



PLAY **FOOTBALL** | TRY **RUGBY**





OVERVIEW

Play Football | Try Rugby is a collaboration of two historic games: American Football and Rugby; that clears a pathway for the crossover athlete of all ages. In the following brief we have outlined a multi-layered program, aimed at offering communities a menu of activities that can embed American football within the Super Sevens Rugby events platform. We will use a creative and inclusive approach, using both male and female athletes to tap into youth ages 8 to 18, the college-age and senior athlete, and coaches of all levels to teach and grow both games. We will accentuate the similarities and competitive nature of both sports. We envision offering 'seven' program components that can be adapted to fit the needs of the community, and all programs will be measured to insure success in the first year and beyond. Play Football - Try Rugby introduces AND reintroduces both sports in a new, and collaborative way.

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THE PROGRAM

1) THE MESSAGE

Together we will develop, define, and deliver a positive message for both American Football and Rugby across NFL and Super Sevens Rugby events and activities.

Our Common Bond:

A Shared History

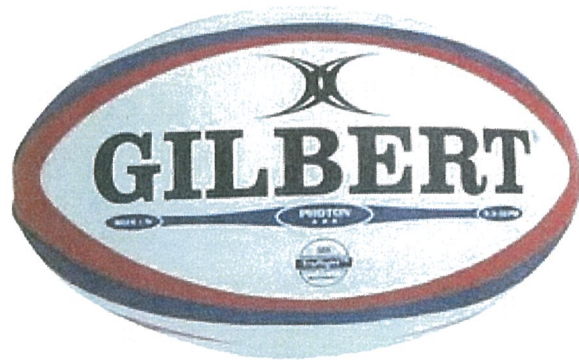
Same shaped game ball, game space, game premise

Complementary Seasons: Fall (Football) - Summer (Rugby).

Evolving the vernacular of both sports: Key words

Key Influencers to deliver the message:

Key Events. Specific Platforms





**SUPER
SEVENS**

THE PROGRAM

2) COMPETITIVE SKILL DEVELOPMENT (SHARED SKILLS)

Ball Handling Drills

Pass/Catch Drills

Agility Training (cones/pads/ladder)

Dropkick Placement Drills

Age Specific Skill Sets:

8-12 Years Old

Ball Handling

Pass/Catch

Agility Running

Games that engage

Flag Rugby/Flag Football

13-15 Years Old

Ball Handling

Pass/Catch

Challenged Agility Running

Challenged Games that engage

Flag Rugby/Flag Football

16-18 Years Old (High School)

Controlled Tackle Specific Skills

Challenged Agility Running

Challenged Games that engage

Kick Development

Controlled Rugby/Football

18-23 Years Old (College)

Controlled Tackle Specific Skills

Challenged Tackle Games

Challenged Games that engage

Kick Development

Rugby/Football



THE PROGRAM

3) PLAYER PROTECTION

High School & College Tackling Clinics guided by our S7 men & women.

- Engaging
- Positioning
- Face to Face Critique
- S7 Tackle Rings
- Shared language





THE PROGRAM

4) COACHING

Rugby/ Football coaching workshop with youth/HS/collegiate football coaches in that particular area. Workshop would be led by our S7 Coaches during the tour

- Discussing the similarities of the two sports

- Player welfare

- Tackling Drills

- Tackling Terms

- Proper Positioning

- Player Protection

- The Crossover Athlete

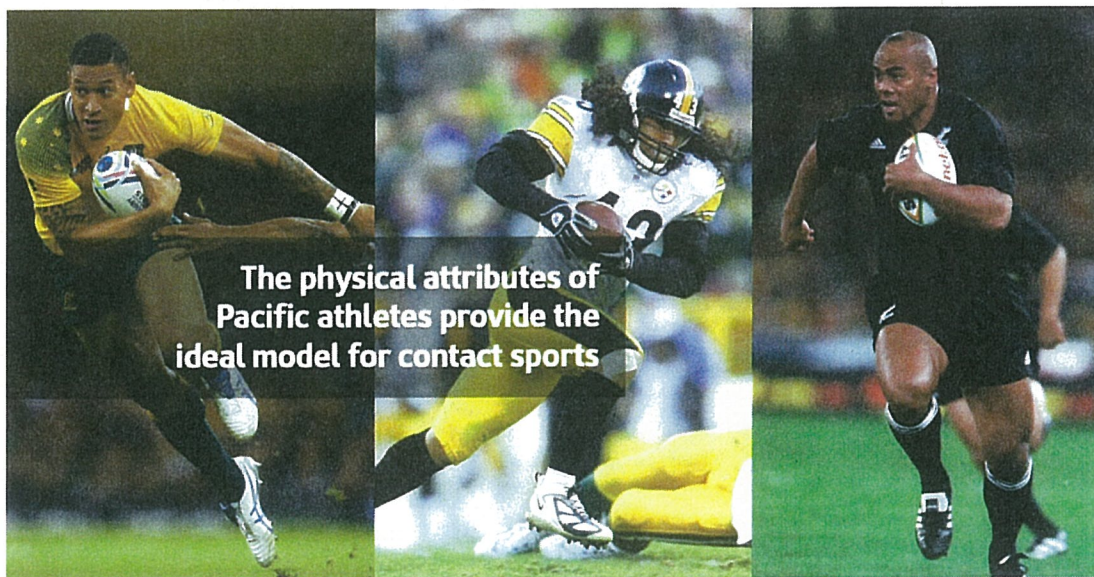
 - Encouraging multisport athletes to better the athlete & the game

