



DAIRY MANAGEMENT INC.™

Team Services Corporate Consulting Client

On behalf of Dairy Management Inc. (DMI), Team Services identifies, negotiates and manages Fuel Up to Play 60, an innovative partnership between DMI and the NFL that accomplishes social good while driving business goals of capturing the next generations of dairy consumers and NFL fans.



Leverage NFL assets beyond just NFL club markets to produce results in all 50 states



Handle all player executions and NFL approvals on program partnerships and creative



Provide negotiation expertise, strategic direction and activation support of national program

Facilitated a relationship between DMI's CEO and NFL Commissioner Roger Goodell



Fuel Up to Play 60 Results By The Numbers



- Nation's largest in-school health and wellness program
- 73K+ schools participating
- 38M kids exposed to program
- 13M kids are eating healthier
- 16M kids are more physically active

Team Services

- 32 individually negotiated NFL team relationships
- Over 3,000 NFL collateral executions
- Over 2,000 player appearances
- Hundreds of player endorsements
- 16 years of successful Super Bowl VIP hospitality

