

The more things
change, the more they
remain the same

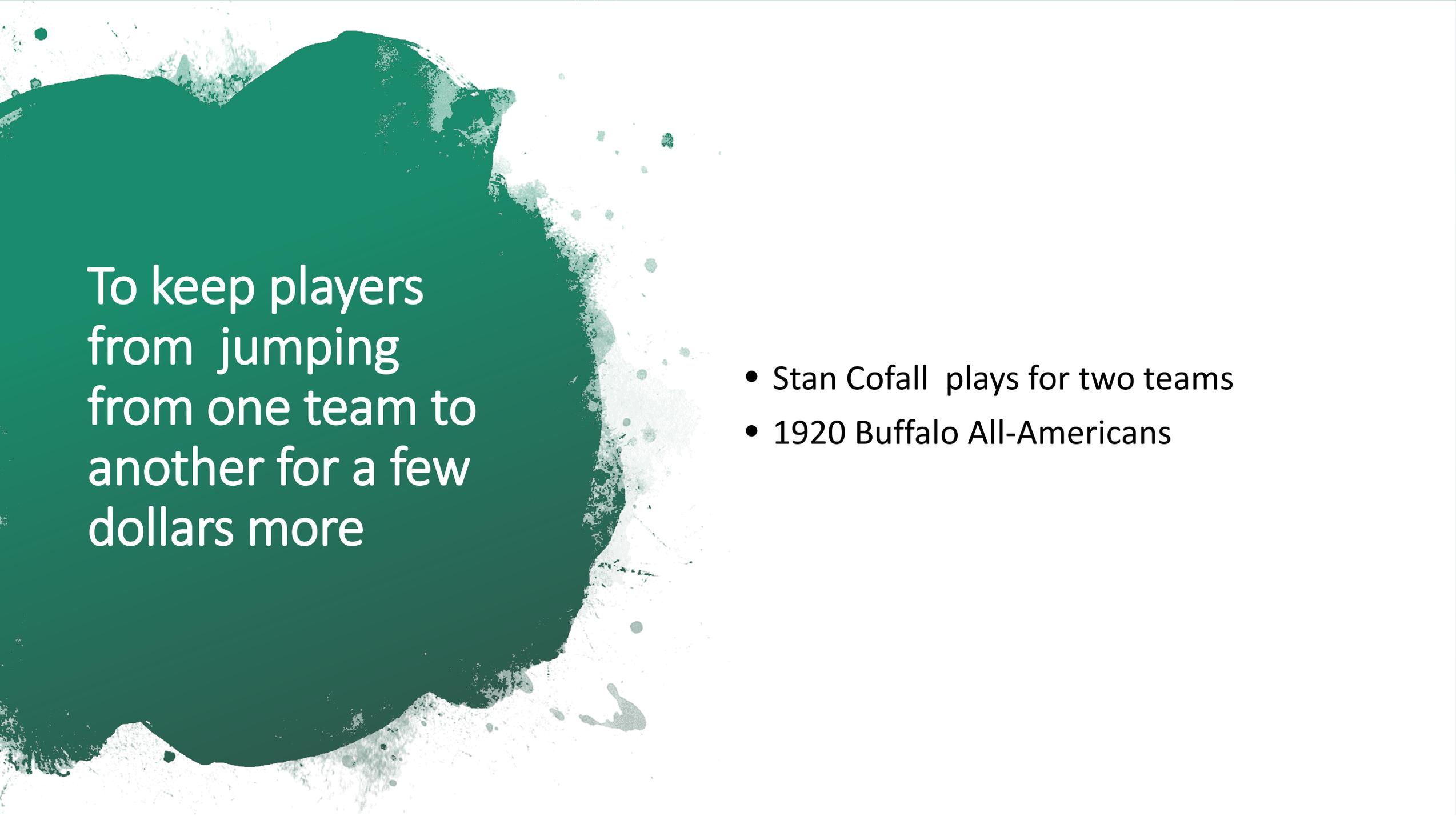
The Past is the Present



The NFL is Founded in 1920

There were three reasons cited for establishing a league:

1. To keep players jumping from one team to another for a few dollars more
2. To combat high salary demands and bidding wars for “big name” players
3. To protect against the signing of amateur collegians



