



NFL PLAYERS INC.

Licensing & Mobile Madness Challenge



NFLPA

Overview

- **Why GDC?**
- **NFLPI – Licensing & One Stop Shop for NFL players**
- **Shane Vereen - The Making of a Brand**
- **Mobile Madness Challenge Announcement**
- **Thought Starters**

Character Profile – Russell Wilson



Opportunity



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Opportunity

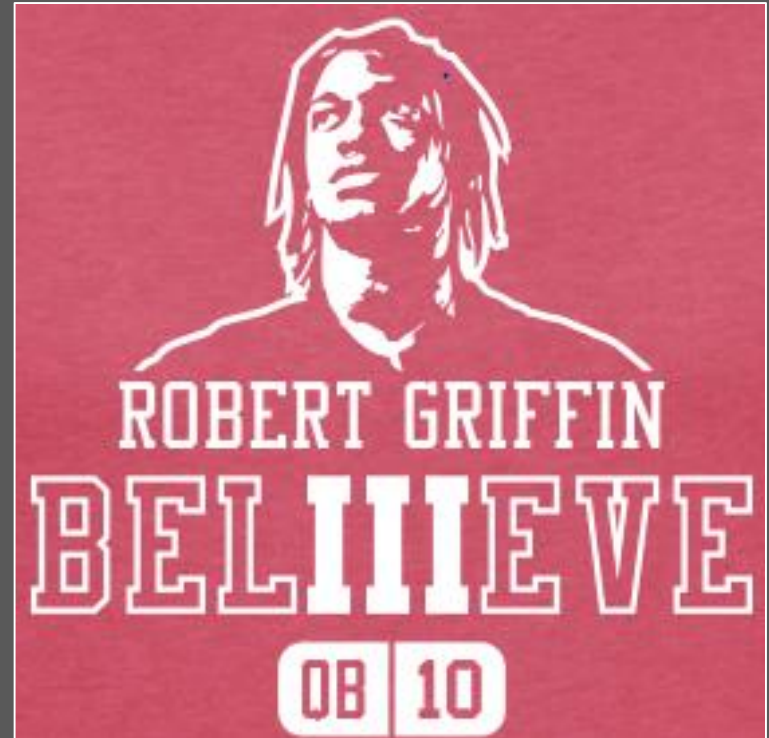
- 2,000 characters
- Built-in audience
- Predominately male demo



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NFLPI License

- Player image and likeness
- Players names and nicknames
- Jersey numbers
- Replica signatures



