

FRITZ POLLARD ALLIANCE FOUNDATION

PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

We develop the talent. We build connections. We advocate for opportunity.

OUR MISSION

To build, develop, and advance a talent pipeline across professional football that reflects the full breadth of society's excellence — ensuring people from all backgrounds have an opportunity to lead at every level.

OUR VISION

A professional football ecosystem where leadership at every level reflects the diversity of its players, fans, and communities — and where underrepresented professionals have full and fair access to opportunity.

OUR MEMBERS

NFL coaches, scouts, gameday officials, media, front office personnel, and all other NFL and club employees.

OUR STRATEGIC PILLARS

1. Build the Pipeline

Identify and engage talent through targeted programs and structured pathways; audit existing league programs to fill gaps and amplify what works.

2. Build Member Community

Foster connection and a shared network of support league-wide for our members via a variety of virtual convenings and in-person events.

3. Build Member Capability

Develop and advance member knowledge, skills, and professional acumen via workshops and leadership programming.

4. Support Next-Gen Leaders

Invest in vetted executive talent for General Manager, Head Coach, Coordinator, QB Coach, and Team President roles through individualized professional coaching and support.

PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

◆ Operational Support

Fund the foundational infrastructure that powers every FPA program: The need for talent, technology, marketing, and other operational resources empowers the organization to function in a sustainable manner as it executes its strategic priorities.

◆ Invest in a Strategic Pillar

- ◆ **Fund a Pipeline Program:** support talent identification and structured pathway programs, including pilot expansion of the national coaching academy.
- ◆ **Fund Member Engagement Platforms:** support convenings and events that connect members across the league year-round.
- ◆ **Fund Member Development Programs:** support leadership and technical skill-building programming for FPA members.
- ◆ **Fund Executive Coaching Programming:** support individualized executive coaching and leadership development for next-gen General Manager, Head Coach, Coordinator, QB Coach, and Team President candidates.

◆ Support a Flagship Event — 2027 NFL Calendar

Sponsor Activation Lunch

Super Bowl · Los Angeles · February 2027

Bundled tickets, hotel rooms & sponsor activation
Sponsors, FPA Members, NFL Legends & invited league guests

Member Forum (Revived)

NFL Combine · Indianapolis · March 2027

Member meeting
FPA Members & invited speakers

Johnnie L. Cochran Jr. Salute to Excellence Celebration

NFL Combine · Indianapolis · March 2027

Reception & awards recognition
NFL clubs, league staff, NFL Legends, sponsors & stakeholders