

May 14, 2015



A PARTNERSHIP TO ENHANCE
THE BLACK COMMUNITY

OVERVIEW

- Discuss NFL's current programs
- Understand Social Responsibility's vision and mission
- Introduce ideas to create a substantive and sustainable engagement with the Black community
- Identify opportunities to develop formal partnerships with legacy organizations
- Develop success metrics and next steps

WHY IT MATTERS

- As the preeminent sport in American, the NFL can be the catalyst for change
- Millennials believe in capitalism with a conscience
 - Diverse generation
- Brand equity and loyalty
- An investment that directly benefits the NFL

CITIES WITH NFL FRANCHISES PRODUCE BLACK NFL PLAYERS

In 32 NFL cities, the lives of potential players and fans matter

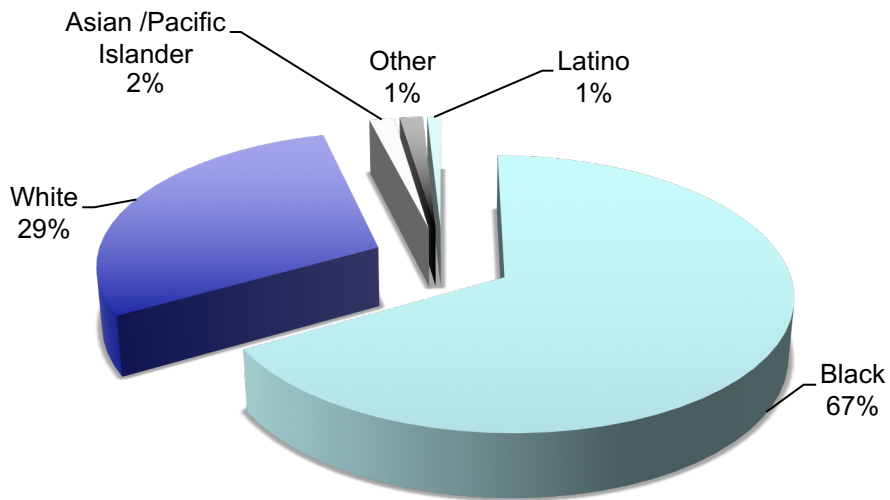
- Approximately 50% of the Black population live in the 32 NFL franchise cities
- 9 of the top 10 cities producing NFL players have an NFL franchise*
- The top 3 cities that produce NFL players have a Black population greater than 50%*



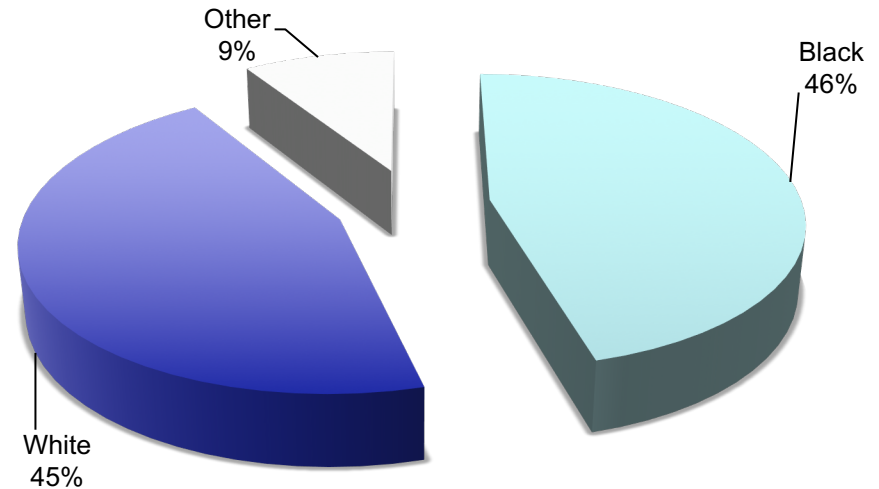
*Does not include Los Angeles

BLACK ATHLETES ARE KEY TO THE NFL'S SUCCESS

RACE OF NFL PLAYERS



RACE OF NCAA FOOTBALL PLAYERS



INVESTING IN NFL COMMUNITIES

- Enhance involvement in NFL franchise cities that produce Black NFL players
 - STEAM Education
 - Youth violence
 - Financial Literacy
 - Re-entry
 - Youth Programs
 - Domestic Violence
 - Drug, alcoholic prevention and treatment
- Develop a partnership with corporate and franchises
 - League office - Partner to promote the NFL's investment in Black communities
 - Franchises - Provide a platform for Owners to invest in local programs
 - Players - Mentor and connect players to the community
 - NFL Alumni (Players & Coaches) – Create linkages to grow their influence and involvement in the community
- Implement programs based on best practices developed across the NFL platform and within NFL franchise communities

DEVELOPING ECONOMIC OPPORTUNITIES

- Invest with Black media in franchise cities by partnering with National Newspaper Publishers Association
- Partner with Banks (National & Regional) to develop a Bank mentoring program with the National Bankers Association
- Develop Rooney Rule for supplier diversity for Black owned businesses within franchise cities

Q & A