



PRESENTED BY

PANINI

GUEST PLAYBOOK

CONTACTS

If you have any questions or require any assistance, please contact:

Travel:

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Player Guests:

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OVERVIEW

Welcome to the 2025 NFLPA Rookie Premiere! Included in this document you'll find everything you need to plan for week ahead, including a schedule overview and tips for packing.

CREDENTIALS

Personal guest credential distribution will take place on Thursday, 5/15 from 7:00 AM–8:00 AM outside the Player Lounge on the 5th Floor. After 8 AM on Thursday, credentials can be picked up from the Rainbow Lounge on the 2nd Floor.

Credential Room Pick-Up Hours:

Thursday, 5/17: 8AM - 12PM; 1PM - 6PM

Friday, 5/18: 6AM - 12 PM; 1PM - 6PM

Please note, credentials are **required** for access to the Player Lounge and meal areas. If you plan to join your player for breakfast or lunch, please be sure to pick up your credential beforehand.



GUEST RESOURCE WEBPAGE



Scan here to visit our Guest Resources Webpage.

On this site, you will find all the information needed for the week ahead!

ATTIRE

Daytime attire is relaxed - feel free to wear what you're most comfortable in. For Thursday and Friday Evening, as well as the NFLPA Wrap Party on Saturday, Smart Casual attire is recommended. Fashion Forward attire is recommended for Saturday's offsite Player's Only Party.

Please note, only **one personal** guest is able to attend the offsite party.

SMART CASUAL

Blends traditional business wear with a more relaxed style.

FASHION FORWARD

Similar to 'smart casual' but has a more trendy, stylish, and fly feel.





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GUEST SCHEDULE

Tentative guest schedule below

Wednesday, May 14		
Time	Event	Location
All Day	Guest arrivals	
Thursday, May 15		
6am - 8am	Breakfast	Wilshire 3 and Garden (5 th Fl)
8am - 8:30am	Marketing Rep Walk-Thru	5 th Fl Registration Desk *For Player Business Guests
8am - 8:45am	Player Guest Welcome (NFLPA 101)	Echo Park (5 th Fl) *For Player Personal Guests
9am - 10am	Beginner Level Yoga Class	Yoga Studio/Gym (7 th Fl)
9am - 5pm	Player/Guest Hospitality Open	Wilshire 3 and Garden (5 th Fl)
12pm - 1:30pm	Lunch	Wilshire 3 and Garden (5 th Fl)
7pm - 10pm	Opening Night	SOHO Warehouse
Friday, May 16		
6am - 8am	Breakfast	Wilshire 3 and Garden (5 th Fl)
9am - 10am	Player Guest Coffee Chats	Wilshire 3 (5 th Fl)
10am - 11:30am	Parents' Forum	Wilshire 3 (5 th Fl)
11:30am - 5pm	Player/Guest Hospitality Open	Wilshire 3 and Garden (5 th Fl)
12pm - 1:30pm	Lunch	Wilshire 3 and Garden (5 th Fl)
7pm - 10pm	Jersey Reveal Presented by Fanatics	InterCon DTLA Pool Deck & Hollywood Ballroom (7 th Fl)
Saturday, May 17		
5am - 9am	Breakfast	Wilshire 3 and Garden (5 th Fl)
Daytime	Experience Venice, CA - Shopping	Venice
6pm - 8pm	Wrap Happy Hour	InterCon DTLA 69 th Fl
7pm - 10pm	NFLPA Player Wrap Party	Offsite - Only one (1) personal guest permitted to accompany player
Sunday, May 18		
6am - 8:30am	Breakfast	Hollywood Ballroom (7 th Fl)
All Day	Guest departures	



DETAILED EVENT SCHEDULE

THURSDAY, 5/15

PERSONAL GUEST CREDENTIAL PICK UP

Credentials will be available for pick-up for personal guests outside of the Player Lounge (Wilshire 3) on the 5th Floor between 7AM - 8AM. If you are unable to pick-up at this time, please visit the Credential Office in the Rainbow Lounge on the 2nd Floor.

GUEST WELCOME / NFLPA 101

To kick off the week, we invite you to join us for a session designed to help you understand what Rookie Premiere is all about—and why your role is so important in this moment. You'll get a clear picture of how the NFLPA supports your player on and off the field, and how you can stay connected along the way.

We'll introduce you to the key teams working behind the scenes and walk you through what to expect during the week, including your own guest programming. By the end, you'll feel more confident, more connected, and ready to make the most of everything ahead.

YOGA

Unwind and reset with a 45-minute yoga session led by Lululemon Yoga Ambassador, Mollie Adolf. She'll bring the energy and guide a flow that's welcoming to all skill levels—whether you're stretching out or simply soaking in the moment.

OPENING NIGHT

Join us for an evening of connection and celebration at our Opening Night Hospitality. Smart casual attire is recommended, and transportation will be provided to and from the venue. Access by Guest List only, please contact your player to confirm your RSVP status.

FRIDAY, 5/16

COFFEE CHATS WITH NFLPA EXECUTIVE DIRECTOR AND NFLPI PRESIDENT

These are informal, relaxed conversations designed for you to connect with **Lloyd Howell** (NFLPA Executive Director) and **Matt Curtin** (NFLPI President). After Thursday's information session, you'll have the context and understanding to ask insightful questions, share experiences, and build connections with NFLPA executives about the event, the NFLPA's role, and how they support players' careers. It's a great opportunity for meaningful discussions in a more intimate setting.

PARENTS' FORUM

The Parents Forum is a cornerstone moment created specifically for parents to connect, engage, and build community. Positioned after Thursday's Information Session and Friday's Coffee Chats, this session is designed for you to arrive with the context, confidence, and curiosity to participate meaningfully. You'll hear directly from a panel of player parents, who will share their personal insights and experiences navigating this unique chapter.

Please note: Access to this event is restricted to Parents Only.



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DETAILED EVENT SCHEDULE

JERSEY REVEAL PRESENTED BY FANATICS

Join us on the pool deck of the InterContinental for one of the week's most exciting moments—the official unveiling of the players' jerseys. Be there as they see their names and numbers come to life for the very first time in a celebration full of energy, pride, and photo-worthy memories. Access by Guest List only, please contact your player to confirm your RSVP status.

SATURDAY, 5/17

VENICE SHOPPING EXPERIENCE

Spend the afternoon exploring Abbot Kinney Boulevard, one of Venice's most iconic streets, during a curated shopping experience just for our group. Enjoy exclusive discounts at a handpicked selection of stores offering everything from local boutiques to well-loved brands. Information will be available on the Guest Resource Webpage.

BRUNCH RESERVATIONS, POWERED BY OPENTABLE

While you're enjoying Abbot Kinney Boulevard in Venice, we encourage you to grab lunch at one of the area's standout restaurants. We've set aside a limited number of tables at select spots, available to book through OpenTable. Check the Guest Resource Webpage for booking links.

NFLPA WRAP HAPPY HOUR

Celebrate the end of an unforgettable week with us at our Wrap Party, held on the 69th Floor inside the InterContinental. This casual gathering is the perfect way to unwind, share stories, and toast to new memories before heading home.

FREE TIME

There is no formal programming on Thursday and Friday afternoon. It's the perfect time to unwind or explore Los Angeles at your own pace!

NEW ERA - CUSTOM CAPS

Stop by the New Era table in the 5th floor gifting area to receive a cap featuring your players' official team branding! All teams will be available, so make sure to let them know who you're rooting for.

Please note: New Era is the only gifting partner on-site that is available to guests. Out of respect for the space, we kindly ask that you refrain from exploring the other gifting stations, which are reserved for players only.

HIKES IN LA

We've curated a list of local hikes and scenic spots for you to enjoy. Details are available on the Guest Resource Webpage.

SPA DISCOUNT: RITZ CARLTON

For those looking to relax a little closer to home, guests can also take advantage of a spa discount with the Ritz Carlton.

Guests will receive \$62 off of any 50 minutes service of \$240 or more. Mention **NFL25** at the time of booking to redeem.

Address: 900 W Olympic Blvd, Los Angeles, CA 90015 (0.6 miles away from InterContinental, DTLA)