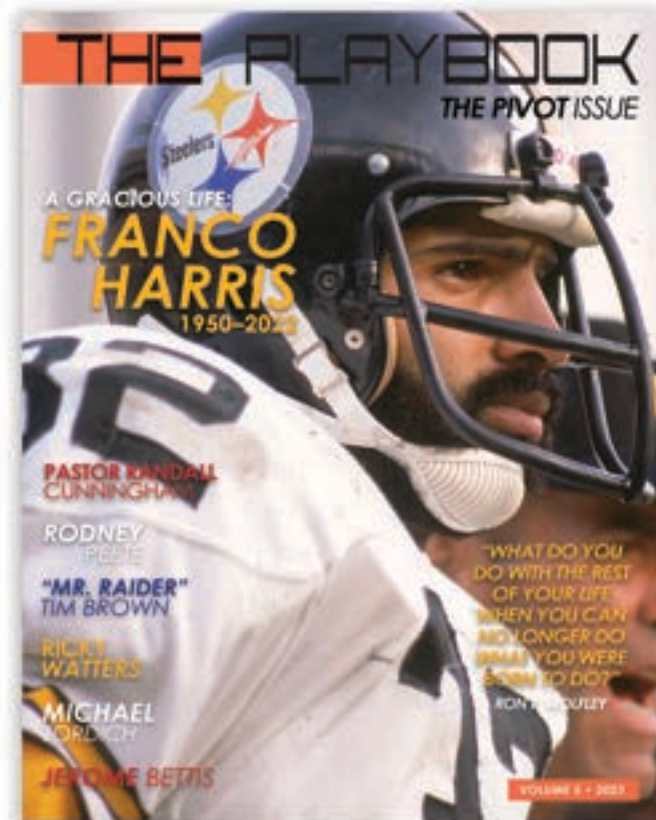


THE PLAYBOOK is an oversized, saddle-stitched, full-color annual magazine consisting of feature stories, photography, testimonials, profiles and resources that breaks down existing NFL programs and initiatives while offering an intimate look into the lives of NFL Families.

THE PLAYBOOK is about the stories we tell and how other can grow from our actions and experiences.

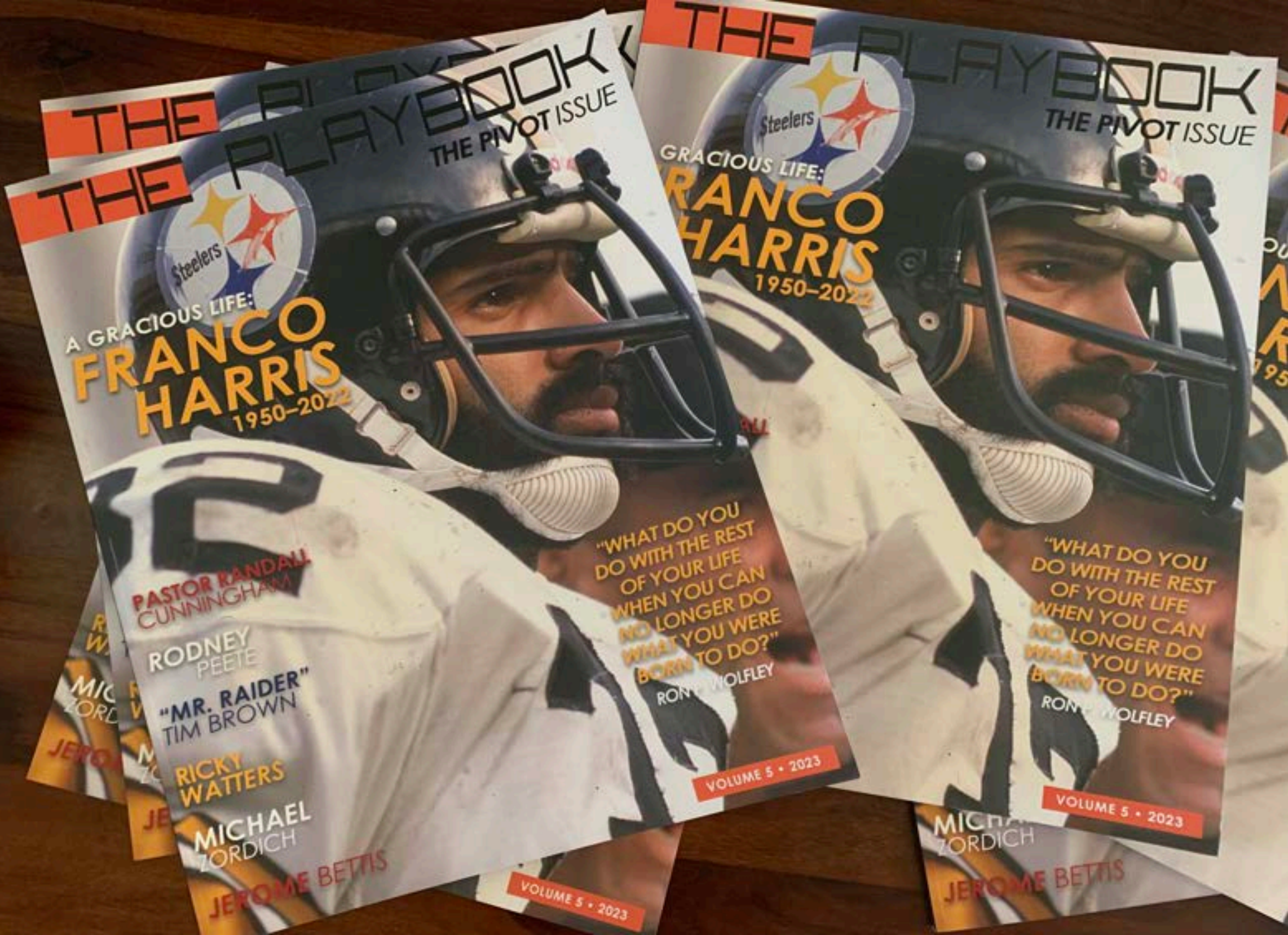
THE PLAYBOOK is a quality annual publication gifted to NFL roster players and their families by each NFL Director of Player Development of all 32 NFL teams.



