

**ATLANTA  
FALCONS**



## ***PLAYER APPEARANCE REQUEST FORM***

**General Information:** Falcons players are available for a limited number of appearances, depending on the time of year. Availability is best between mid-March and mid-June although there are several black-out weeks for mandatory mini-camp and pre-training camp practice sessions.

All requests must be submitted in writing using the Appearance Request Form. Requests must be submitted via mail to the Atlanta Falcons Community Relations Department, c/o Player Appearance Request 4400 Falcon Parkway Flowery Branch, GA 30542. The Community Relations Department will contact the individual submitting the request to confirm receipt.

**\* All requests must be received by the Community Relations Department at least six weeks prior to your scheduled event to allow maximum time for consideration. Submitting a request does not guarantee an appearance. If a player is available, generally a confirmation will be made 1-2 weeks prior to the event.**

During the NFL season (September-December) players are only available on Tuesdays. Additionally, players are not available during the bye weekend. No appearances will be conducted prior to 10 a.m. or later than 5:30 p.m. and are to be no longer than 1 hour. Players will wear casual clothing (jersey/golf shirt/jean/shorts). If you have received a visit within a 12 month period, it is not guaranteed that you will receive another visit in the same year.

**Appearance Criteria:** We hope to assist programs in the community that use the player appearances as an incentive/enhancement of the program. Therefore, we adhere to the following criteria:

- 1) Direct interaction with children
- 2) No career days (not realistic for players; we would recommend a member of the Falcons staff)
- 3) Clear role for the player at the event (read books, hand out awards, etc.)
- 4) No athletic function with risk of injury (i.e. basketball games, etc.)
- 5) Maximize player time, large number of children influenced by visit
- 6) Publicity opportunities

**Fees:** Paid business/promotional appearance fees are not set by the Falcons. Individual players and their agents establish these rates. Rates vary depending upon the player requested. The

majority of player appearances are community service, school or charity related. Many civic organizations do offer honorariums to players or offer to make donations to the charity of the athlete's choice.

**Promoting Player Appearances:** Use of the Falcons name, logos and trademarks and/or any advertising that implies the support or sponsorship of an event by the Falcons, the Atlanta Falcons Youth Foundation or the NFL must be approved in writing by the Atlanta Falcons. This policy pertains to all forms of advertising, including all print (newspaper, newsletters, posters, flyers, brochures, raffle tickets, etc.) television and radio promotion.

If you have any questions or need additional information before submitting your written request, please feel free to contact Chris Millman, Atlanta Falcons Community Relations and Youth Programs Manager, (770) 965-2838. Thank you for your interest in the Atlanta Falcons!

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***PLAYER APPEARANCE REQUEST FORM***

**(PLEASE PRINT)**

\* Event Date: \_\_\_\_\_ \* Time: \_\_\_\_\_

\* Organization: \_\_\_\_\_

\* Organization's Address: \_\_\_\_\_

\* Event Name: (if any) \_\_\_\_\_

\* Event Location: (Address if different than above) \_\_\_\_\_

\_\_\_\_\_  
\* Contact Info: (Who is making the request? As well as cell number on day of event.)

\_\_\_\_\_  
\* Budget for Player Appearance: \$ \_\_\_\_\_  
(Specify charity and/or amount each player is to be paid)

\* Request / Event Specifics:  
(What you are expecting? For example, topic to be covered, Q & A session, etc.)

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_

\* Size of Group: \_\_\_\_\_ \* Age of Group: \_\_\_\_\_

\* E-mail Address: \_\_\_\_\_

Please include, on separate sheet, directions to the location of the event