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Photographs

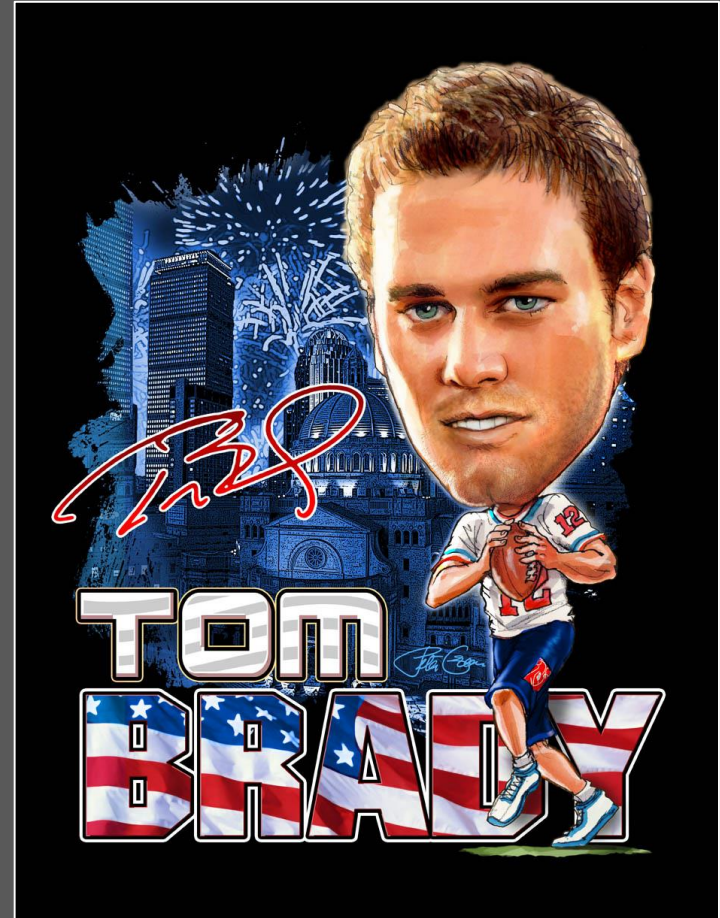
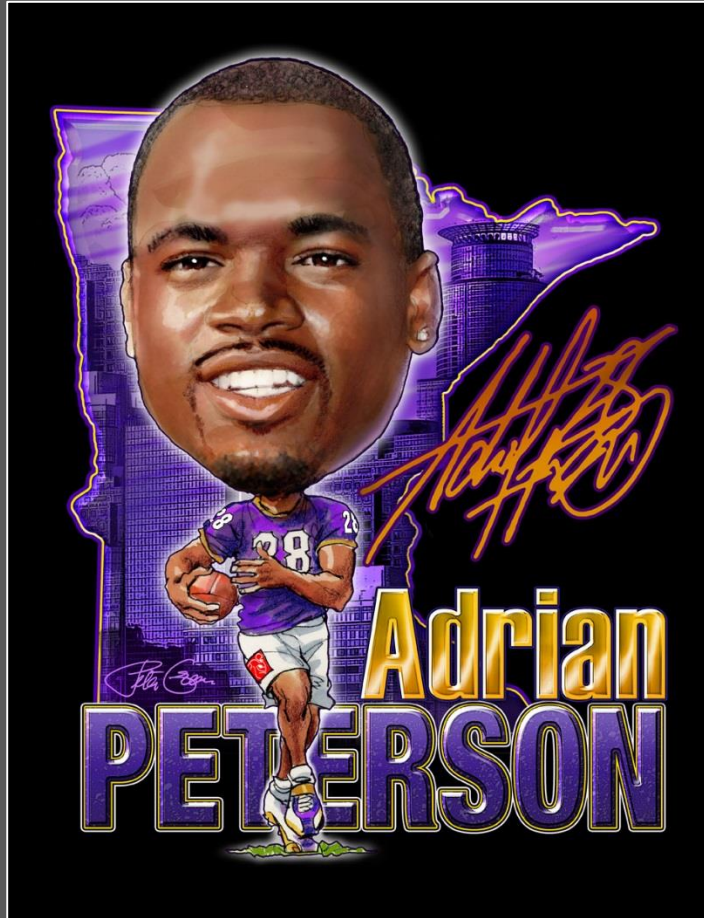


Fathead



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Original Artwork



Digital Renderings



Name & Jersey Number



Mobile Wallpaper



Phone Cover

NFLPI Services

LICENSING
ACCESS
STRATEGY
PROCUREMENT



YOUR **ONE-STOP SHOP**
FOR NFL PLAYERS

NFLPI believes that every business problem has an
NFL Player Solution



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State of NFLPI's Business

NFLPI's business is strong, **up 5.5%** year-to-date 2013-14.

