



## NFL Players Inc. Externship

### **Who We Are**

NFL Players Inc., the licensing and marketing arm of the NFLPA, connects businesses to the power of NFL players. NFL Players Inc. creates customized business solutions for partners, through licensing, marketing strategy and player activations. A trusted resource since 1994, we are the only company that offers exclusive group licensing rights to more than 2,000 active NFL players.

### **What We're About**

We work tirelessly to make NFL players as recognizable and appealing to their fan bases off the field as they are on it. As the licensing and marketing arm for the NFL Players Association, the revenue we generate through the group licensing rights benefits the players in the association. We help players build business partnerships and relationships that can not only help them now, but also when their playing days are done.

### **Departments**

NFL Players Inc. is comprised of the following departments:

- Business and Legal Affairs
- Marketing
- Consumer Products and Strategy
- Partner Services
- Player Services

### **Experience**

The externship will take place between February 14, 2022 and April 1, 2022. You will have the unique opportunity to interact with each of these departments to ensure you receive a holistic experience of the work that we do. In addition to getting a first-hand view of the day to day work of Players Inc., you will have the opportunity to share your experience and insight in connection with the following initiatives:

- Assist in planning and strategy for the NFLPA Player Camp Program
- Help plan the player experience for the NFLPA's annual Rookie Debut event and events surrounding the NFL combine
- Assist with preparation for the annual Board of Player Reps meeting and end-of-year recaps and reports