

TODAY'S PFRPA NEWSLETTER

Message from the Executive Director



Dear Retired Players,

I hope that everyone is having a wonderful holiday season. This year, we found remarkable success with the implementation of our PFRPA Dental Plan, the first-ever full dental plan designed for the exclusive benefit of retired NFL players. With the New Year approaching, our eyes are set even higher for what 2018 will offer our members. Anchored by the guidance and support of our dedicated Board of Directors, we are committed to vetting the programs and benefits that matter most to you!

Our agency, Football Greats Alliance (FGA), has found this year to be quite rewarding for both retired players and FGA partners alike. Finalizing several successful partnerships with many leading brands, financial services organizations and media outlets, FGA has helped with our ability to fund the programs and benefits that will assist you. As a reminder, 25% of all FGA-secured group licensing deals go directly to the Greater Good Fund, our 501(c)(3) charitable foundation, which was created to develop health, welfare and educational programs for retired players. We will be making updates to our website, www.footballgreatsalliance.com, shortly after the new year. Keep an eye out for developments, programs, content and benefits focused on retired players.

Thank you for spreading the word about PFRPA. Word-of-mouth helps greatly, especially when it comes to sharing news of available resources. Your support is important to us, and as always, we welcome your input and feedback.

Thank you,

Bob Schmidt
Executive Director

Healthy Body & Mind Screening Program The next Healthy Body & Mind Screening is taking place days before Super Bowl LII in Minneapolis. To see the event's flyer, click or enter in the following link into your browser: goo.gl/28y6V8. For more information, contact Dana Lihan, program director at NFL Player Care Foundation, by calling (954) 639-4584 or emailing her at dana.lihan@nfl.com.

2017 Year in Review

This year, we launched the PFRPA Dental Plan for retired NFL players. Also, FGA created group licensing and sponsorship opportunities, offering additional exposure for retired players while generating proceeds for the Greater Good Fund. Below are a few highlights of these developments.



PFRPA Dental Plan

To date, more than 10,000 retired NFL players have been enrolled in the PFRPA Dental Plan. For more information, please review our PFRPA Dental Plan FAQ by clicking or entering the following link into your browser: goo.gl/7XSeGn. Also, please take our survey to let us know how the Dental Plan has served you. Click or enter the following link into your browser: goo.gl/AJTMdb.



FGA Partners with New Era

During Super Bowl LI media week, Warren Moon made an appearance at Radio Row to introduce his customized limited edition New Era SB51 cap. The partnership extended through the year and a new cap will be created for the upcoming Super Bowl.



FGA Partners with Bud Light & Fanatics

This season, fans had a chance to receive a special game day delivery from a retired NFL great, across key NFL markets.



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FOOTBALL
GREATS
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FGA WINS

Over the past several months, FGA has secured licensee deals with many successful apparel & consumer brands, including VIZIO & New Era.



VIZIO: BIG SCREENS FOR BIG PLAYS

FGA secured newly inducted HOF member, Terrell Davis, an opportunity to team up with VIZIO this season to give out 50" big screens for every 40+ yard TD scored.



NEW ERA: SUPER BOWL 52

FGA secured Cris Carter & Daunte Culpepper to design the official cap of SB52.

