



EVENT OVERVIEW

Hyatt Regency Dallas—300 Reunion Boulevard—Dallas, Texas, 75207
Landmark Ballroom—Saturday, February 5, 2011—2:00pm to 6:00pm

Past Corporate Involvement

AFLAC

Arvest Bank

AXA Equitable

Baskin Robbins

Billboard Connection

Chase

Citi Smith Barney

Ginn Reunion Resorts

G-2/Gatoraide

Hidden Beach

Hurricane Grill & Wings

Johnny Rockets

KFC Restaurants

Marble Slab

Mass Mutual

NFL Alumni

NFLPA

Pretzel Maker

Shoe Box New York

State Farm

Street & Smith's

The Athlete's Foot

Trump Hollywood

US Bank

Velocity Sports

Wells Fargo

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 11th Anniversary at Super Bowl XLV in Dallas, Texas. 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 entrepreneurial and financial-related products and services do so with the following in mind.

- Collectively active player salaries exceed 3.9 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 1.8 million dollars-
- Median active player salary is \$770,000-
- Minimum player salary is \$325,000-

EVENT AND CAREER TRANSITION DATA POINTS

- Former players living in United States = ~13,000**
- Former player database = ~9,000**
- Membership of the NFL Alumni = 3,500**
- Players forced into retirement annually = ~325**
- Targeted corporate guests for PNE 2011 = 300**
- Targeted PNE exhibitors for PNE 2011 = 50**
- Targeted player-owned businesses = 32**
- Former players attending last year's event = 67**
- Active players attending last year's event = 41**
- Player wives attending last year's event = 28**

Past Corporate Involvement

American Cancer Society

Atlantic Records

Bank of America

Buffalo Wild Wings

Carl's Jr.

Choice Hotels

EmbroidMe

Go Energy

Hardee's

Home Depot

Jobing.Com

Kauffman Foundation

Maggie Moos

Marcus and Millichap

Merrill Lynch

NCAA

Palm Restaurant

Pretzel Time

Sign A Rama

Staubach Real Estate

Stryker Orthopedic

TGI Fridays

United Franchise Group

US Border Patrol

Voice America Sports

Wingstop Restaurants

The Player Networking Event™ (PNE) is owned by Troupe21 & Associates operating primarily for the NFL Alumni Association and its members.

For sponsorship or ticket packages email guy.troupe@nflalumni.org; direct dial 973 241-5144