

# 2021 "MY CAUSE MY CLEATS" ACTIVITY

NAME:

CLASS PERIOD:

## ACTIVITY DESCRIPTION:

The NFL is notoriously straight-laced (pardon the pun) when it comes to regulating player appearances on the field. Want to wear a brand not affiliated with the NFL as a sponsor? Stricly a no-no. Want to customize gear and/or share a written message with fans using any part of the uniform? Go for it, just expect a hefty fine and stern condemnation from the league office.

However, six years ago, the NFL actually started to encourage its players to wear cleats customized with a message supporting causes each player supports (albeit just for one week). It was a great way to raise not only awareness but also money for causes ranging from mental health, ALS, cancer, and animal welfare to children who need reading glasses. Cleats were then auctioned on the NFL's official auction site (yes, that is really a thing) with proceeds going to each respective charity.

The initiative was a smashing success. This year, the NFL's "My Cleats, My Cause" program is back for its 6th season, and the message is being amplified using all of the league's marketing might. According to the league, more than 1,000 players showcased their causes for Week 13 NFL games this year.

## ACTIVITY INSTRUCTIONS:

1. Review the following lessons in Sports Career Consulting's textbook (The Business of Sports & Entertainment) along with the complete list of player causes supported this season:
  - Lesson 11.2 (Publicity, Goodwill, Community Relations)
  - Lesson 11.6 (Social Issues)
2. Using the worksheet below, design your own cleats to support a cause.
3. Choose an NFL player that will wear your cleats and explain how this will help raise awareness for the cause. Be prepared to present the following in class:
  - Explanation of why you chose to support this cause
  - Identification of the NFL player you will partner with for the initiative
  - Description of how your cleats will raise awareness for the cause
  - At least one idea for how this initiative can help raise money to support your cause

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USING THE SPACE BELOW, DESCRIBE YOUR CAUSE, INSPIRATION BEHIND THE DESIGN AND CAUSE, AND THE PLAYER WHO WILL WEAR YOUR CLEATS.

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DESIGN YOUR UNIFORM CONCEPT USING THE TEMPLATE BELOW:

