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Fan-centric NFL OL exclusive events and hospitality: A talk with George Pyne



NFL On Location is the NFL's official event and hospitality business. The goal of NFL OL is to provide special access for proprietary fans to exclusive NFL events such as the Super Bowl, Pro Bowl, NFL Draft, and International Series Games in London. "NFL OL is the only NFL-affiliated company to offer guaranteed seat locations and exclusive League controlled hospitality directly to individual fans to these events."

As the official source for NFL event experiences, NFL OL allows fans to gain access to special event packages as well as side event and hospitality packages. Imagine having premium location tickets for games along with entry to VIP parties and the private tailgate parties inside the security border. Packages also can include airfare, premium hotel rooms, day of game VIP hospitality and other quality unique experiences. Fans can get packages that include behind-the-scenes or field access, celebrity meet-and-greet and additional once-in-a-lifetime offerings.

Growing NFL OL will mean more fan-centric exclusive packages.

In order to expand its ten year old NFL OL the NFL is entering into new partnerships that aim to provide additional capital investment for its On Location business. **Bruin Sports Capital** and **RedBird Capital Partners** have agreed to invest growth capital and assume operational control of the business as the chosen partners. A new holding company, "NewCo" has been formed and will be given an official name at a later date. The goals of NewCo is to expand globally.

NewCo will now hold the exclusive NFL rights to provide hospitality services for all four NFL events that the NFL OL has been operating. In addition NewCo is looking to expand globally with new partnerships allowing for even more fan packaged opportunities for added **sports** leagues, marquee **entertainment** and **lifestyle** events such as award shows and music festivals.

George Pyne, Founder of Bruin Sports Capital, will serve as Executive Chairman.

George Pyne is the founder of Bruin Sports Capital, a privately held international media, sports, marketing and branded lifestyle company, as well as the new Executive Chairman of NewCo. "I am truly excited to be partnering with the NFL and RedBird Capital on this unique sports property." the former IMG Sports and Entertainment President noted.

Before IMG, Pyne was CEO of NASCAR. While serving as IMG's President Pyne also had sat on the Board of Directors for IMG Sports and Entertainment. His resume includes that his former board member position for 24 Hour Fitness as well. Pyne now sits on the board for the National Football Foundation.

I chatted with the well versed Pyne about his passion of mixing sports with business and his mission to achieve a premier stand alone hospitality service for the NFL.

CRW: Did playing college football, doubled with a major in Political Science, at Brown University give you the passion and drive for becoming the sports business person you are today?

PYNE: I think sports made me competitive, it helped me a lot in business. I like getting knocked down because I like getting right back up. Being a teammate is a great experience for working in business. My Dad and Granddad both played for NFL. I grew up with a real appreciation for all sports- It helped me understand the business in a little different way. I believe that the experience of playing one sport lends to the experience of understanding other sports, as football allowed me to work with NASCAR.

CRW: Did you originally dream of playing football for the NFL after college?

PYNE: One of my goals in life was to play in the NFL. I got a great education at Brown and put that education to work after playing in college and being captain of the team. I learned a lot of lessons playing football that made me the person I am today.

CRW: What planning do you have in place to grow this unique hospitality service for the NFL?

PYNE: It is still too early to outline exactly what we want to do. We are builders of business. Five years from now the business will look quite different than today. We want to bring out the best live, behind the scenes elements in unique ways that we are working on creating going forward.

CRW: Will you have packages at different price points available for a wider fan base?

PYNE: There are different levels of packages today and we are working to create things for a wide range of customers.

CRW: What do you envision for the future of NFL On Location's product offerings?

PYNE: Further build out the NFL business from the four experiences of Super Bowl, NFL Draft, Pro Football Hall of Fame and International Series now offered. I view it as a platform business that can build to other sports and entertainment.

CRW: How do you plan on keeping NFL OL an elite service while expanding options at the same time?

PYNE: We can have a great core product while developing additional products to experience the NFL in unique behind the scenes ways.

CRW: Are you a fanatic yourself?

PYNE: Not really a fanatic but I like a game. I love football and do like sports.

Pyne is dedicated in his goal to add to the game loving experience for fans and companies. As Executive Chairman Pyne relishes the opportunity to broaden the special enhancements to be made available while keeping NFL OL's exceptional exclusive services that fans and corporations have come to appreciate.

Keep the party going and the game on; never be afraid to dance!

http://www.examiner.com/article/fancentric-nfl-ol-exclusive-events-and-hospitality-a-talk-with-george-pyne?CID=examiner_alerts_article