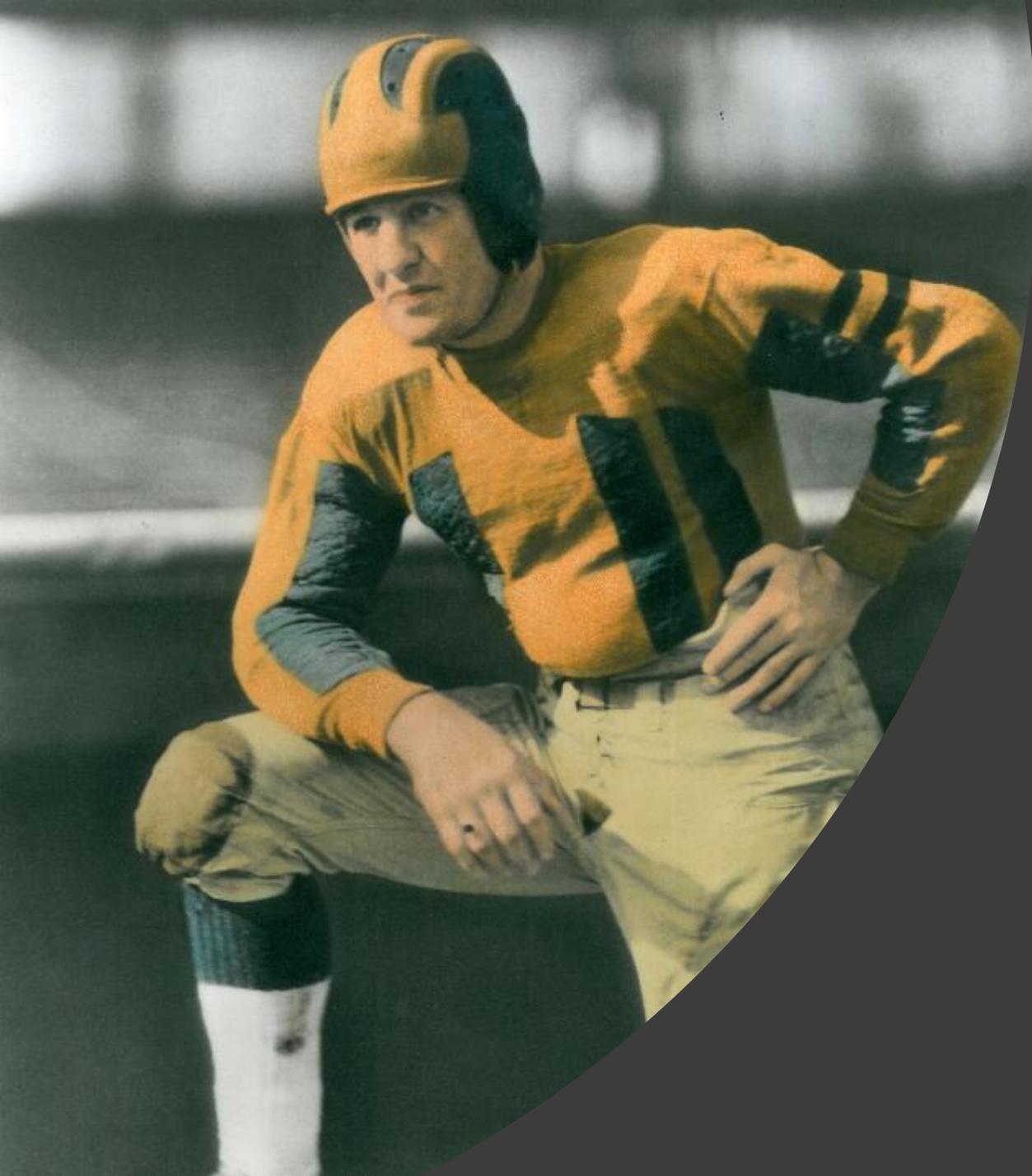
To keep players
from jumping
from one team to
another for a few
dollars more

