

The following precautions apply to contests, events, and promotions, involving ALL professional and college teams/leagues. The Pros and Colleges are highly efficient in FINDING and “collecting” damages! Even from the smallest of markets. With the approach of the NFL Super Bowl, we will use that event as an example.

We will use the NFL, and the Play-Off’s and Super Bowl as an example. If you plan a contest, promotion, or event surrounding any function of the National Football League, especially the Play-Off’s or Super Bowl, you should contact your legal counsel before you finalize plans so they may assist you in avoiding harsh conflict with the NFL, who is rigid in non-compliance promotions, or mentions. Be sure, **The NFL WILL seek legal remedy!**

You **may not use the term SUPER BOWL [apply other sports franchise ownerships] without approval from the League, NOT just a local/regional team!** Any other subliminal use, such as NFL Title Game has also been ruled a violation of NFL ownership. Use of “The Big Game” ...if it does NOT refer specifically to the NFL, or game dates, has been on the fringe of acceptability. Again, be sure your legal counsel is comfortable.

While you can give away cash that a winner “might” use to purchase tickets from someone such as a ticket broker, you may NOT advertise “win a trip to the big game” or anything similar that may lead someone to believe you are giving away NFL tickets.

A local station’s avenue to giveaway tickets is:

- Achieve written permission from the National Football League; there might be a fee if you are not an affiliate of a team network, although it is generally not prohibitive.
- Achieve written permission from an NFL member club (e.g., Dallas Cowboys); or ...
- Conduct a promotion, or contest, with an “official” NFL or team sponsor who has achieved written permission of the NFL to give away tickets, and in-kind, forward that permission to regional/local affiliates. Example, an NFL play-by-play sponsor has approval to included affiliate sponsor participation. It recommended that local authorization be in writing to specifically allow for ticket giveaways and use of NFL terms.
- Remember, you area one of THOUSANDS seeking permission. Be months in front of the game, and VERY CAREFUL!

It is never permissible to use any NFL, or member club trademark, logo -- including team names -- without the express written permission of the NFL.

James R. Glass
GLASS MEDIA



Success Comes From...
The Courage to Create
The Confidence to Commit
The Cooperation to Complete
jrGLASS