

PFL™ STRATEGIC PARTNERSHIP CRITERIA

The PFL™ seeks to engage in strategic partnerships with sponsors that match and enhance the organization's mission and values.

A Strategic Partner

- Is committed to being socially and environmentally responsible;
- Works toward goals of being anti-sexist, antiracist, adhering to fair labor practices, betterment of all sports professionals.
- Works to develop common goals and create profound social impact to change the unequivocal sports industry balance;
- Recognizes the benefits of the partnership for THE PFL™, themselves and their constituents or customers.

THE PFL™ reserves the right to decline partnerships with businesses or organizations that fall outside of this value system, or that we believe may offend our fan, readers, promoters, organizations, products or opinions that do not match the League's values and mission.

The PFL™ reserve the right to reject partnerships with businesses or organizations that may visually, verbally or by reputation promote ideas or information that is:

- patently false, libelous, exploitative, hateful, that fails to meet the visual and production standards of our League, or that THE PFL™ staff or Board of Directors determine would be detrimental to the social responsibilities of the League.

Should you have questions, please feel free to contact us at info@professionalfootballleague.org, or call us at 800.886.0686.