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BUSINESS**



Preparing Businesses  
To Do  
**SUPER BOWL BUSINESS**

**Temporary Licensing**

## **Licensing:**

The licensor (NFL) licenses the right to produce product, use its brand, name or trademark (SB logo) to another firm (the licensee). In return, the licensor collects an upfront guarantee.



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## TEMPORARY LICENSING PROGRAM

- NFL issues a limited number of temporary Super Bowl licenses for selected unique products
- Licenses are offered to local minority businesses at a fraction of the cost of normal NFL licenses
- Licenses are good only for Super Bowl and would expire March 31st, 2009
- Licensing applications are available by contacting the NFL office
- Licensees are responsible for Retail placement



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# LICENSING PROGRAM TIMELINE

- Phase I: Ending July 1st
  - Product consideration
- Phase II: Ending August 1st
  - Prospectus
    - Company History
    - Product Plan
- Phase III: Ending September 15th
  - Approvals
- Phase IV: October 1st



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# LICENSING PROGRAM - COMPONENTS

- Minimum Requirements:
  - Be a manufacturer, not solely a middle-man or distributor
  - Have the ability to pay 100% minimum royalty guarantee upon execution of a license
  - Maintain from a licensed and admitted insurance carrier with a rating not less than A-VIII Liability policy in an amount of Three Million Dollars per occurrence and Six Million Dollar aggregate
  - Be in compliance with all federal, state and local laws



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# LICENSING PROGRAM - COMPONENTS

- Process
  - Sign a waiver/release form prior to our review of concept
  - NFL reviews products/concepts
  - Potential licensees will receive Prospective Licensee Information Packet
    - Company Information
    - Manufacturing information
    - Financial Information
    - Sales and Distribution information
    - Marketing and Advertising Information
  - If approved, NFL will reply in writing



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# LICENSING PROGRAM - Retail

- Licensees are responsible for Retail placement
- Super Bowl XLIV - Approved On-Site Retailers
  - Only Accept SB License Program
  - Purchase of SB product NOT mandatory
    - Outright Buy
    - Consignment



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## LICENSING PROGRAM - Retail

- **Product Guidelines:**
  - Hard Goods only
  - Non compete
  - Novel/Unique
  - Reasonable Retail Price Point
    - Ex: \$5.00 - \$20.00
    - Very hard to sell *high end* items
  - Marketing/Retail Suggestions
    - Have/utilize existing retail relationships
    - Know audience/Devise Marketing and PR campaign



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# SETTING REALISTIC GOALS

- No Guarantees
  - Retail Placement
  - High sell through
- Build relationships
- Generate Awareness
- Official NFL Super Bowl Licensee  
(Temporary)



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# CONTACT INFORMATION

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