



**FRITZ POLLARD ALLIANCE**  
FOUNDATION

# Fritz Pollard Alliance Foundation



*WE DRINK FROM WELLS WE DID NOT DIG*



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# A True Football Pioneer

**FREDERICK DOUGLASS "FRITZ" POLLARD SPENT  
A LIFETIME BREAKING BARRIERS.**

As both a coach and player, Fritz Pollard was the first African American coach in the National Football league, first African American to lead his team to a championship, and one of the first two African American players in the NFL.

Fritz Pollard was enshrined in the National Football Hall of Fame in 2005. Today, his legacy is embodied in the vision, mission, and continued work of the Fritz Pollard Alliance Foundation.

# About the Fritz Pollard Alliance Foundation

The Fritz Pollard Alliance is an advocacy organization committed to driving diversity and equal opportunities for minorities in the National Football League. The organization provides benefits, resources, and thought leadership to individuals and teams across all levels of the NFL.

In 2003, civil rights lawyers Cyrus Mehri and the late Johnnie L. Cochran, Jr published a report highlighting the lack of opportunities for black head coaches in the NFL despite a superior performance record. As a result, with the input of Mehri and Cochran, the NFL implemented what is commonly known as the Rooney Rule, which requires teams to interview at least two minority candidates for head coach and general manager positions.

With the implementation of the rule, Mehri and Cochran, along with former NFL player and activist, John Wooten and an influential group of volunteers, formed the Fritz Pollard Alliance.





#### Our Vision

To see that  
underrepresented  
candidates are given  
equal and ample  
opportunity in sports.



## Our Mission

To level the playing field  
through education,  
access, and advocacy in  
the NFL.





# The Many Faces of FPA

As both a coach and player, Fritz Pollard was the first African American NFL thought leader in DE&I initiatives, policy, and a compliance watchdog. The Fritz Pollard Alliance is uniquely positioned to curate, structure, and service an organized database of individual Professionals, Owners, and Team Front Office executives within the League.

This diverse and impressive database becomes the Membership body of the FPA.

We serve the entire ecosystem of the football community.

We represent the voices, the dreams, the passions...both on and off the field.

# We Are a Trusted Partner & Servant to Our Membership



- 1 Advocacy
- 2 Career Development
- 3 Community Building
- 4 Thought Leadership



# Our Work is Meaningful & Impactful

Beyond the pads and the helmets, past the goalpost and the locker rooms, there is a team of passionate and committed professionals following their own football dreams. The work of FPA is ensuring those dreams can become realities for those working in or pursuing careers in the National Football League.

**What we do matters.**

## A Record 9

head coaches in 2024 were minorities, the most in league history.

## 7 NFL Clubs are Lead

by minority Team Presidents, including three women.

## Super Bowl XLI

marked the first time two black coaches faced each other in a Super Bowl. Since 2007, 12 teams have reached the Super Bowl with a minority black head coach or GM. Prior to 2003, none had made it.

## The Rooney Rule

Was implemented at the inception of the Fritz Pollard Alliance: requires at least (2) minority candidate be interviewed for head coaching and general manager positions.

## 28% of all NFL GM's

are minorities. Five years ago, it was 3%.

## 70%

Of NFL players were Black or African American at the end of the 2024 NFL season.



# Our Reach

**1,500**

of more than 1,500 minorities across NFL coaching staffs, football operations staff, and front office staff.

## Access

To NFL league events, including Super Bowl, NFL Combine, NFL Draft and League Ownership Meetings.

## Launch

Of FPA social impact programs in 2025.

**2.6 Million**

Aggregate X followers across FPA network.

**500**

Projected attendees in-person at FPA events in 2025.

# Membership Engagement Opportunities



# Growing Inclusion in the NFL

## How You Can Support Our Mission

Through its membership offerings, the Fritz Pollard Alliance has multiple opportunities for partners to support its mission, both in-person and digitally.

- |   |                                    |
|---|------------------------------------|
| <div>1</div> Major Events<br>Partner    | <div>2</div> Membership<br>Partner |
| <div>3</div> Thought Leaders<br>Partner | <div>4</div> Community<br>Partner  |



Be a Part of Our Team

# Major Events Partner

## How We Show Up:

Exclusive ownership of all FPA events on the NFL Calendar, including NFL Combine, Draft, Johnnie Cochran Salute to Excellence, and Ownership Meetings.

- Entitlement partnership of all FPA major events
- Onsite branding and signage
- Inclusion in all event specific digital assets
- Speaking and audience engagement opportunities
- Branding on FPA website
- Inclusion in external comms and press about each event
- Category exclusivity



Be a Part of Our Team

# Membership Partner



Presenting partner of FPA membership, including:

- Entitlement branding on FPA membership portal
- Featured branding on all external email communication to members
- Branding on FPA website
- Logo placement, product placement, brand messaging on new member welcome kit
- Inclusion as a supporting partner of all FPA events
- Category exclusivity



Be a Part of Our Team

# Thought Leadership Partner

## Adding Value:

Thought-Leadership partners have the opportunity to utilize their platforms tools and resources to positively impact and benefit FPA members.

- Partner for topic specific FPA training sessions
- Integration of senior brand leaders and resources to FPA members
- Logo placement and branding on FPA membership portal
- Branding on FPA website
- Exclusive partner rewards or benefits available to FPA members
- Category exclusivity



Be a Part of Our Team

# Community Partner

## Adding Value:

Community Partners support the growth and efforts of FPA Social impact initiatives and programs:

- Onsite branding and signage
- Inclusion in all program specific digital assets
- Access to membership database communication
- Branding on FPA website
- Inclusion in external comms and press about each initiative



# Year-Long Membership Engagement

- All Year Long  
FPA Membership & Access to benefits  
FPA Social Impact Programs
- February  
FPA at Senior Bowl  
Johnnie Cochran Salute to Excellence Luncheon at Super Bowl
- March  
FPA at NFL Combine
- April  
FPA at NFL Draft
- May  
FPA pre-season career development programs
- July  
FPA Summer Academy
- December  
Interview & Career Training Programs

# Partnership Investment



\$100k

Major Events Partner

\$50k

Membership Partner

\$25k

Thought Leadership Partner

\$10k

Community Partner

Let us design a package to fit your needs



<https://www.fritzpollard.org/staff/>



Join  
Our Community





FRITZ POLLARD ALLIANCE  
FOUNDATION

# Thank You!

Contact Nisha Sadekar  
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