NFL Players Incorporated (NFLPI) is the licensing and marketing subsidiary of the NFL Players Association (NFLPA). NFLPI holds exclusive group licensing rights for every active NFL player. Any company using six or more active NFL players for any product, service, sponsorship, endorsement, promotion or any other commercial use during a year must be authorized to do so by NFLPI. The six-player trigger number can be reached by using players simultaneously or individually during the year.

Through an exclusive sponsorship agreement with the NFL, NFL players are integrated into NFL and Club Sponsor activations. Each year, over 1,000 NFL players are used in a variety of sponsor marketing efforts, including appearances, marketing campaigns, and endorsements. In addition to rights, NFLPI offers guidance on activating NFL players.

Anytime an active NFL player is used commercially, that usage may be categorized into Category 1 (no player endorsement/passive usage) or Category 2 (player endorsement/active usage). Below, you will find some general parameters that are used to determine whether a particular use of an active NFL player falls under Category 1 or Category 2. Classification of NFL player usage depends on the specific manner of use, and overall context is always taken into consideration. NFLPI is available to review any creative using NFL players to assist and guide you. Please keep in mind that no single criterion is determinative; the criteria below are guidelines, not absolute rules, and are not intended to be exhaustive or exclusive.
The following guidelines apply in promotional materials:

**CATEGORY 1 -- Passive Usage**

- All creative must feature at least six (6) active NFL players;
- NFL players with competing endorsement deals cannot be used. Please contact NFLPI with any questions regarding specific NFL players and determining whether the player is acceptable to use;
- NFL players are not clearly and/or immediately identifiable to the consumer, or not unduly focused on, featured, or highlighted in a manner that leads the reasonable consumer to believe that player is a spokesperson for, or promoter of, a third-party commercial product or service;
- Separation between the NFL players and the sponsor product or service is depicted;
- Imagery should be a group action (shot with NFL players in equal prominence); and
- Player usage is not dominant relative to non-player elements.

**CATEGORY 2 -- Active Usage**

Incremental payment by an NFL Club or NFL Sponsor will be required to compensate NFL players for usage. Additional fees are subject to a partner’s club sponsorship agreement and the express agreement of the NFL player in question. Category 2 use of six (6) or more NFL players is NOT included via a club sponsorship agreement. Partners should work with NFLPI on player usage and fees. The following guidelines apply in promotional materials:

- Creative features less than six (6) active NFL players;
- NFL players are central to the campaign or message;
- Players are prominent, recognizable and/or dominant relative to elements of the campaign;
- Recognizable NFL players are used on product or primary packaging; Services are needed (promotional appearances, in-store appearances, autograph sessions, etc.); NFL player requires active participation where content needs to be captured (e.g., participation in photo or other creative shoot for print (POS), internet, broadcast (e.g. TV, radio).

**PLAYER PREMIUM PROGRAMS**

NFL Sponsors and NFL Clubs can create promotional programs which include player premium products (e.g., collectible cups, bobbleheads, stickers, photos, posters). This includes both existing products and custom designed player premiums. The following guidelines apply:

- Player premium products cannot be sold at retail;
- All player premium products must be manufactured under license from NFLPI, with standard royalty paid by manufacturer;
- Additional fees are subject to a partner’s NFL Club sponsorship agreement;
- Promotional materials and creative featuring NFL players when used in a series must show all players featured in the promotion; and
- All premium promotional programs and all featured players must be approved in advance by NFLPI.