THE PLAYBOOK VOL. VI - The HerIssue

Volume VI will showcase dynamic NFL women who are making an impact on the game, in business and in life through passion, action, talent and perseverance.

THE PLAYBOOK Volume VI - the HerIssue will be distributed in the fall of 2024.



[TAKE A LOOK AT THE PLAYBOOK VOL. V THE PIVOT ISSUE](#)

MISSION

THE PLAYBOOK equips NFL players and spouses with an annual playbook that arms them with an immediate network, recourses, external opportunities, in-person engagement opportunities designed to empower today's NFL player and spouse.

VISION

THE PLAYBOOK continues to be a viable source of information and influence for NFL families and to offer shared experiences in all aspects of the NFL journey - from rookie season to transition to life after the game.

VALUE ADD

THE PLAYBOOK equips NFL families with access to recourses that will benefit them throughout their NFL experience and life after the game. Introducing NFL players and spouses to people of impact who can assist them as they navigate through uncharted waters; entering the league, veteran years, transition, the next chapter.

VALUE ADD PARTNERS

THE PLAYBOOK VALUE ADD for potential partners offers a bullseye market reach that puts your brand directly in the hands of the NFL community. While ROIs are often based on purchase power; visibility in **THE PLAYBOOK** has the added value of offering more than advertisement. We offer the introduction to a community of impact and potential collaboration. We offer the space to tell YOUR story to players, spouses, owners, and NFL program leaders who have the ability to jump in and impact your mission.

GOALS

THE PLAYBOOK offers an inclusive compilation of all NFL resources. To showcase the various initiatives spearheaded by the National Football League as well as the many NFL affiliated groups that co-exist to engage and connect NFL families.

CONCEPTS

THE PLAYBOOK does not list resources, but showcases resources with full-feature articles, testimonials and program recaps.

EXTERNAL

THE PLAYBOOK offers real, authentic stories for NFL families that lead them to the groups and resources that benefit them most. A proactive gesture to equip NFL families with a strong network. An immediate network for NFL men and women to refer to throughout the season and throughout their NFL experience. **THE PLAYBOOK** ensures that NFL resources are placed directly in the hands of NFL families.