Mobile Licensees

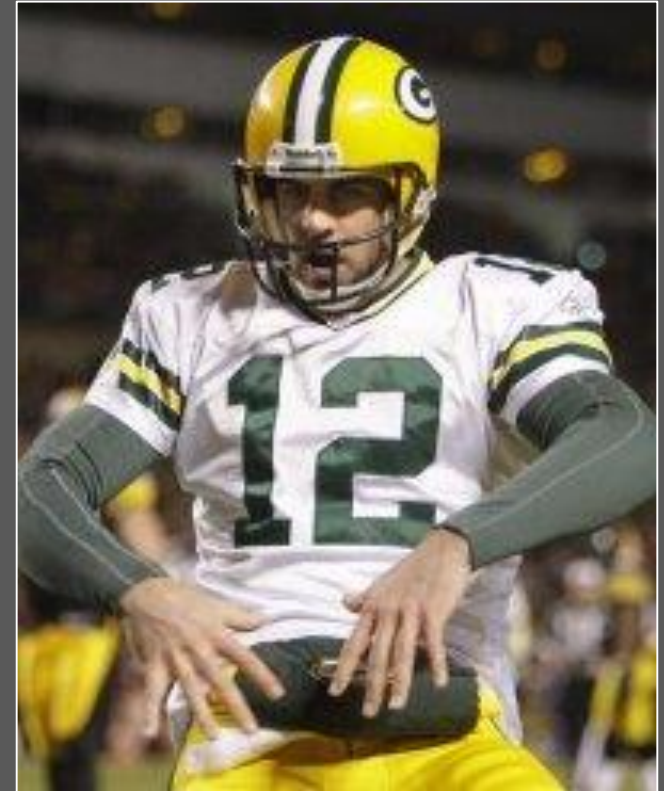


The Shane Vereen Brand



NFLPI Mobile Madness Challenge

- Submission Window: Today – April 20th
- Three Finalists Selected
- Awarded an NFLPI license
- Receive a \$10,000 credit towards player social media endorsements



www.nflplayers.com/thechallenge

Thought Starters

Original NFL player branded casual games



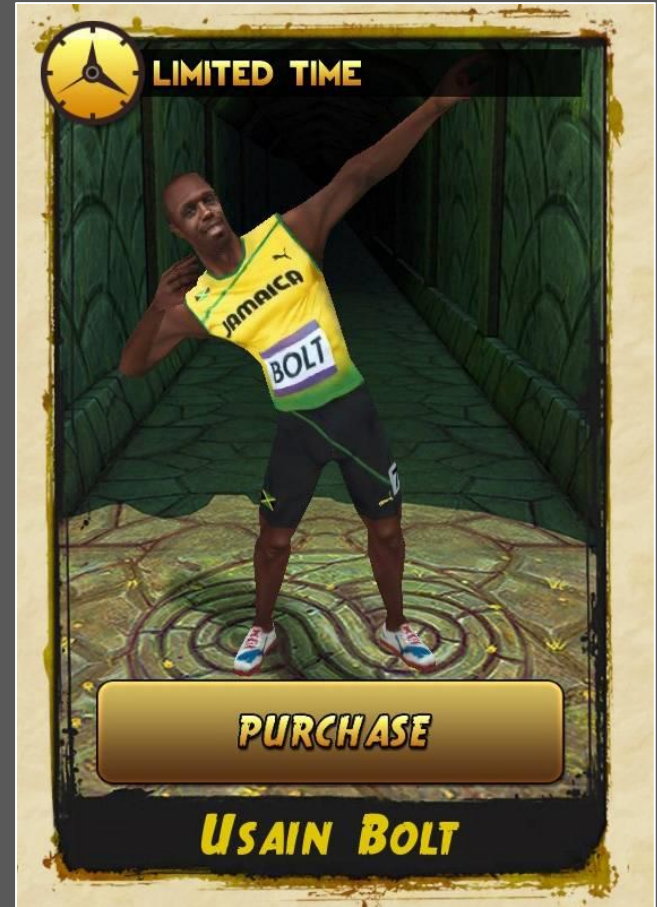
Madden Then...



