



 EMPOWER
2026 CLUB ACTIVATION GUIDE

 **FOR INTERNAL USE ONLY**

NFL EMPOWER

OVERVIEW

NFL Empower is the NFL's new narrative platform that will house the following programs: NFL Flag, PLAY 60, Character Playbook, Inspire Change, and NFL Flag In-School. This is primarily an organizational platform, and the programs themselves will not experience any changes in design or procedure as a result of NFL Empower's launch. Effective immediately, any club involvement with the listed programs should include NFL Empower in it's messaging alongside the program name.



MASCOT INTEGRATION

MASCOT GUIDELINES

Clubs should plan to designate two of its 2026 regular season home games as NFL Empower Gamedays. These will feature increased in-stadium messaging for NFL Empower to highlight the NFL's youth wellness efforts through programs, platforms, and partners.

Clubs with mascots will receive two (2) NFL Empower T-shirts to be worn during its NFL Empower Gamedays during the 2026 regular season. Mascots are also encouraged to wear these shirts during any community events that fall under the NFL Empower umbrella of programs, so long as the activation does not have specific costuming or accessory requirements of its own.



During select NFL Empower games, Mascots will wear their T-shirts for all pre- and postgame activities.



IN-STADIUM MEDIA

ACTIVATION

Inside stadiums, we convert awareness into action through ribbon boards and Jumbotron QR screens. These screens feature QR codes that drive fans to www.nfl.com/empower, where they can access more information, locate a program near them, and sign up for NFL Empower initiatives.

Sample mockups of in-stadium media screens are included on this page. Clubs will be sent these files in early August prior to preseason games, accessible via .zip format.



Stadium ribbon boards should incorporate NFL Empower screens in pregame, postgame, and timeout programming.



The above screen designs are approved for stadium use and can be accessed through a .zip file distributed to all 32 clubs.

SOCIAL MEDIA FOCUS

IMPLEMENTATION

Clubs are encouraged to leverage NFL Empower to promote stories of players and legends on social media. Active players who are current or former Walter Payton Man of the Year club nominees are a good avenue for executing this.

Focus should be on stories that fall under the NFL Empower umbrella of programs. When applicable, these executions should consider emphasizing cooperation with partners such as Big Brothers Big Sisters of America, Boys & Girls Club of America, GENYOUth, Harlem Children's Zone, Inside Out Initiative, and Special Olympics. Adhere to general NFL brand guidelines when incorporating partner logos.

Post captions should invite users to share their own #ShowUp stories, and the hashtag should be featured in all social media executions.



Player-focused NFL Empower social media posts should loosely follow this recommended layout, ensuring #ShowUp is featured in bold, white lettering. Include the NFL Empower logo and website link.

HELMET DECAL PROGRAM

PROCEDURE

Players are responsible for self-reporting their charitable efforts to their team's equipment staff, who will then be able to update the leaderboard on nfl.com/empower and assign players the proper helmet decal for that week's upcoming practices and game.

STICKER TIERS

The next sticker tier can be unlocked through a corresponding points system. Points can be earned for hosting community events, food or clothing drives, financial donations (capped), participating in youth mentorship sessions, and emergency/disaster response.

Gold is the highest tier of NFL Empower helmet sticker and requires higher points, followed by silver and then bronze. Clubs will receive more information on exact tier benchmark numbers closer to the season. Implementation begins prior to week 1 of the 2026 season; any reported community service efforts should take place after then.



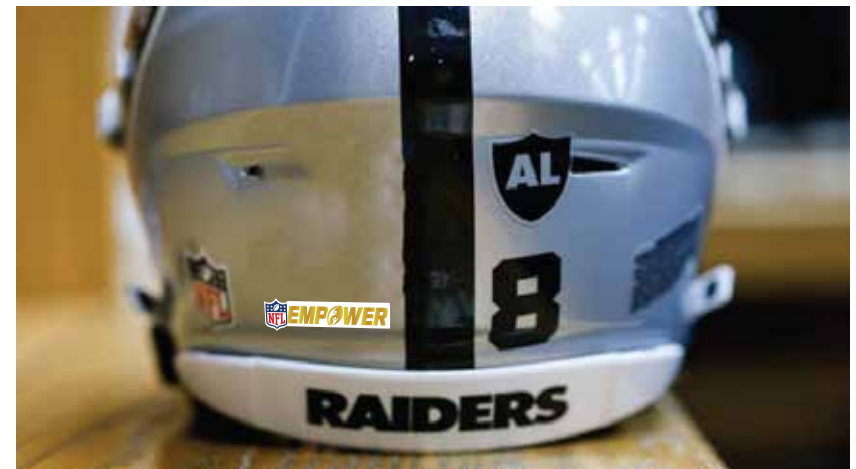
Helmet decals will appear as they do above. Stickers will be distributed to clubs prior to the 2026 regular season.

HELMET DECAL PROGRAM

IMPLEMENTATION

Clubs are expected to track each participating player's decal status. Team equipment staffs should check, and, if necessary, update helmet decals on a weekly basis. Updated progress for participating players can be found on the leaderboard section of nfl.com/empower.

Visual instructions for placement of the decals are included on this page. If a player is participating in the NFL Heritage Program and chooses to have their flag on the back of their helmet, the NFL Empower sticker may be placed above or below the flag.



NFL Empower helmet decals should be applied in the position as seen above; left of the center stripe and towards the bottom of the shell.