



REQUEST FOR PROPOSALS

Elite Performance Training and Wellness for Former Professional Football Players

DUE DATE: SEPTEMBER 30, 2021

Thank you for your interest in submitting a proposal in response to The Trust (Powered by the National Football League Players Association) (herein known as “The Trust”) Request for Proposals (“RFP”), Elite Performance Training and Wellness for Former Professional Football Players. The Trust is pleased to invite your institution to submit a full application for the initiative described below. The focus of the RFP is to select an organization that is positioned to provide expansion to the existing Trust wellness benefits in this space and in furtherance of The Trust’s mission: *to support NFL players as they live their purpose beyond football.*¹ Please review this RFP carefully.

BACKGROUND

THE TRUST (POWERED BY THE NFLPA)

On November 12, 2013, The Trust launched with a simple objective: provide former NFL players with the support they need to succeed in life after football. The earned benefits and resources made available were created with leading experts in close collaboration with former players. After conducting surveys, in-person focus groups and gathering data from active and former players, the NFLPA and premiere subject matter experts designed the offerings each former player, who has two (2) or more credited seasons, now receives through The Trust. Eligible former players receive support across three pillars:

COMMUNITY AND CONNECTION OPPORTUNITIES - The importance of community and connection between former players is paramount to life after the game and creates an organic support system as part of the transition. Through VIP in-person and digital events and engagement opportunities, The Trust supports an ecosystem for members to interact with their peers and interest groups more effortlessly, as well as provide information about their benefits and other engaging content. Such engagement is tracked to help facilitate future connection opportunities between players on a regional basis.

HEALTH AND WELLNESS RESOURCES - A former NFL player’s health is the starting point for long-term success in life. The Trust’s Brain and Body Assessment is designed to assess a player’s overall health and provide world-class medical services over the course of a two-to-three day executive physical-style evaluation at partner clinics and hospitals across the United States. For those former players seeking inpatient treatment, The Trust partners with renowned inpatient treatment programs for former players struggling with alcohol and substance use disorders and co-occurring mental illnesses. Additionally, those former players requiring regular mental health/behavior health assistance can utilize The Trust Supplemental Mental Health Benefit (“SMHB”), created to provide Trust members with access to outpatient psychiatry, therapy, and counseling services in their home community. From a health and wellness standpoint, The Trust helps former players redefine their “normal” through partnerships with organizations who offer workout and training opportunities as well as nutritional and dietary support, which yield changes in mindset, performance, recovery and nutrition that lead to a healthy, post-career lifestyle.

¹ Please visit www.playerstrust.com to learn more about The Trust.



PERSONAL AND BUSINESS DEVELOPMENT - The Trust provides career, entrepreneurial services and counseling from top experts to further propel professional interests and support former players in deepening the skills necessary to excel in their next chapter. Additionally, through The Trust's Scholarship Award Benefit, degree completion and vocational training present additional opportunities for former players to enhance their educational and career pursuits. As part of the Pillar's robust offerings, The Trust also provides assistance ranging from financial education to planning and management, such that former players are empowered with the knowledge to further control their finances.

SCOPE OF SERVICE

The Trust seeks to expand its geographical footprint in the elite performance training and wellness space by securing the services of an entity equipped to provide facility access, training and wellness to Trust members in the following capacities. The Respondent will also be expected to provide metrics and data to The Trust surrounding utilization and aggregate former player biometric data. In their submissions, Respondents should elaborate on how they would satisfy or exceed the requirements of this RFP and provide feedback as to their ability to facilitate the following customized programs individually, or collectively, to Trust members. For purposes of clarity a Respondent can choose what programs below in total, or in part, they are equipped to offer as part of their submission.

GEOGRAPHIC TARGETED MARKETS – The ability for Respondent to provide some or all of the specified services below in South Florida, Houston, Texas and/or Dallas, Texas.