...Madden Now

Thought Starters

Integrate NFL Players in to existing games & apps



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Thought Starters

Co-Brands
&
Mash-ups



Thought Starters

Co-Brands
&
Mash-ups



Thought Starters

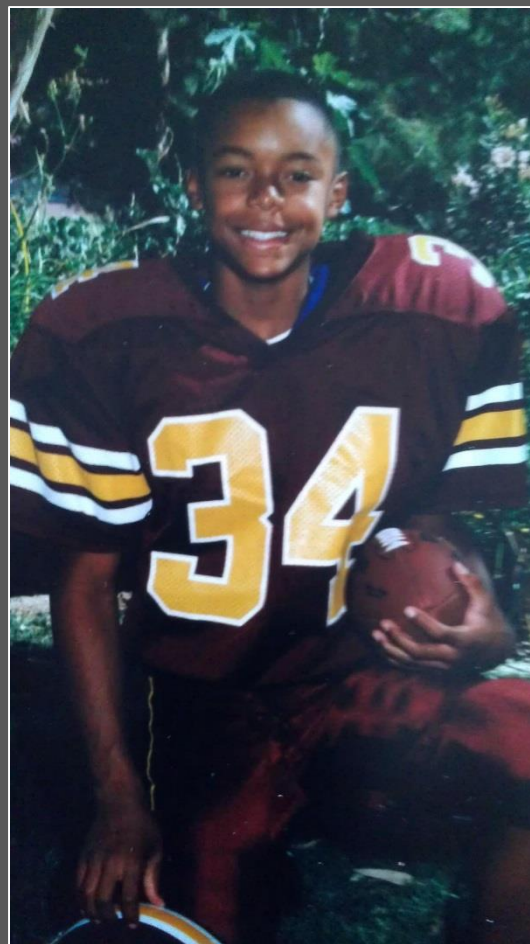
Co-Brands
&
Mash-ups



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Thought Starters

Children's
&
Educational



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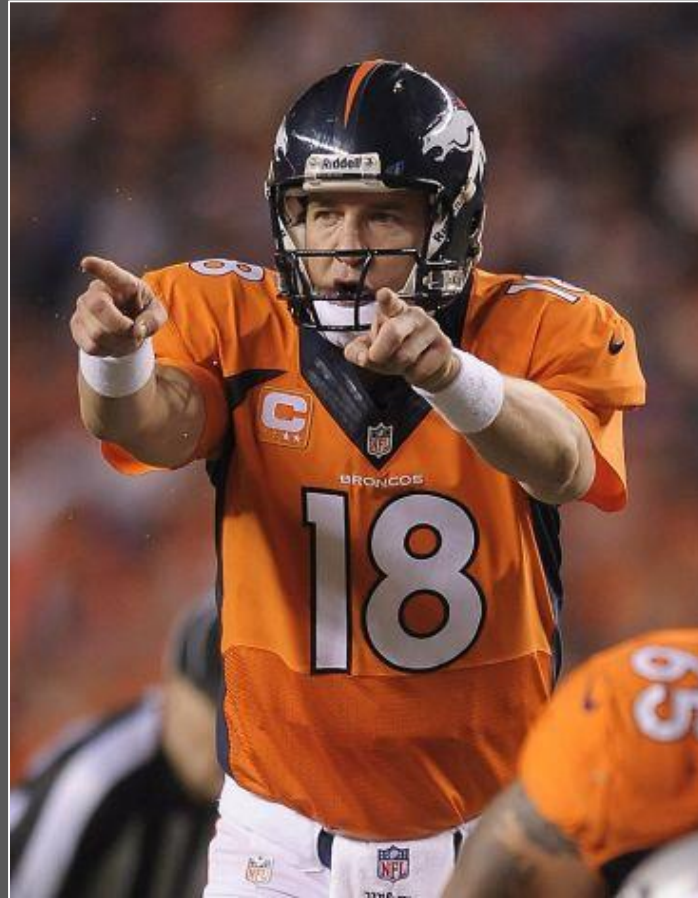
Thought Starters

Animate existing
licensed product



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**NFLPI believes that every business problem
has an NFL player solution.**



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Thank You!

Mobile Madness Challenge

Info: www.nflplayers.com/thechallenge

Creative Submissions: Thechallenge@nflplayers.com

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**Follow Shane:
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