



Background

The Player Networking Event (PNE) was established in 2000 as a pilot program under the National Football League's (NFL) Player and Employee Development Department (now known as Player Engagement) while Guy Troupe worked as the department's vice president. The event was created to provide active and former NFL players with work experiences through the NFL's Career Transition Program. In 2003, the NFL provided Troupe21 & Associates with exclusive ownership rights of PNE, an NFL sanction, and various NFL assets to produce the event. Historically, PNE has targeted sponsors and partners interested in marketing appearances, shadowing experiences, internships, employment, vendor supplier, franchising and investment opportunities to active and former NFL players. In 2011, PNE expanded its focus to support players interested in using the platform to launch and promote their business interests. Over 3,000 active and former NFL players have benefited from the PNE since inception.

Mission

To help active and former NFL players maximize opportunities Super Bowl weekend.

Goals

- a. To model and facilitate networking experiences for athletes and events.
- b. To announce, launch and promote athlete-centered initiatives.
- c. To showcase successfully transitioned former athletes.

Objectives

1. To compliment the career transition efforts of the NFL and NFL Players Association.
2. To create meaningful educational content based upon athletes needs and interests.
3. To identify and invite trusted professionals into the PNE network.
4. To recruit corporations interested in structuring career learning opportunities for active and former NFL players (e.g., shadowing, internships, management trainee, employment, etc.).
5. To help active and former NFL players create realistic career transition goals.
6. To highlight active and former athletes that have demonstrated career and business success.
7. To capture content that can be used for marketing and educational purposes.
8. To create mentor/mentee and business-to-business relationships.
9. To utilize digital and social media assets to support a lifelong learning ecosystem.
10. To support the NFL Alumni's dual mission to career for kids and care for its own.

Value Statements

- PNE has worked in partnership with the NFL, NFLPA & NFL Alumni since inception.
- PNE has identified, promoted and trained successfully transitioned former NFL players.
- PNE provides career transition support for current and former athletes who attend the event.
- PNE programming helps to normalize the challenges of career transition.
- PNE provides career education, coaching, and mentorship for players.
- PNE exposes players to a corporate environment (versus party environment).
- PNE facilitates player-to-player, business-to-business, and player-to-business interaction.
- PNE models off-the-field professionalism for active and former NFL players.
- PNE helps players schedule shadowing, internship, and employment opportunities.
- PNE provides positive public relations content for the NFL.
- PNE serves as a viable corporate entertainment option for event partners and sponsors.

Activations

PNE incorporates high school, college, professional and retired athletes into various programmatic opportunities (e.g., workshops, branding, contests, raffles, hospitality, social media, advertising, product sampling, business-to-business campaigns, target marketing, interactive media, etc.). Sponsorships are utilized for all event-related expenses with the aim of fundraising for athlete-centered growth and development activities (e.g., workshops, online learning, counseling, career coaching, etc.).

Partner and Sponsor Involvement

PNE targets organizations interested in supporting the event for one of the following reasons: (i) to engage in professional networking; (ii) to educate event attendees; (iii) to market products and/or services to event attendees; (iv) to present content in-person and/or virtually; (v) to offer second-career opportunities for former athletes and event attendees.

Corporate Identification

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