The Player Networking Event (PNE) was established by the National Football League (NFL) in 2000 when Guy Troupe led NFL Player Development (now known as Player Engagement). The NFL structured the experience to help active and former NFL players network with C-Suite executives the week prior to Super Bowl.

In 2003, the NFL provided Troupe with exclusive ownership rights of PNE and access to various NFL assets to create shadowing experiences, internships, employment, vendor supplier, and franchising opportunities for active and former NFL players.

In 2005, PNE received an exclusive NFL Sanction which included the provision of various assets from the NFL, National Football League Players Association, and the NFL Alumni Association. Over the year, PNE expanded to multiple activations designed to support player-owned businesses and charities.

At its core, PNE is best defined as an entity that helps individuals develop business relationships inside of the American football enterprise. Event partners and sponsors align with PNE activations to (a) engage in general networking activities; (b) launch charitable and educational initiatives; (c) market products and services to event attendees; (d) develop, create or present content; and (e) offer career and business-related opportunities to active and former football players.

PNE incorporates high school, college, professional and retired athletes into its overall strategy while executing various event functions (e.g. public relations and communications, brand strategy, contests and sweepstakes, hospitality, strategic alignment, social media engagement, traditional advertising, online promotions, on-site sampling, business-to-business campaigns, promotional opportunities, target marketing, digital and interactive media, etc.).

Sponsor-driven-activations fund all event-related expenses with the aim of fundraising for year-around programming for athletes (e.g. workshops, online learning, counseling, career coaching, etc.). Contact PNE Founder & CEO, Guy Troupe for more information; 214-749-7833; guytroupe21@troupe21.com.

PNE
WHERE ACCESS MEETS OPPORTUNITY