



## **NFLPA | 2024 Analytics Case Competition**

### **Background**

Founded nearly 70 years ago, the NFL Players Association (NFLPA) represents professional football players in the National Football League. As the players' union, the NFLPA advocates for their health, rights, and fair compensation, acting as the exclusive bargaining representative for active NFL players. Its key responsibility is negotiating the Collective Bargaining Agreement (CBA), which governs the relationship between players and their employers (i.e. team owners). In March 2020, the NFLPA secured the current CBA, effective through March 2031. This agreement includes several key improvements for its members, such as a larger share of revenue, expanded rosters, substantial increases in minimum salaries, enhanced benefits for both active and retired players, and strengthened health and safety protocols.

### **Overview**

In its inaugural Analytics Case Competition, the NFLPA invites undergraduate teams to address the following challenge:

*How would you segment the wide spectrum of NFL salaries into distinct compensation tiers? Which of these tiers would represent the "middle class" of NFL players? Over the past ten years, has this "middle class" expanded or contracted? What policies, CBA provisions, or trends have contributed to this shift? Finally, what 3-5 priorities should the NFLPA focus on to better advocate for the interests of this "middle class"?*

### **Evaluation Criteria**

Initial submissions will be reviewed by members of the NFLPA's leadership team based on the following criteria:

- The rationale behind how your team defines the compensation bands.
- The explanation of factors driving the expansion or contraction of the "middle class."
- The feasibility of your proposed approach for more effective advocacy for the NFL's middle class, considering both the union's and management's perspectives.

Five finalist teams will be selected to present their findings to the NFLPA's executive leadership at its Washington, DC office. These presentations will be evaluated on:

- The clarity and effectiveness in explaining the proposed compensation bands.
- The quality of recommendations for advancing the proposed approach, from both union and management viewpoints.
- The ability to thoroughly defend the overall recommendations.

The panel of judges will choose the winning team, which will receive a \$20,000 prize.

### **Key Dates**

- Virtual Office Hours (time TBD): October 8 and 9, 2024; November 12 and 13, 2024; December 3 and 4, 2024
- Analytics Case Submissions Due: December 12, 2024
- Finalists Selected and Notified: December 20, 2024
- Finalist Presentations (in Washington, DC): January 15 and 16, 2025

### **Resources to Leverage**

- [NFL Collective Bargaining Agreement](#)
- [Spotrac](#)
- [Over the Cap](#)

### **Next Steps**

If you are interested in participating, please send an email to [nflpacase2024@nflpa.com](mailto:nflpacase2024@nflpa.com) with the following information:

- Name, major and graduation year for each undergraduate team member. Note: each team can have no more than 4 members.
- Faculty advisor (as appropriate)

Feel free to contact Anamika Gupta ([anamika.gupta@nflpa.com](mailto:anamika.gupta@nflpa.com)) with any questions or concerns. Good luck!!!