[TAKE A LOOK AT THE PLAYBOOK VOLUME III – THE IMPACT ISSUE](#)

THE PLAYBOOK ELEMENTS

VOLUME VI - THE HERISSUE

Welcome letter

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Kristin Juszczuk - Custom NFL Clothing

Veronica Cower - Musician

Jane Skinner Goodell- A Lifetime of Sundays TV Series

Holly Robinson Peete

Marnie Tose on Susan Tose and breaking the Glass Ceiling

Ashley Lynn - Giants, DPE

Dr. Hagar Elgandy

Kiya Tomlin - Kiya Tomlin Brand

Melissa Hutchinson - Photographer

Desirè Vincent Levy - Coldwater Kitchen Executive Director

Dr. Aungel Evans

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Nicole Lynn - Sports Agent

Sandra Douglas Morgan - President LV Raiders

Full-Time Female NFL Coaches - a compilation of trailblazers

THE PLAYBOOK SPONSORSHIP

Sponsorship opportunities in **THE PLAYBOOK** extend far beyond mere visibility. Referred to as introductions, not ads - we offer space to our partners to share their story with the NFL Family.

Whether it is their brand journey, their mission, their global impact, non-profit or charitable foundation - we hope that in telling their story, NFL players and spouses might reach out to connect, collaborate and begin an organic relationship of their own.

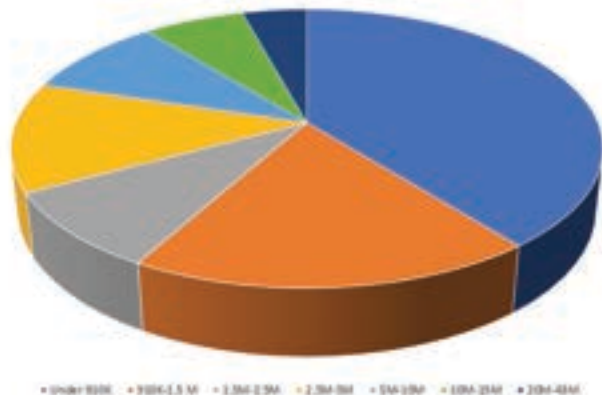
We also include brand contact information and all social handles to make that connection easy.



THE PLAYBOOK is an exclusive physical and digital magazine distributed to all 32 NFL teams and gifted to all current NFL players and spouses by NFL Player Engagement.

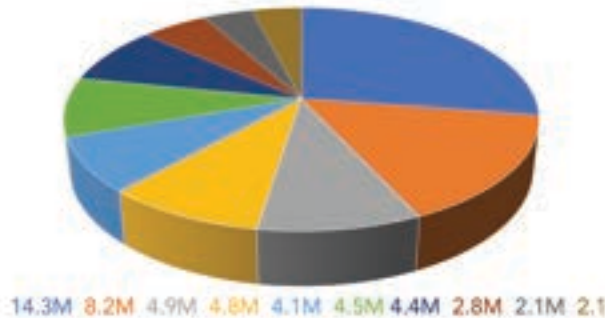
The digital version of **THE PLAYBOOK** is uploaded to the private NFL Player Portal Players.NFL.Com, NFLThread.com and to the private platform for NFL Women NFLThread.net and reaches thousands of former NFL Players and families.

For the potential partner, we offer a bullseye market reach that puts your brand directly in the hands of the NFL Community. While R.O.I.s are often based on purchase power; visibility in **THE PLAYBOOK** has the added value of offering more than visibility. We offer the introduction to a community of impact and potential collaboration. We offer the space to tell YOUR story to players, spouses, owners, and NFL program leaders who have the ability to jump in and impact your mission.

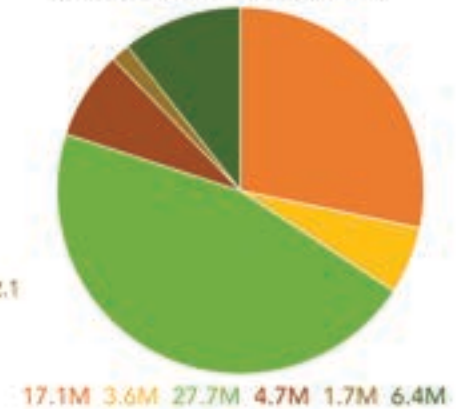


NFL SOCIAL IMPACT

NFL PLAYERS have Instagram followers in the Millions!



