

Pipeline to the Pros



NFL PLAYERS
ASSOCIATION

1133 20TH STREET, NW | WASHINGTON, DC | 20036
800.372.2000 | WWW.NFLPLAYERS.COM

NFLPA PLAYER DEVELOPMENT

The Department of Player Development was established in 1995 to assist players in the development and improvement of their lives during and after football. The department also has oversight responsibility for the Policy and Program for Substances of Abuse and the Policy on Anabolic Steroids and Related Substances. The services the department offers to active and retired players include the following:

Continuing Education

- Degree completion assistance;
- Identify distance learning options;
- Business Management and Entrepreneurial Program.

Career Transition

- Internship programs;
- Career Assessment;
- Networking Programs.

Oversight of the Drug Program

A player may enter into the Drug Program;

- By testing positive at the Combine;
- By testing positive during Pre-season Testing - April-August; and
- Behavior- going back two years before entering the NFL.

Oversight of the Steroid Program

- Players are tested year round for steroids.

For further information on the Player Development department, contact the NFL Players Association at 1-800-372-2000.

2008/2009



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NFL PLAYERS
ASSOCIATION

WHAT IS NFL PLAYERS?



NFL PLAYERS is the for-profit licensing, marketing, sponsorship and content development subsidiary of the NFL Players Association. Formed in 1994, NFL PLAYERS represents more than 1,800 active players and many memorable retired players.

Activities include marketing, licensing, special events, corporate sponsorship, media and content development, publishing, website (NFLPLAYERS.COM) and other promotional programs. NFL PLAYERS is a fully integrated marketing company with activities generating

guaranteed royalties to the company and its players, in addition to providing financial support to the NFLPA. The organization is committed to meeting the needs of all NFL players in the National Football League by creating player marketing opportunities, increasing brand awareness and developing valuable business partnerships.

In 2006, NFL PLAYERS unveiled a new brand identity which is used as the identifier of our licensees, sponsors and properties, and was created to more efficiently convey and illustrate the authenticity of the players' own company. National Football League Players Incorporated will remain the registered corporate name while NFL PLAYERS and the player icon will be used as the primary consumer brand identity.

WHAT DOES NFL PLAYERS DO?

Licensing

- Trading Cards – Upper Deck, Topps, Donruss/Playoff
- Video Games – EA Sports
- Apparel – Reebok

- Fantasy Football - CBSSports.com, ESPN.com, NFL.com, AOL, Fox Sports

Corporate Marketing

- Pepsi
- FedEx
- VISA
- Sprint

Events

- NFL PLAYERS LIVE!
- NFL PLAYERS Rookie Premiere
- NFL PLAYERS Gala featuring the JB Awards

Player Appearances

- More than 4,000 per year

Television / Internet

- NFL PLAYERS Helmets Off
- NFL PLAYERS Rookie Premiere
- NFL PLAYERS Presents the JB Awards
- www.NFLPLAYERS.com

Pipeline to the Pros

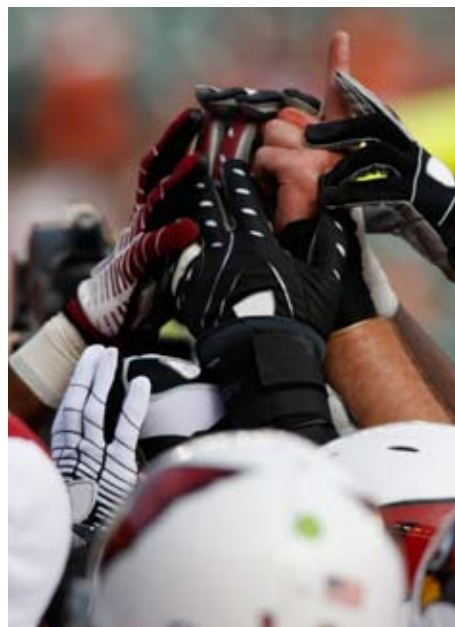
WHAT IS THE PIPELINE?

What is the Pipeline? The Pipeline is our term for the steps through which you will move from college to the NFL. Pipeline to the Pros is an introduction of the NFLPA's programs and services to you- the future player. Pipeline is designed to provide you with information to help you make informed decisions about your career as you transition from college to the pros. Here is where you are now and what is still ahead of you.

The Pipeline

- Scouting by National & Blesto
- The College Season
- College Post-Season - Bowl Games, Playoffs, All Star Games
- NFL Early Entry Period
- Scouting Combine
- Individual Workouts
- The NFL Draft
- Mini-camps
- Training Camp
- Regular Season

THE NFLPA IS YOUR ORGANIZATION



Every two years the active players elect a governing body. The governing body of the NFLPA is the Board of Player Representatives. This board is comprised of a player representative and an alternate from each of the 32 NFL teams. The Board of Player Representatives elects a 10 member executive committee and player president.

The NFLPA's national office is located in Washington, D.C. The national office is the home of the NFLPA executive director and the NFLPA staff.