YEAR-ROUND SPECIALIZED TRAINING & WELLNESS - The ability for Respondent to provide year-round specialized training and wellness to Trust members including, but not limited to, the ability to address player needs and interests such as:

- Improving cardiovascular fitness, muscular strength and endurance, and flexibility
- Fat loss, weight reduction, and weight management
- Bolstering of diet and nutrition
- Injury prevention and rehabilitation

Such training should include access to experts such as performance specialists, physical therapists and registered dietitians.

EARLY MORNING/LUNCH HOUR GROUP TRAINING SESSIONS IN MONTH-LONG INTERVALS - The ability for Respondent to provide a private trainer-led group workout module to Trust members in the morning and during the lunch hour in an effort to accommodate availability in a month-long cadence, which would occur multiple times throughout the year. Such training should include access to experts such as performance specialists, physical therapists and registered dietitians.

ACCESS TO PHYSICAL THERAPY/PHYSICAL THERAPISTS - The ability for Respondent to provide Trust members with physical therapy and access to licensed physical therapists.

SPECIALIZED TRAINING FOR NFL FREE AGENTS - The ability for Respondent to provide Trust members with specialized training and nutritional support for NFL Free Agents for a prescribed period of time. Such training should include access to experts such as performance specialists, physical therapists and registered dietitians.

OTHER VALUE ADD TO THE TRUST - The ability for Respondent to identify additional programs or benefits The Trust would be able to extend to its membership beyond the programs listed above.



RESPONSE REQUIREMENTS

Respondents must provide a point-by-point response to each of the Sections specified in this RFP below. All correspondence, documentation and information of any kind, provided to any Respondent, in connection with or arising out of this RFP or the acceptance of any response remains the property of The Trust, must be treated as confidential and must not be used for any purpose other than for replying to this RFP.

ASSEMBLE THE APPLICATION MATERIALS IN THE ORDER LISTED BELOW.

1. Cover Sheet (1-page maximum)

- a. Name of Respondent(s)
- b. Address(es)
- c. Primary Contact Person
- d. Email Address
- e. Telephone

2. Executive Summary (1-page maximum)

Provide a narrative summary of the proposal being submitted. The summary should identify the design, development and services that are being offered in the proposal.

3. Organization Overview (5-page maximum)

Provide a description of your organization and the key personnel and licensure (as applicable) of those individuals who would be tasked with facilitating the program(s) requested by The Trust. Additionally, provide your history of working with professional athletes and the reporting sophistication and capabilities you would be able to provide in support of this benefit to Trust members.

4. Substantive Proposal (20-page maximum)

The Respondent should describe how their organization would meet the required specifications referenced above. Please note that proposed creative opportunities to further benefit former NFL players beyond the Scope of Work is encouraged.

- a. Year-Round Specialized Training and Wellness
- b. Group Training Sessions in Month-Long Intervals
- c. Access to Physical Therapy/Physical Therapists
- d. Specialized Training for NFL Free Agents
- e. Other value add

5. Cost

The Respondent must include the costs for this project that includes the facilitation and maintenance of the programs referenced as well as any ancillary costs.

Submission of RFP & Inquiries

Any clarification of questions or additional information required by interested parties must be emailed to Zamir Cobb, Managing Director, The Trust at Zamir.Cobb@playerstrust.com before **September 24, 2021 at 12:00 p.m. ET**. Attempts to circumvent this requirement may result in rejection of the proposal as non-compliant.

Proposals must be electronically mailed in PDF format to Zamir.Cobb@playerstrust.com before **September 30, 2021 at 5:00 p.m. ET** and the "Subject Line" of the e-mail should read: "[Respondent's Name]: Trust RFP Elite Performance Training and Wellness for Former NFL Football Players". Email attachment is the preferred



means of receipt. It is the responsibility of the Respondent to ensure that the response is received by this deadline. Respondents will receive a confirmation of receipt of their response by The Trust. The Trust may terminate or modify the RFP process at any time during the response period.