



MARK SANCHEZ

NFL ANALYST & RETIRED QUARTERBACK



SOCIAL MEDIA

Total Reach: 1,100,000

Twitter

@mark_sanchez
782.9K followers

Facebook

@officialmarksanchez
233K followers

Instagram

@mark_sanchez
76.5K followers

TikTok

@marksancheznfl
10K followers

CAREER HIGHLIGHTS

Joined FOX/FS1
2021

Retired from the NFL, joined ESPN
2019

Tony Awards
2010

Announced Number at the Tony Awards
2010

Pepsi NFL Rookie of the Week
2009

5th Overall Pick in the NFL Draft
2009

Rose Bowl Champion
2007, 2008, 2009

PROFILE

Mark Sanchez is a retired NFL veteran quarterback who played in the league for 10 seasons. The now-FOX and FOX Sports NFL analyst started his career off at the University of Southern California, leading the Trojans to a Rose Bowl win during his junior year. In 2009, Sanchez was drafted by the New York Jets where he played until a torn labrum took him off the field for the remainder of the 2013 season. After persevering through a mentally and physically challenging rehab, he spent the rest of his playing days with five different teams before retiring in 2019 and starting his career in television and film.

MARKETABILITY

Notable Football & Television Presence

For most current or former athletes, it's often rare to have notoriety and respect that goes beyond a single team or community—that is, unless you're Mark Sanchez. Having played football for teams spanning from California all the way to Philadelphia, Sanchez has created a personable, lucrative connection with various communities across the nation, all of which carry the association of trust to his name. From a marketing perspective, this factor provides your business with the unique opportunity to tap into a broad range of markets through a single source. The breadth of Sanchez's notion is only further strengthened by his various global television appearances, including his most recent role as an NFL analyst on FOX and FOX Sports 1. Prior to taking on this position, Sanchez was seen on ESPN's college football coverage and even made an appearance on season four of the award-winning show, *The Masked Singer*.

Mexican-American Heritage & Charitable Efforts

Throughout his career and to this day, Sanchez has been visibly favored and applauded for his representation of and contributions to Mexican-American culture around the world. This has properly caused his positive image to go beyond football and expand to reach people outside of the sport and entertainment industry, which in turn, through association, would help boost your own brand's reputation within the Latinx community. The same can be further extended to include the individuals that he has touched through his charitable efforts in fields such as diabetes research and obesity prevention.

Social Media Content

Sanchez's appearance on FOX, one of the world's largest television networks with a daily average of 1,400,000 viewers, along with his personal accumulation of over 1,100,000 followers is ultimately due to the type of content he produces and shares. Across all platforms, the NFL analyst takes on a more casual approach to his content, letting his funny and personal side shine through, which is often hard to come by with the majority of online personalities. Through posting throwbacks for the super fans, photos of him and his son for the female demographic, and clips from his on-air hot takes for any sports fanatic, he makes an evident effort to share posts and material that appeals to all. Which, it is important to mention, he does so while still being a true businessman, willing to promote the products and/or services of companies he supports- like yours!