

BRANDGENUITY

BRANDGENUITY NFLPA CAREER EXPERIENCE DESCRIPTION

2024

Overview:

Brand licensing – when a brand owner extends its brand into products and services by partnering with a third party – is big business! Whether it's sports and player licensing, entertainment licensing or brand licensing, the industry continues to grow around the world. This one-of-a-kind experience combines in-person attendance at the industry's largest trade show, Licensing Expo, in Las Vegas with virtual prep and follow-up before and after the show.

Brandgenuity is a leading global licensing agency whose clients include NFL Players Association, BMW, White Castle, Mike's Hot Honey, Fireball Whisky, Buffalo Trace and many others. The player will learn all about the licensing industry, from business development and strategy building to license agreement negotiation and the product development process, working with both the US and Europe teams to understand different markets, trends and strategies.

Job Description w/Responsibilities

At **Brandgenuity**, the player will participate in the full 360° licensing process. The experience will give an up close and personal look at the licensing industry during Licensing Expo in Las Vegas. The 3 day trade show will include attending meetings, networking events, learning seminars, and more. There will be some virtual pre-work to prep for the show and gain a grounding of the industry. These upfront virtual meetings can be flexible with the player's schedule.

The player will have the opportunity to learn all facets of the licensing business from an agency standpoint –the strategy behind extending a brand into new categories, pitching a brand to potential partners, licensee management and approvals, the finance and business model, as well as the legal aspects of licensing.

Schedule Overview

This is an in-person career experience, with some pre-work virtually. The in-person portion will take place for 3 days in Las Vegas at Licensing Expo, with some virtual work the week prior.

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Hours for the career experience are 9:00-6:00 with post-show networking events and dinners.

Desired Skills/Qualifications

Interest in marketing or legal. Strong writing and research skills, interpersonal skills, and basic computer and communications abilities are necessary; knowledge of programs including PowerPoint, Word and Excel and an ability to do online research are a plus.