



2022 SPONSORSHIP PACKAGES

OUR STORY

The Pro Football Retired Players Association (PFRPA) is a champion for retired NFL players. Our efforts are focused on bettering the lives of those who gave so much to the game. After hanging up their cleats, life after football varies for every player. We strongly believe that each player, no matter what their position or how long they played, should receive some level of support. We're passionate about our members, and that's what drives us to tackle issues that matter to them.



10,000+
RETIRED NFL PLAYERS



50,000+
COMBINED YEARS OF
SERVICE TO THE NFL



PFRPA[®]



50 STATES
MEMBERS LIVE IN
EVERY STATE AND D.C.

LICENSING AND SPONSORSHIP OPPORTUNITIES

PFRPA presents an exciting opportunity for potential sponsors to leverage PFRPA's intellectual property; gain access to promotional opportunities with retired NFL players; and be publicly named an official sponsor of PFRPA. Become a sponsor of PFRPA!

Licensees can choose a non-exclusive or exclusive sponsorship according to their own interests and needs. In either case, licensees are free to seek other sponsorship agreements.



SPONSORSHIP TIERS

LEVEL ONE
NON- EXCLUSIVE
\$50,000 PER TERM

LEVEL TWO
EXCLUSIVE
\$100,000 PER TERM

SPONSORSHIP BENEFITS

Authorized PFRPA Licensee
*Licensed usage of PFRPA
Intellectual Property*



Market Identification

*Become the "Official [Sponsor Classification]
of Pro Football Retired Players Association"*



Access to Marquee Retired NFL Players

*Promotional opportunities with high-profile,
former NFL players through PFRPA's
Football Greats Alliance*



Retail & E-commerce Offerings

*Approval to feature PFRPA
Intellectual Property on approved
consumer products*



SPONSORSHIP HIGHLIGHTS

PFRPA

Promote/endorse the sponsor's service to all PFRPA members

Publicly identify the sponsor as an official partner on the PFRPA website and to PFRPA Members

Distribute sponsor marketing materials to PFRPA members and partner organizations

Regularly post sponsor-provided content across social media platforms

SPONSOR

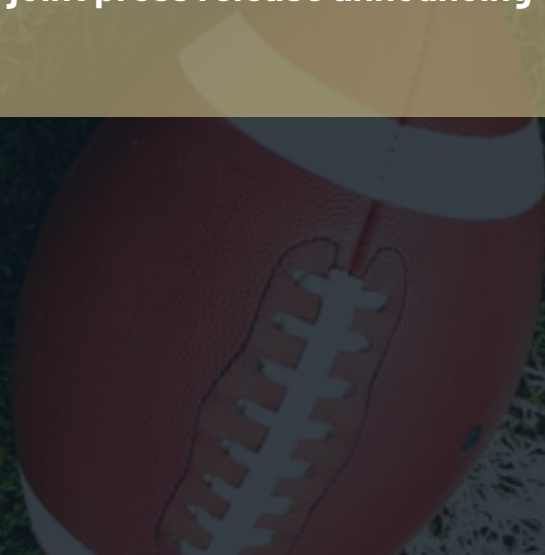
Promote the sponsorship via social media

Promote the partnership through email marketing communications

Feature PFRPA intellectual property on the sponsor's website

Feature PFRPA intellectual property in television, radio, digital and/or print advertisements

Issue a joint press release announcing the partnership





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