

# TODAY'S PFRPA NEWSLETTER

## Message from the Chairman of the Board



Getty Images

Dear Fellow Retired Players,

The Pro Football Retired Players Association (PFRPA) is committed to the betterment of all retired NFL players. As a means to show our work and keep you informed on our latest developments, we'll be sending this newsletter, TODAY'S PFRPA, to you on a quarterly basis. It will contain updates from us, as well as our licensing agency, the Football Greats Alliance (FGA), and the Greater Good Fund (GGF).

The FGA was established to solidify and preserve the legacy of retired NFL players. Through the FGA, over 22,000 of the greatest athletes to have played pro football can now be reached in a simple manner by licensees and sponsors, while the players can also engage potential marketing partners. The FGA can enact licensing and sponsorship deals utilizing group publicity rights of class members.

In essence, the FGA is a one-stop shop for companies seeking to leverage retired NFL players for a variety of licensing, marketing and promotional initiatives. What's especially beneficial is that 25% of all proceeds from the FGA's work goes into the Greater Good Fund, our non-profit entity. The GGF was established to help support health and welfare programs and benefits for retired NFL players. The first benefit we will offer is a dental plan solely for retired NFL players.

We are very happy to announce the first-ever dental insurance program for all retired NFL players, whether you're vested or non-vested. The dental plan, through MetLife, offers PFRPA vested class members coverage for preventative, basic and major services, while non-vested class members receive coverage for preventative and basic services. Please read the section below for more details regarding this program, and how it benefits you.

Our goal is to bring forward additional opportunities, programs and resources available to all retired NFL players. You are vital to the success of the Football Greats Alliance and Greater Good Fund, and we welcome your input and feedback.

Thank you,

Jim Brown  
PFRPA Chairman

### Retired NFL Players to Receive First-Ever Full Dental Plan for Their Exclusive Benefit

Through our partner, MetLife, the dental plan offers unprecedented coverage for retired players, including:

- For a \$25/year deductible, vested players will have access to 100% coverage on preventative services, 70% coverage on basic services and 50% coverage on major services until they have satisfied their \$2,000 individual yearly max.
- For a \$75/year deductible, non-vested players will have access to 100% coverage on preventative services and 70% coverage on basic services until they have satisfied their individual \$750 yearly max.

Review our Dental Plan Frequently Asked Questions (FAQ) by clicking or entering the following link into your browser: [goo.gl/1jqrkH](http://goo.gl/1jqrkH)

*"I've gotten involved with the Football Greats Alliance, and it is one of the best things I've done post-career."* – Dave Robinson, Pro Football HOF



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#### FGA WINS

PFRPA's agency, the Football Greats Alliance, has created successful brand partnerships this year with leading brands across sports, financial services and media. Leading into Super Bowl LI, the FGA secured deals with Bud Light, New Era and Topps. Highlights of these partnerships include:

- Bud Light's "Beer with Your Team On It" commercial campaign featuring FGA-secured talent Bo Jackson, Justin Tuck and Tim Couch
- Warren Moon & New Era licensed cap collection, featuring an exclusive cap designed by Moon, inspired by the HOF'ers Houston days
- Topps NFL Huddle, featuring FGA-secured talent Marcus Allen, hosted a digital signing experience where fans were able to receive personalized digital signatures

