



EVENT OVERVIEW

Saturday, February 4, 2012—2:00pm to 6:00pm
Hyatt Regency, Regency Ballroom
One South Capitol Avenue, Indianapolis, IN 46204

Past Corporate Involvement 2000-2011

- AFLAC
- Arvest Bank
- AXA Equitable
- Baskin Robbins
- Billboard Connection
- Buffalo Wild Wings
- Carl's Jr.
- Choice Hotels
- Ginn Reunion Resorts
- G-2/Gatorade
- Hidden Beach
- Hurricane Grill & Wings
- Interstate Batteries
- Johnny Rockets
- KFC Restaurants
- Marble Slab
- Mass Mutual
- Met Life
- NFL
- Palm Restaurant
- Pretzel Time
- Shoe Box New York
- State Farm
- Street & Smith's
- The Athlete's Foot
- Tennessee Valley Authority
- United Franchise Group
- US Bank
- US Trust
- Velocity Sports

The Player Networking Event™ (PNE), a sanctioned NFL Super Bowl event, helps active and former NFL players with their transition from football. Each year players attend the PNE to network with business executives and corporations. Working collaboratively with the NFL and its member clubs—our goal is to help players explore and identify realistic and meaningful post-football-career opportunities.

The PNE will celebrate its 12th Anniversary at Super Bowl XLVI in Indianapolis, Indiana. Our four-hour networking extravaganza attracts organizations interested in entertaining corporate clients and guests, and corporations looking to market, sale, co-brand, and launch products and services to event attendees. Vendor booths accompanied by drinks, hors d'oeuvres and music provide a comfortable networking environment for attendees.

Each year exhibitors and sponsors that market (1) second-career employment, (2) vendor supplier, (3) public speaking, (4) endorsement, and (5) charitable opportunities are more likely to have success with players. Organizations interested in marketing exposure at the PNE typically participate with the following in mind.

- Collectively active player salaries exceed 4 billion dollars annually-
- Average active player signing bonus is 1.3 million dollars-
- Average earnings during a NFL career is 6.3 million-
- Average active player salary is 1.9 million dollars-
- Median active player salary is \$770,000-
- Minimum player salary is \$375,000-

EVENT AND CAREER TRANSITION DATA POINTS

- Former players living in United States = ~13,000**
- Former player database = ~9,000**
- Membership of the NFL Alumni = 4,500**
- Players forced into retirement annually = ~325**
- Targeted corporate guests for PNE 2012 = 400**
- Targeted PNE exhibitors for PNE 2012 = 50**
- Targeted player-owned businesses = 32**

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the exclusive provider of career transition services for the NFL Alumni

Past Corporate Involvement 2000-2011

- Agave Azul
- American Cancer Society
- Atlantic Records
- Bank of America
- Boston's Pizza
- Chase
- Citi Smith Barney
- EmbroidMe
- George Washington Univ.
- Go Energy
- Hardee's
- Home Depot
- Jobing.Com
- Kauffman Foundation
- Maggie Moos
- Marcus and Millichap
- Merrill Lynch
- NCAA
- Northwestern Mutual
- Pretzel Maker
- Reebok
- Sign A Rama
- Staubach Real Estate
- Stryker Orthopedic
- TGI Fridays
- Trump Hollywood
- US Border Patrol
- US SBA
- Voice America Sports
- Wingstop Restaurants



Email pne@nflalumni.org or call 973 241-5144 for more information.