAA N4A Conference

2017 marked the first time that the NFLPA presented Pipeline to the Pros to approximately 100 *Academic Advisors* representing 75 universities in Orlando, FL

HEAD COACHING INVITATIONS

Nick Saban (Alabama), Jimbo Fisher (FSU), Bob Stoops (Oklahoma), Butch Jones (Tennessee), and Hugh Freeze (Ole Miss) extended invitations

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2017 SOCIAL MEDIA

#NFLPAPipeline

> 103 interactions

Kayla Gross
@kaylamgross
Following

Thanks to @williswhalen for joining us for #WorkshopWeds!

Sharing all things @NFLPA & #PipelineToThePros

#BeyondFootball #GoBeavs

2:31 PM - 3 May 2017

14 Retweets 38 Likes

willis whalen
@williswhalen

We had great dialogue today for @NFLPA #NFLPApipeline @TerpsFootball #businessoffootball #tomortowstartstoday

7:04 PM - 8 Feb 2017

willis whalen
@williswhalen

Thank you @BUFootball for the #opportunity fort #NFLPApipeline @NFLPA #tomorrowstartstoday

5:58 PM - 2 Feb 2017

willis whalen
@williswhalen

Shout out to @UCLAFootball for another #opportunity with #NFLPAPipeline

9:05 PM - 24 Jan 2017

willis whalen
@williswhalen

Thank you to @UCLACompliance for inviting @NFLPA for #NFLPAPipeline to speak to parents

3:57 PM - 29 Apr 2017

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PARTICIPATING UNIVERSITIES

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THANK YOU!

Thank you to all of the coaches, football operations staff, compliance staff and academic advisors that have provided the NFLPA an opportunity to educate student-athletes on the business of football.

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