



NFL Properties / Frank Vuono

- Vice President, Licensing '86 – '93
- Developed comprehensive consumer products business strategy
- Grew licensed product sales from \$300M to \$3.0B
- Secured/Managed over three-hundred (300) licensees
- Developed integrated group licensing programs including NFL Pro Line, NFL Pro Shop, NFL Throwbacks, Super Bowl, QB Club, etc.
- Worked w/ Dallas Cowboys, San Francisco 49ers & other top revenue generating teams on League revenue pool policy
- Authored group licensing agreement language for CBA negotiations
- Advised/Managed on-field uniform policy for/with competition committee



NFL Quarterback Club (QBC)

- Developed group licensing organization comprised of top NFL Quarterbacks
 - Dan Marino, Jim Kelly, John Elway, Randall Cunningham, Steve Young, etc.
- Grew organization to 900+ members (active NFL players)
- Authored group licensing policies & revenue splits between all members
- Developed and implemented marketing, consumer product programs, endorsements, corporate appearances, charitable events, etc.
- Sold group rights back to NFLPA & established NFL Quarterback Greats consisting of top retired Quarterbacks

16W MARKETING - LICENSING

16W

Creative & Brand Development

- Unique and long history of developing new brand strategies, identities and extensions for range of sports properties, consumer products, B2B companies and event projects
- Services include:
 - Logo development
 - Company branding & rebranding
 - Company messaging and position
 - Intellectual property protection (legal, trademark, etc.)





Retired Player Jersey Programs: NIKE / FANATICS

- **NIKE**

- Secured rights for retired player replica jersey program & manage day-to-day needs
- Responsibilities include negotiations, finalizing agreements with players, fulfilling agreement terms
- 50+ players secured

- **FANATICS**

- Secured 16W to secure rights to top 100 retired players for replica jersey program
- 16W responsible for all player outreach and contract negotiations
- Manage all player logistics, including advance payments to players, total number of jerseys each player receives, etc.
- 80+ players secured, including biggest names in NFL history



IEAH STABLES / BIG BROWN

- Developed integrated licensing programs around Big Brown's attempt to win the Triple Crown
- Successfully negotiated seventeen (17) "if win" partnerships totaling \$3,000,000 in revenue guarantees