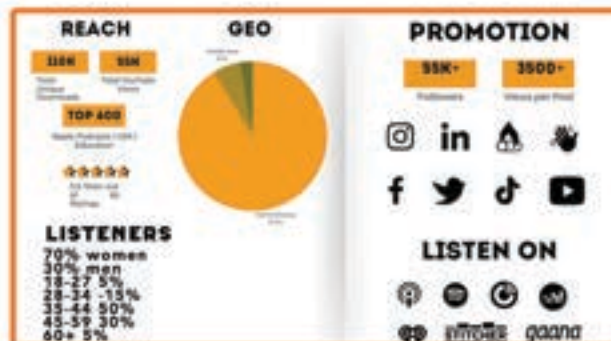
NFL SPOUSES have Instagram followers in the millions!



IMPACT > AD

Visibility in **THE PLAYBOOK** provides partners with a vehicle to connect directly with the NFL community. This can lead to partnership opportunities such as;

- Product endorsement
- Ambassadorship
- Co-branding
- Collaboration
- Investment
- Job Shadowing
- Career Opportunities
- Participation in global partner initiatives/charitable foundations



YNS LIVE with NFL THREAD

THE PLAYBOOK is promoted on the YNS Live with NFL THREAD Podcast where featured individuals are invited to guest on the show and dive deeper into their story. **THE PLAYBOOK** partners are tagged and mentioned on all **PLAYBOOK** podcasts. We broadcast Live on Fireside!

THE PLAYBOOK



25k THE PLAYBOOK BACK COVER

20k THE PLAYBOOK CENTER SPREAD

15k THE PLAYBOOK INSIDE FRONT COVER
THE PLAYBOOK INSIDE BACK COVER

5k THE PLAYBOOK FULL PAGE AD

10k THREE PAGE FEATURE

YOUR TICKET IN

ENTER GATE

647

SEC./BOX

ROW

TOTAL PRICE \$9.15

6

20 — TOUCHDOWN

THE PLAYBOOK AD SPECS

- FULL PAGE: 11" W X 14" H
- TRIM SIZE: 11.25" W X 14.25" H
- KEEP LINE MATTER 1/4' FROM TRIM ON EACH SIDE
- FILE FORMATS: EPS, PDF, JPG, PSD (300 DPI AS SIZED)

Reserve your space in **THE PLAYBOOK!**

Content deadline 7/1/24

Ad deadline 7/15/24

Fill out **THE PLAYBOOK** inquiry form at nflthread.com/playbookinquiry or see QR Code



PROOFS

Submit digital proofs at 100% to: CynthiaZordich@NFLthread.net

Subject: **THE PLAYBOOK** PROOF



Additional Sponsorship Opportunities and Activations for Brand Partners

- THREAD (a private social platform for NFL Women)
- YNS Live with NFL THREAD Podcast (Fireside)
- YNS Live with NFL THREAD Pivot Podcast (Fireside)
- THREAD Super Bowl Luncheon
- THREAD Super Bowl Podcast
- THREAD Pro Football Hall of Fame Podcast
- THREAD/NFL FLAG Celebrrity Flag Football Game



THREAD is also open to organic activations.

Fill out the inquiry form at nflthread.com/playbookinquiry (QR Code above) and let's jump on a call - that's when the fun happens!

[THE PLAYBOOK INQUIRY FORM](https://nflthread.com/playbookinquiry)

"THREAD'S motto is Let's grow together. You won't hear us say it - you'll see it at our events and you'll feel it in everything we do. From going out of our way to promote the efforts of NFL Players, NFL Spouses, NFL Programs and NFL Affiliated Groups to supporting our partners and friends."

Cynthia Zordich
Founder, THREAD
Editor, **THE PLAYBOOK**

THE TEAM THE TEAM THE TEAM



Cynthia Zordich is the Founder of Thread, Editor of The Playbook, Co-Author of When The Clock Runs Out and Co-host of YNS Live with NFL Thread and PIVOT. Cynthia has spent her adult life around the game. Married to former NFL Safety, Michael Zordich, now the Assistant Head Coach/DB Coach at Central Michigan - she prefers to go "Behind The Cage" to find the stories and images that show the other side of the game. She is devoted to the growth of NFL players and spouses as individuals. Cynthia and Michael have three great kids - Michael V. (Lyndsay), Alex (Nicolette) and Aidan (Ray). Plus, Miss Reagan James!

cynthiazordich@nflthread.net




Juliet Hahn is the Founder of Your Next Stop, Co-Host of YNS Live with NFL Thread, Co-Founder and Co-host of Word Blindness and CCO of FetTech. Juliet takes you through the stories of real people who have overcome adversity, risen to the top, followed their dreams, and made a difference in their communities. Through these conversations, Juliet guides people to explore their past in order to connect the dots to their own story. Everyone has a story and it is through sharing, active listening (and sometimes laughing) that people connect and learn from one another. Juliet is married to Dan Hahn and has three amazing teens - Montgomery, Truman and Penelope plus two boxers - Karlie Jane and Herbie.

iamjuliethahn.com



Lyndsay Olenych, Director of Brand Partnerships and Development, is a current NFL Thread member and Youngstown, OH native. Her loving boyfriend, Michael Vincent, is a former Penn State/Carolina Panthers fullback. After graduating from The Ohio State University where she was a member of The Ohio State Varsity Dance Team, she spent five years working in corporate product development and sourcing for both Express and Abercrombie and Fitch and one year in the tech start-up space leading the Rewards Team for Extra Card. In her spare time, Lyndsay can be found dancing around her living room or playing with her two pups, Lewis and Clark.

lyndsay.olenych@gmail.com



"The Playbook has served as an invaluable resource guide for the NFL community. More importantly, it has amplified the positive stories penned by our tight-knit community. The Playbook is a refreshing read, and much needed departure from the stereotypes of professional athletes and their families."
Tommi & Troy Vincent

"After reading The Playbook, Michael and I saw the inspiration, dedication and perseverance in every article. Thank you, Cynthia, for the opportunities you have allowed us to partake in! We are HUMBLED!"
Rachel McKenzie

"Each year, I look forward to the release of The Playbook. It's always fun to see who in our NFL family will be featured and to check out the different programs and events discussed in the articles. Typically, we hear about the performance of an active or a former player on the field, but The Playbook gives us a behind-the-scenes look at what work is being done "off the field," yep that was a shameless plug there. As president of Off the Field Players' Wives Association, I am thankful for the opportunity to share information about our organization and the difference we make in the lives of our NFL families and the community. This magazine is the perfect catalyst to introduce us to people that may not have known we exist or may not know what we do. I am anxiously awaiting the next issue. I absolutely love The Playbook!"
Ericka Lassiter

"The Playbook is such a valuable tool for the football community. It has in-depth information that is important for players, legends and their families and presents it in a way that is compelling and easy to apply to your own experience. Cynthia and team have always been great to work with and truly have a heart to serve the football community."
Tracy Perlman

"The Playbook is a valuable publication for all active and former NFL players. From profiles on the lives of former players, financial planning tools for current players, insights on how players can transition to other football related jobs and much more, The Playbook is first class from cover to cover."
Mitchell Joseph

"As a sister to two former NFL players, I care deeply about the NFL community. When I read the first volume of The Playbook, I was so impressed with its presentation. It was beautifully curated and contained so much useful information; I referred to it several times throughout the year. It was a joy to be featured in the second volume. The interviewer asked such thoughtful questions about my journey, and I appreciated the opportunity to include pictures of our amazing team at the Football Players Health Study at Harvard University. The picture of my parents was a really special part of the feature. I am thankful for their love and support, which laid the foundation for me to become the woman I am today. By the way, I gasped when I saw the article."
Alicia J. Whittington

"The Playbook is a great resource for NFL news that you won't find anywhere else. The Playbook's creative approach to covering the business of football, as well as personal stories of extraordinary individuals within the league, is outstanding."
Joe Blaney

"The Playbook is an amazing resource for players and their families. I personally like the old-school feel of the magazine - so much of what we read lives on our phones, so it is nice to sit down and thumb through the pages. Both volumes, I and II, sit on my coffee table. I can't wait for this year's edition!"
Carla Lide-Buglione

"I'm so happy about this publication. The Playbook is so beautiful and done so well. I'm glad the NFL is leading on this, bringing all of the groups together. I'm excited that everyone participates. It's one of the few places where we can all kind of kumbaya on player services."
Andre Collins

GET IN **THE** PLAYBOOK

- Brand visibility within the NFL community
- Potential Brand/NFL player/NFL spouse collab
- Distribution to all 32 Teams - full roster
- Digital magazine uploaded to the private player portal, nflthread.com, nflthread.net

THE PLAYBOOK

is a Behind The Cage, Inc Production

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Founder, NFL Thread

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"As an ambassador for women over the years, Cynthia continues to honor, celebrate and inform the industry of the power and influence of women in sports."

Executive Vice President Football Operations,
Troy Vincent