

## **SPONSORSHIP GUIDELINES**

Given the complexity of this year's NFL Draft, it is important that you are focused and ready for your pick announcement. We ask that you follow the sponsorship guidelines below to ensure you are best represented on-air. The NFL partners are an important part of the overall NFL ecosystem, and we thank you in advance for respectfully adhering to the guidelines below. We look forward to working with you in the future. Thank you again for participating.

### Approved NFL Partners

- Do NOT have any products displaying brands or logos that have not been approved by the NFL within camera range of your feed for the NFL Draft broadcast. A list of NFL-approved brands is included below.
- As mentioned above, you received welcome kits from a select group of NFL partners. You may use and otherwise display the products included in those kits at any time.

### Sponsored Home Viewing

- Do NOT promote any third-party products or brands during your participation in the NFL Draft.
  - This includes signage placements on screen, product promotion, etc.
- If you wish to work with League partners on a promotion, please do so other than during your participation in the NFL Draft.

Note: If you are selected during the NFL Draft, there will be time afterwards for you to do PR, social, etc. for any of your League partners.

### Food and Beverage Products

- During your participation in the NFL Draft, any visible food or drinks must be NFL partner products or products in generic containers. Many of these products will be in the welcome kit. Examples of NFL partner products include:
  - PepsiCo soft drinks (Pepsi, Mountain Dew, Sierra Mist)
  - PepsiCo waters (Aquafina, Bubly, LIFEWTR)
  - Gatorade
  - Frito-Lay Snacks (Cheetos, Doritos, Lay's, Ruffles, Sun Chips, Tostitos)
  - Pizza Hut pizza
  - Mars candy (M&M's, Skittles, Snickers, Starburst, Twix)

### Communication Devices

- As referenced above, we will provide you with a communication kit to connect you with the NFL Draft broadcast, in order to ensure proper communication on-air. We ask that you do NOT wear any other headsets, personal audio devices, or show any other communications/audio devices on screen during your participation on the NFL Draft.

### Clothing/Accessories

- Please refer to the Prohibited Apparel guidelines enclosed for further direction on what NOT to wear during the broadcast.
- Do NOT wear any apparel or headwear that features prominent branding or logos other than those of NFL licensed apparel/headwear partners as set forth below.

## NFL PARTNERSHIP SUMMARY

COMPANY	CATEGORY/PRODUCTS
ADIDAS	On-field cleats and gloves
ALIGN	Teeth aligners and 3-D intraoral scanners
AMAZON WEB SERVICES	Cloud infrastructure, cloud platform, machine learning and artificial intelligence (non-exclusive)
ANHEUSER-BUSCH	Alcoholic beverages (beer, wine, etc.)
BARCLAYCARD	Co-branded NFL and team affinity credit cards
BOSE	Home audio, headsets/headphones
BRIDGESTONE	Automotive tires
CAESARS ENTERTAINMENT	Casino
CAMPBELL SOUP COMPANY	Soup
CASTROL	Motor oil
CIGNA	Health insurance
DANNON	Yogurt and yogurt-based smoothies
DMI	Dairy products such as milk, cheese and yogurt
DRAFTKINGS	Daily fantasy
EXTREME NETWORKS	Wi-fi analytics and network solutions
FEDEX	Package delivery services and office supply retailer
FORD	Trucks
FRITO-LAY	Salted snacks, popcorn, peanuts, peanut products, salsa, dips
GATORADE	Sports nutrition
INTEL	Volumetric image/video technology
INTUIT	Financial and accounting software, tax preparation
LOWE'S	Home improvement retail
MARRIOTT	Hotels
MARS SNACKFOOD	Chocolate and non-chocolate candy products
MICROSOFT	Tablets, laptops and operating systems
NATIONWIDE	Auto, home and life insurance (co-exclusive with USAA)
NEW ERA	Official on-field headwear
NIKE	Official on-field apparel
OAKLEY	Helmet visors, non-prescription sunglasses, eyeglass frames, goggles
P&G	OTC grooming, fabric/air care, household needs, OTC remedies
PEPSI	Soft drinks
PIZZA HUT	Pizza carry-out/delivery/frozen
ROCKET MORTGAGE	Mortgage
SLEEP NUMBER	Mattresses, sleep tracking, bedding, sleep and wellness
UNDER ARMOUR	On-field cleats and gloves

USAA	Auto, home and life insurance (co-exclusive with Nationwide) and military appreciation which is exclusive in insurance category
VERIZON	Wireless, local and long-distance telecommunications services (exclusive), smart communities services and digital media video services (non-exclusive)
VISA	Payment systems services
ZEBRA	Real-time location solutions; on-field player tracking

#### NFL LICENSED APPAREL/HEADWEAR PARTNERS

<b>Nike</b>	Jerseys (On-Field and Fan Gear) Apparel (Fan Gear)
<b>New Era</b>	Headwear (On-Field and Fan Gear)
<b>47 Brand</b>	Headwear and Apparel (Fan Gear)
<b>American Eagle Outfitters</b>	Apparel (Fan Gear)
<b>Antigua</b>	Apparel (Fan Gear)
<b>Cutter &amp; Buck, Inc</b>	Apparel (Fan Gear)
<b>Dunbrooke Apparel</b>	Workwear Apparel (Fan Gear)
<b>Fanatics</b>	Headwear and Apparel (Fan Gear)
<b>Junkfood, Levi's</b>	Apparel (Fan Gear)
<b>Icer Brands</b>	Apparel (Fan Gear)
<b>Mitchell &amp; Ness</b>	Retired Player Jerseys Apparel (Fan Gear)

#### PROHIBITED APPAREL GUIDELINES

Apparel that contains or otherwise depicts any of the following is prohibited from the event:

- Third-party logos other than those of NFL Official Licensed Partners; Nike, Adidas, Under Armour, and New Era
- Disparaging depictions of the NFL, or any other third-party brands;
- Non-NFL sports organizations or leagues
- Any of the following objectionable content:
  - racial, religious, or ethnic slurs;
  - explicit language;
  - obscene, pornographic (or escort services), violent (including firearms or other weapons), or sexual imagery;
  - libel or hate speech;
  - political statements
  - references to alcohol (including beer and wine), drugs (including cannabis), and/or gambling (including poker);
  - tobacco products (including e-cigarettes);
  - references to any illicit substances or activities;
  - pharmaceuticals (including OTC products) including restorative and/or enhancement products;

- dietary and/or nutritional substances and products commonly referred to as “energy drinks”;
- references to movies, video games, and other media that contains or promotes objectionable material or subject matter
- derogatory statements regarding the NFL, its owners, employees, and/or NFL partners