Elected by the board of player representatives every three years, the executive director directs the day-to-day operations of the NFLPA and manages 100 employees.

Together the board of player representatives, the executive committee, the executive director and the NFLPA staff are responsible for promoting, protecting and serving your interests and rights as an NFL player.

The NFLPA is your organization.

When you enter the NFL you are not on your own. The NFLPA offers you support and knowledge about the transition from college to the NFL, and helps you make informed decisions about your career.

The NFLPA is your link to information about the NFL, agents, financial advisors, player development, and trends in the industry.

The NFLPA will help you:

- Find an agent or financial advisor;
- Obtain contract and salary information;
- Obtain benefits;
- Get involved in licensing programs which can benefit you financially and
- Gain access to membership programs. - The NFLPA -Past, Present and Future.

To learn more about the NFLPA contact us on line at www.nflplayers.com or call 1-800-372-2000.

Information Resource

The NFLPA is your primary resource for salary and other contract negotiation information. The NFLPA's Salary Cap & Agent Administration Department provides to players and agents current salary information for the purpose of assisting the player in contract negotiations. The Department:

- Tracks team and league-wide salary cap levels;
- Provides salary reports and other information to agents;
- Provides on-line salary information to players and agents.

In addition every player has access to comprehensive league-wide salary printouts for every player at their position - and every player on their club.

The NFLPA will assist you and your agent with drafting favorable signing and performance incentives bonus language pursuant to the NFL/NFLPA Salary Cap rules.

2008 Draftee Average Guarantees**

1st Round	\$11,924,000**
2nd Round	\$1,932,000**
3rd Round	\$668,000
4th Round.....	\$432,000
5th Round.....	\$166,000
6th Round.....	\$89,600
7th Round.....	\$46,400

**Includes base salary, signing, roster, and option bonuses

Draftee Contract Limits

Round 1 (1-16)	6 years
Round 1 (17-32)	5 years
All others	4 years

Rookies may not renegotiate until after second season.

Active/Inactive
2008-2010
Minimum Salary
\$ in Thousands

Credited Seasons	2008	2009	2010
0	295	310	320
1	370	395	395
2	445	460	470
3	520	535	545
4-6	605	620	630
7-9	730	745	755
10+	830	845	855

Contact the NFL Players Association at **1-800-372-2000** for help with negotiating your NFL Player Contract.

THE AUTHORITY TO REGULATE AGENTS

The NFLPA is the exclusive bargaining agent for NFL players. The NFLPA negotiates benefits, wages, hours and working conditions for NFL players. The NFLPA also has the authority to determine the number of agents and regulate the conduct of agents who represents NFL players in individual contract negotiations. Since 1983 the NFLPA has certified agents to serve as contract negotiators for NFL players. NFL Clubs can only negotiate with agents who are certified by the NFLPA. To become a certified by the NFLPA an agent must:

- Consent to a Background investigation
- Pass a Written Examination
- Attend Yearly Seminar on Salary Cap Trends
- Obtain Liability Insurance
- Pay an annual fee
- Agree to 3% maximum fee provision
- Agree to be bound by the NFLPA Regulations Governing Contract Advisors
- Only communicate with Draft Eligible Players

Keys to Selecting an Agent

Selecting an agent will be one of the most important decisions you will make as you transition from college to the NFL, and understanding your agent's primary role in your rookie negotiation is the key to the start of a successful NFL career. The primary reason you hire an agent is to negotiate your NFL Player Contract. Your agent should be skilled at negotiating the following:

- Signing Bonus
- Paragraph 5 Salary
- Roster, Report and Workout Bonuses
- Not Likely To Be Earned Incentives "NLTBE."

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OTHER FACTORS

to consider when selecting an agent are:

- Interview several--there are about 800 Call NFLPA to ensure agent is active and in good standing.
- Verify clients represented.
- Never give Power of Attorney.
- Comply with NFLPA Regulations.
- Comply with NCAA or NAIA regulations.



FINANCIAL ADVISOR REGISTRATION PROGRAM

The Financial Advisor Registration Program, the first of its kind in professional sports, provides NFL players an additional layer of protection against fraud and unfair practices by financial advisors.

WHO IS A FINANCIAL ADVISOR?

- Broker Dealers
- Investment Advisers
- Financial Planners
- Insurance Agents
- Accountants
- Attorneys

KEY FEATURES OF THE FINANCIAL ADVISOR REGISTRATION PROGRAM

All financial advisors must have appropriate professional qualifications to be eligible to participate and pass a

background investigation. They must have:

- A college degree;
- A minimum of five years of licensed experience in the financial services industry (i.e. CERTIFIED FINANCIAL PLANNER™, Chartered Financial Analyst or FINRA Series 7, 63 or 65 license);
- Errors and omissions or liability insurance coverage.

UNDER THE NFLPA REGULATIONS, certified agents may only refer players to financial advisors who are registered in the Financial Advisors Program. Similarly, any agent who also gives financial advice must be registered in the Program.

Contact the NFL Players Association at **1-800-372-2000** for further information on the Financial Advisor Registration Program.