

NFL Player Activations



Team Services has **15+ years of experience** securing top NFL players (retired and active) on behalf of its client, **Dairy Management Inc. (DMI)**. Our work helps support the **activation of DMI's league partnership** with the **NFL** and in-school health & wellness program, **Fuel Up to Play 60**.




Strategy




Research




Negotiation




Execution

2,500+

IN-SCHOOL PLAYER APPEARANCES
ACROSS 47 STATES

275+

PLAYER ENDORSEMENT DEALS
SECURED ON BEHALF OF DMI

Virtual Player Appearances and Digital Campaigns in the COVID-19 Era

During the COVID-19 pandemic, Team Services worked with DMI to pivot and develop virtual player activations. This includes **120+ virtual appearances** and campaigns that leveraged the power of the NFL and top talent like **DK Metcalf, Mark Ingram, Devin McCourty, and TJ Watt** to highlight the importance of dairy and engage consumers nationally.



Home Fridge Advantage

- 6-part video series that peeked inside the fridge of one influencer and one NFL Player each week, highlighting dairy as an essential part of their diet
- 39.6 MM impressions
14.1 MM views
102.5 K clicks



Smoothie Blitz

- 5-part smoothie-making video series that created a head-to-head match-up between two NFL players to see whose dairy-filled smoothie recipe reigned supreme
- 12.9MM+ impressions
3.1MM+ views
55.4K+ engagements to date



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