- Stan Cofall plays for two teams
- 1920 Buffalo All-Americans

To combat high salary demands and bidding wars for “big name” players

- “Ringers”
- Jim Thorpe signed with the Canton Bulldogs



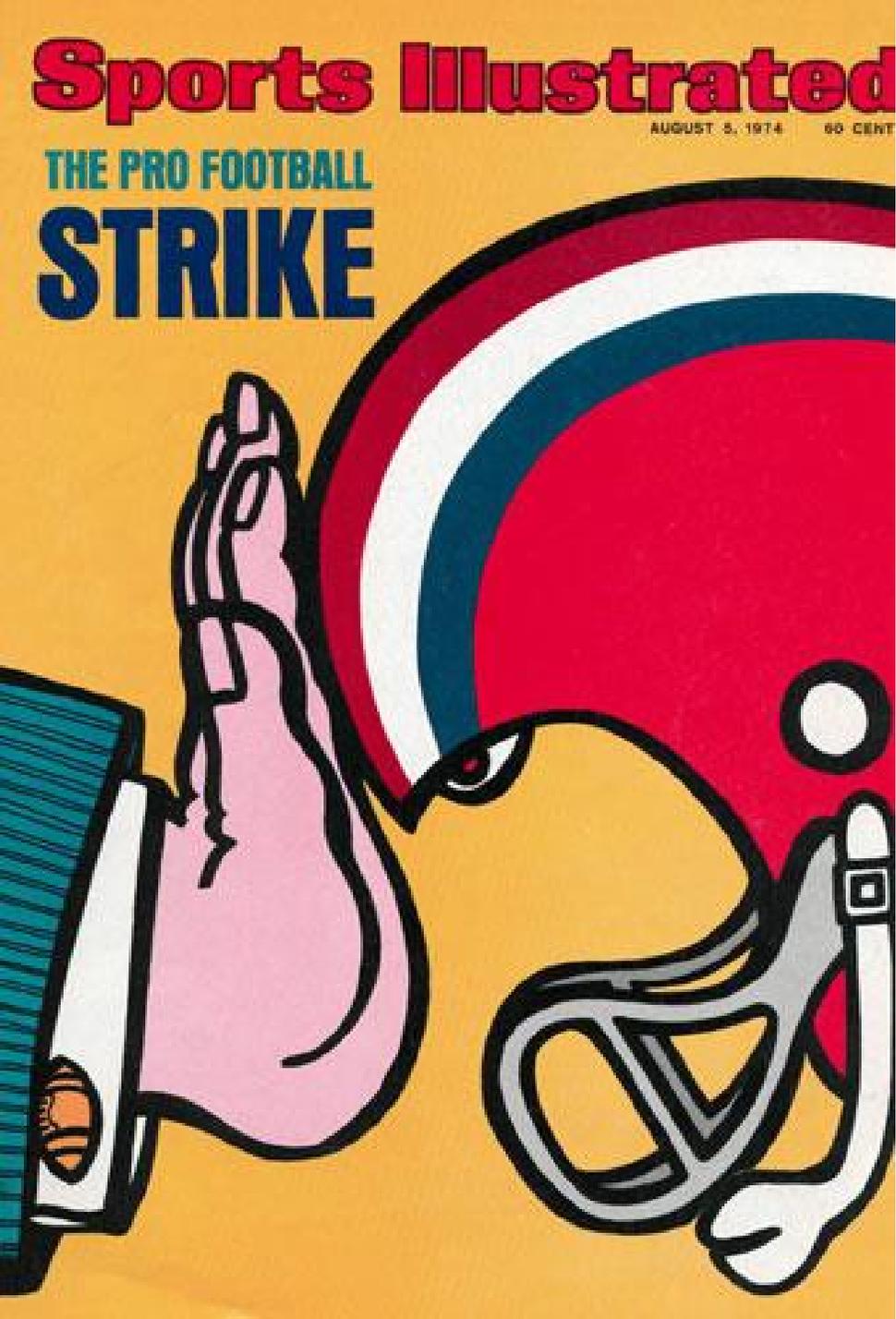


To protect against
the signing of
amateur collegians

Red Grange Turns Pro, 1925

The Draft





Players Strikes 1968, 1970, 1974, 1982, 1987

- Free Agency
- Increase Salary/Benefits
- NFL Draft

Collective Bargaining Agreement 2020

Projected Issues:

1. Free Agency
2. Salary Cap
3. College Eligibility Issues

How to Reach the
Masses

Audience Sustainability



Stadiums

“Within two years the big baseball leagues will be putting football teams into the field.”

NFL President Joe Carr, 1921

“If pro football could be made profitable, it would be the answer to a problem that has confronted baseball owners since the game started.”

Chicago White Sox owner Charles Comiskey, 1919

“If they only knew how near our football league is to moving indoors, and what a smashing success we are going to make of the pro game under cover, they would not hesitate for a moment to spend the additional money needed to size the building up to the requirements of that game.”

Joe Carr, 1932





Los Angeles
Stadium
\$4.9 billion

Television and Pro Football





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