



THE PRICELESS PATCH

NFL JERSEY SPONSORSHIP PROPOSAL

Agenda

01

Topic Overview

02

Available Opportunity & Significance

03

Proposed Solution & Counter Arguments

04

Estimated Outcome

Topic Overview



**Only American
Big Four Sport
League **Without** a
Jersey Sponsor**



**Forfeiting Simple
Sources of
Direct & Indirect
Income**

Available Opportunity: Revenue

\$224 M

in additional revenue each
year from the patch

5X

the value of NBA jersey
patches

Only accounting for the direct value of the patch

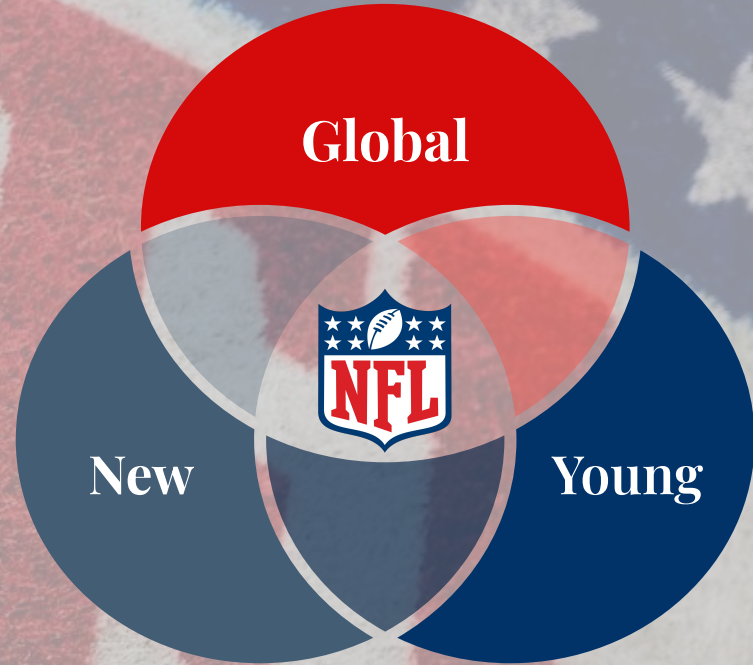
Burns, M. J. (2022, November 7). Despite NFL's caution, sponsorship execs say in-game jersey patches are inevitable. Morning Consult.<https://morningconsult.com/2019/09/04/despite-nfls-caution-sponsorship-execs-say-in-game-jersey-patches-are-inevitable/>

Available Opportunity: New Markets

$\frac{2}{3}$ of NBA Jersey
Sponsors are Global

NFL Least Popular
Among 18-34 Age Range

$\frac{2}{3}$ of NBA Jersey
Sponsors are New



Jones, J. (2019, May 9). Why doesn't the NFL have ads on its jerseys yet? Sports Illustrated. Retrieved January 11, 2023, from <https://www.si.com/nfl/2019/05/09/nfl-jersey-advertisements-money-brands>

Proposed Solution: Strategic Partners

7th Most Popular
“Gen Z” Brand



Target

Amazon



**Top 10 Global
Brand**

Most Popular
“Boomer” Brand



UPS

Rakuten



**International Jersey
Sponsor for GSW**

Jones, J. (2019, May 9). Why doesn't the NFL have ads on its jerseys yet? Sports Illustrated. Retrieved January 11, 2023, from <https://www.si.com/nfl/2019/05/09/nfl-jersey-advertisements-money-brands>

Proposed Solution: Implement



Top right corner of
jersey or on sleeve



Must be no larger
than 2.5 x 2.5 inches



No alcohol, tobacco,
gambling or political ads

Counter Argument

Ruins Classic Look

“...feedback from our retail is that fans actually want the jerseys with the patch and the jersey the players were wearing.”

Threatens Brand Image

Patches have been very successful leagues and the actions of the corporations have not been shown to negatively impact the team's image

Florio, P. by M. (2017, July 6). Will NFL ever embrace ads on game jerseys? ProFootballTalk.

<https://profootballtalk.nbcsports.com/2017/07/06/will-nfl-ever-embrace-ads-on-game-jerseys/>

Outcome



01. Increased Salaries

Players currently get 47.0 – 48.5% of all revenue which would come out to be \$100 million from estimated jersey sponsorship revenue

02. New Audiences

Sponsorship will not only allow the NFL to gain traction in new markets, but also provide them with the money to expand

03. Offset COVID Loss

“Revenues could be down at least \$100 million for each of the 32 teams”

CBS Interactive. (2021, January 29). NFL teams lost almost \$4 billion in revenue due to coronavirus pandemic. CBS News.

<https://www.cbsnews.com/news/nfl-pandemic-billion-revenue-loss/>

Sources

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- McCarthy, N. (2017, June 28). *Infographic: The most popular spectator sports worldwide*. Statista Infographics. Retrieved January 13, 2023, from <https://www.statista.com/chart/10042/the-most-popular-spectator-sports-worldwide/>



Thank You!
ANY QUESTIONS?

