NEWS RELEASE

The National Football League Announces Partnership With Brand USA

September 29, 2023

London (September 29, 2023) – The National Football League (NFL) has signed a partnership with Brand USA, the official destination marketing organization for the United States. Under the agreement, Brand USA becomes the Lead Partner of the NFL in the UK and Ireland, the Presenting Partner of the NFL London Games and an Official Partner of the NFL in Germany.

With NFL fandom in the UK and Ireland (14.3 million casual fans) as well as in Germany (18 million casual fans) continuing to grow, the two organizations will look to collectively reach audiences across the sport, entertainment and tourism sectors in these core strategic markets for the League and Brand USA.

“We are delighted to team up with Brand USA as our Lead Partner for NFL UK and Ireland, and Presenting Partner for the NFL London Games,” said **Henry Hodgson, NFL UK General Manager**. “American culture defines football, and with multiple games being played in London this season and in the years ahead, we’re looking forward to working together to bring fans and new audiences exciting experiences.”

“This is an exciting partnership that brings together two iconic brands – the NFL which represents America’s favorite sport and Brand USA which showcases the wealth and breadth of U.S. travel experiences to a global audience,” said **Staci Mellman, Senior Vice President of Integrated Marketing, Brand USA**. “Sports tourism is a fast-growing travel trend with visitors wanting to both enjoy football games and immerse themselves in our unique sporting culture from cheerleading to tailgating. We look forward to telling international travelers the story of U.S. sports with the NFL.”

For more information, follow NFL UK on Twitter and Instagram.

About the National Football League
The National Football League is America's most popular sports league, comprised of 32 franchises that compete each year to win the Super Bowl, the world's biggest annual sporting event. Founded in 1920, the NFL developed the model for the successful modern sports league, including national and international distribution, extensive revenue sharing, competitive excellence, and strong franchises across the country.

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About Brand USA
Brand USA is the nation’s destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have

generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.

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