 - Giving that athlete an opportunity to engage in a new sport

 - Increasing the demographics in both rugby & football

- Talent Identification

 - Combines, testing protocols



THE PROGRAM

5) COMMUNITY

Cultivate a strong social media presence with community event photos
Create a conversation with community members, engaging questions, etc.
Strong non game fan experience
S7 Athletes guest appearance at youth football camps (ticket giveaway)
S7 Local children hospital visit
Promotional Events/ media tie-ins
Salute to walking wounded/veterans
Capacity Building - more than sport. Life beyond the game.
Family inclusive; strong orientation towards moms and daughters
Develop a community Advisory Board in each market

Pasifika Community Focus

Both rugby and football have a high predominance of Pacific Island heritage athletes (often referred to as 'Polynesians')
Pacific or Pasifika is a term that refers to people's from the three main archipelagos of Polynesia, Melanesia and Micronesia in the Pacific region. eg. Marcus Mariota, Manti Teo, Jordan Mailata

Key Influencers

Current and former athletes, coaches, personalities from both rugby and football whom will be advocates and 'Play Football. Try Rugby' ambassadors eg. Nate Ebner, Perry Baker, Haloti Ngata, Jordan Mailata

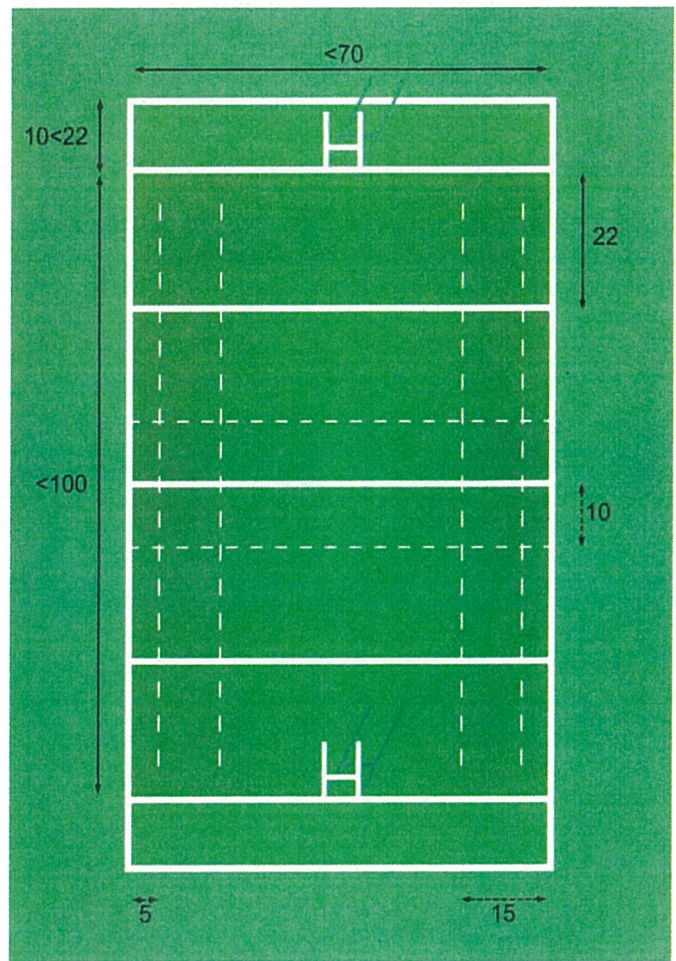
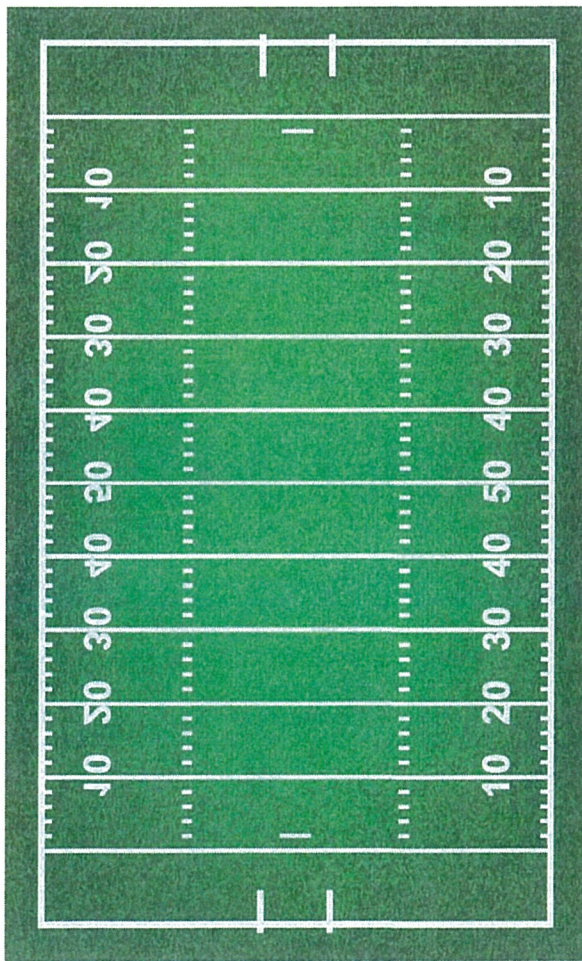




THE PROGRAM

6) COMPETITION

Modified rugby sevens to make it more attractive to commercial/broadcast partners & the average fan. The game is played on fields ranging in size from American Football Fields to Full Size Rugby pitches creating an opportunity for both crossover athletes and coaches.





THE PROGRAM

7) CONTENT

Educate. Excite. Entertain.

S7/NFL Shoulder Programming

S7/NFL Event Highlights

S7 Game Content

New Media Initiatives : Blogging, Vlogging, Podcasting, etc.

As a way to reach, build, and engage football/rugby community

NFL Network

EDUCATE

EXCITE

ENTERTAIN



TIMELINE AND LOGISTICS

At each S7 event and tour stop we will use personnel assets (players, coaches, staff) to implement the program.

The S7 event schedule could entertain date and location changes to deliver the program and message in interested, and available NFL cities and activities if required. Options in brackets.

2019 Schedule of Events

- June 8th – S7 \$1MM Dollar Scrum – Honolulu, HI
- June 14th - S7 Draft - Philadelphia, PA
- July 27th & 28th – Series I – Honolulu, HI
- August 3rd & 4th – Series II – Los Angeles, CA (*NFL HOF Weekend)
- August 10th & 11th – Series III – San Antonio, TX(*NFL Pre Season)_
- August 17th & 18th – Series IV – Chicago, IL(*NFL Pre Season)
- August 17 - NFL Pre Season Rams v Cowboys - Honolulu, HI (*S7 Halftime Game)
- August 24th & 25th – Series V – Columbus, OH(*NFL Pre Season)
- September 2nd – Series VI – Philadelphia, PA
- NFL International Series
(S7 All Star games in lead up to and at halftime featuring US All Pro and World All Pro Rugby talent)
- Panthers v Buccaneers - London, England
- Bears v Raiders - London, England
- Bengals v Rams - London, England
- Texans v Jaguars - London, England
- Chiefs v Chargers - Mexico City, Mexico
- NFL Pro Bowl- Orlando, Florida



**SUPER
SEVENS**

TIMELINE AND LOGISTICS

S7 SHOWCASE WEEKLY SCHEDULE

MON.	TUES.	WED.	THUR.	FRI.	SAT/SUN
Travel day for teams and staff	Team Practice, & Community Service Event	Team Practice, Press Conference, S7/NFL Coaching Workshop	Team Practice Pep Rally Media Day	S7/NFL Clinics Sports/Banquet Networking	S7 Game Day, Fan Festival, Play Football Try Rugby Halftime Showcase



OUTCOME MEASUREMENTS

While the full impact of the Play Football Try Rugby Program will take more than a year to materialize, immediate success can be measured in a number of ways. Measuring provides us the opportunity to adjust our program components as needed, while at the same time building our rugby/football fan base in that community. The following list can be adapted in order to glean both quantitative and qualitative information that is both relevant and useful.

Level 1:

- How many emails did we send out announcing the program?
- How many organizations did we outreach to?
- How many clinics are we offering at each event (coaches, tackling, skill)?

Level 2:

- How many people attended the clinics?
- How many rugby people signed up?
- How many football people signed up?

Level 3:

- Did you learn better ways to protect your body on the field?
- Would you play rugby after attending this clinic?
- Would you play football after attending this clinic?
- Would you play both football and rugby if you had the chance?

Level 4 (Year 2):

- How many repeat athletes did we have?
- Have you continued playing either football or rugby/ both the next year?

Level 5 (Year 2 and beyond):

- Have your opinions about the two sports changed?
- Has playing these sports improved any other area of your life?