



## NFL Players Inc. Career Experience

### **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
- Programming & Operations

### **Experience**

The career experience will take place between March 4, 2024 and March 29, 2024. You will have the unique opportunity to interact with each of these departments to ensure you receive a comprehensive experience of the work that we do. In addition to following 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 and/or NFLPA Classic
- Help plan the player experience for the NFLPA's annual Rookie Debut event and events surrounding the NFL combine
- Assist with preparation for Rookie Premiere event and end-of-year recaps and reports
- Perform other duties as assigned

### **Schedule Overview**

- Week 1 – Introduction to NFL Players Inc., NFLPA Events, and Weekly Department Meetings
- Week 2 – Department Shadowing
- Week 3 – NFLPA Event Planning and Strategy



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### **Desired Skills/Qualifications**

- Self-starter, highly motivated and organized with the ability to work productively both independently and in a team setting
- Eagerness to learn more about marketing, sales and sponsorship, and licensing in the sports industry
- Creative, strategic, and analytical thinker
- Exceptional communication skills both verbal and written
- Strong attention to detail and interpersonal skills
- Knowledge of programs including PowerPoint, Word and Excel are a plus