

TODAY'S PFRPA NEWSLETTER

Message from the Executive Director



Dear Retired Players,

My name is Bob Schmidt, Executive Director of the Pro Football Retired Players Association. I hope you all have enjoyed a wonderful start to your summer. Ours has been off to quite the busy start. We understand that summers in the NFL are generally reserved for indoctrinating rookies and signed free agents onto their respective teams, but the charge to improve the well-being of retired players is our continued focus. We want you to know that PFRPA is here for you all year long, dedicating all our efforts to improving the programs, benefits, and resources made available to you. Our first benefit, the PFRPA Dental Plan, is a prime example of how PFRPA listens to you, and seeks to provide benefits that truly improve your health and well-being.

Anchored by the leadership of WME | IMG, FGA has executed deals with several globally recognizable brands, including Bud Light, Visa, DIRECTV, New Era and others. These deals not only benefit the individual players involved, but all PFRPA members. For every deal executed, 25% of money generated goes to the Greater Good Fund, our 501(c)(3) charitable foundation designed to fund the programs and benefits we want to offer you. The future truly looks bright!

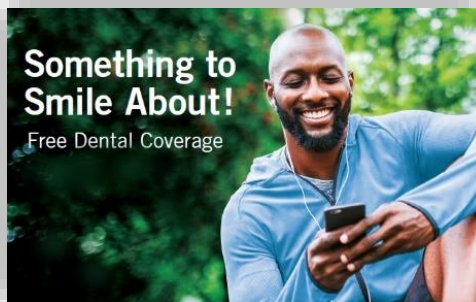
Your support is vital to our success, and we welcome your input and feedback. If you have any questions, don't hesitate to get in contact with our team at PFRPA. We're here to be your resource.

Thank you,

Bob Schmidt
Executive Director

PFRPA Dental Plan: Spread the Word

To date, more than 10,000 retired NFL players have been enrolled in the free PFRPA Dental Plan through MetLife. However, many eligible retired players have yet to receive information about this free benefit. Help spread the word to any of your fellow retired players, and ask them to reach out to us with any questions they may have regarding eligibility. The quickest way to reach us is by phone at (202) 350-3287, or via email at info@pfrpa.com. Also, please be sure to review our PFRPA Dental Plan Frequently Asked Questions (FAQ) by clicking or entering the following link into your browser: goo.gl/JDQNrM.



Today's PFRPA Survey

Please take our short survey. It will help us obtain valuable feedback on our quarterly newsletter. Link to survey: goo.gl/O43tPd

"We're the first retired player group that's been sanctioned by the courts with a mandate to help our fellow athletes, to help our retired players." – Ron Mix, HOF



PRO FOOTBALL RETIRED PLAYERS ASSOCIATION BOARD OF DIRECTORS

Jim Brown, *Chair* • Dave Robinson, *Vice Chair* • Darrell Thompson, *Secretary*
Billy Joe DuFree • Mike Haynes • Ron Mix • Jack Youngblood
Mike Singletary • Jackie Slater



FGA WINS

In November 2015, FGA conducted an online survey among NFL fans to gauge their interest in paid experiential activities with retired NFL players. We asked fans how willing they would be to spend money to interact with their favorite retired NFL players. The following chart shows fans' likelihood to participate in events with retired players (by percentage):



Key takeaways from the study:

- ❖ There is clear interest in merchandise and experiential opportunities with retired players
- ❖ The continued importance of retired NFL players to the fans that follow them
- ❖ Retired NFL players matter, and FGA will work to address marketing initiatives with these research findings in mind

