



# Enhancing the 2026 NFL Draft Experience

## Agenda

- 1 East Liberty
- 2 ThinkFirst Partnership
- 3 Wellness Retreat
- 4 Draft Day Fitness Challenge
- 5 East Liberty Draft Party
- 6 Conclusion

### The 2026 NFL Draft – A Citywide Opportunity

Why the Draft Should Go Beyond the Main Stage

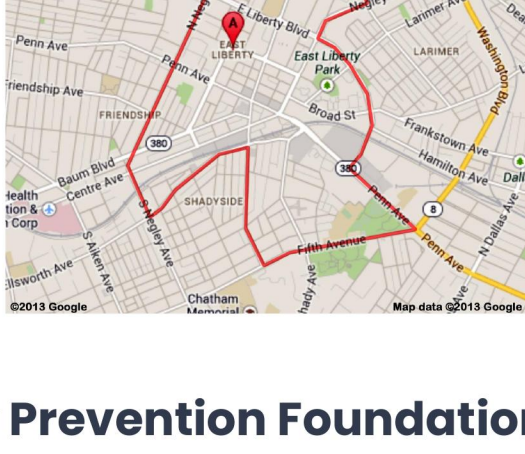


- **Pittsburgh** to host the 2026 NFL Draft
  - National visibility, local pride
- Big chance to celebrate city neighborhoods and drive economic activity
- Off-site events engage fans who can't attend main stage events
- Community-driven programming builds deeper local connections

- **East Liberty**
  - Modern developments, central, and full of activation potential

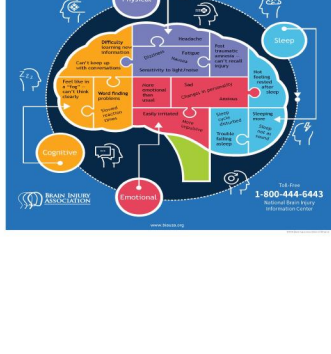
## Why East Liberty?

- **Location & Accessibility**
  - East end of Pittsburgh, 5 miles from downtown
  - Easy access to public transportation
- **Population Size & Demographics**
  - Population: 6,000–7,000 residents
  - Median age: 34
- **Redevelopment and Modernization**
  - New businesses
  - Updated infrastructure



## ThinkFirst National Injury Prevention Foundation

- **Mission**
  - prevent brain, spinal cord, and other injuries through education, research, and advocacy
- **Vision**
  - Create a safer and healthier world through education and prevention
- **What They Offer**
  - Free, accessible programs
  - Backed by medical experts
  - Nationwide reach with a local, community based impact



## Why ThinkFirst?



- **Shared Mission of Injury Prevention**
- **Tackling Real Issues Like CTE**
- **A Perfect Fit for the NFL Draft**

### Our Draft Week Engagement Proposal

Elevating the Fan Experience Through Community-Driven Events

#### East Liberty Draft Night



#### ThinkFirst Wellness Retreat

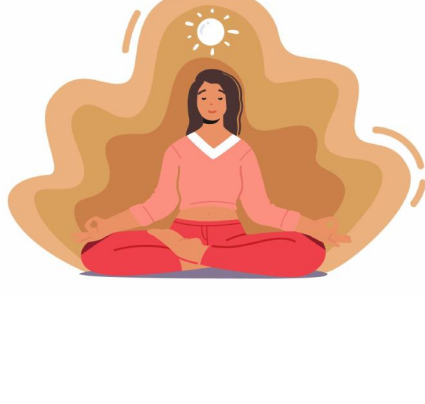


#### Draft Day Fitness Challenge



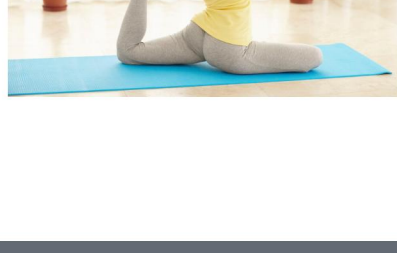
### East Liberty Wellness Retreat – A ThinkFirst Collaboration

- Hosted at **Peace, Love & Zen's Himalayan Salt Cave** in **East Liberty**
- Created in partnership with **ThinkFirst**, a nonprofit focused on preventing brain and spinal cord injuries
- **Features**
  - guided meditation, yoga, journaling, breathwork, acoustic music, and brain injury awareness booths
  - interactive concussion prevention tips, youth athlete safety education, and wellness giveaways
- Designed for fans, families, and youth athletes to unwind and learn in a healing, inclusive space

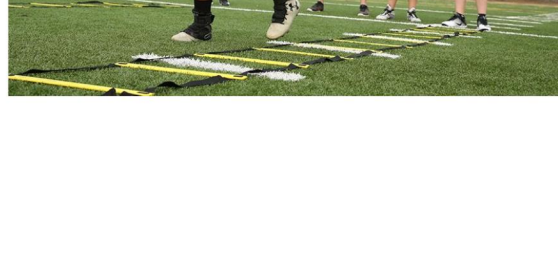


## Wellness Retreat

- **Guest speakers**
  - Former Steelers players will share their wellness journey and the importance of recovery
- Aligns with the NFL Draft's goals by promoting community outreach, mental health awareness, and safe play
- Encourages fan interaction beyond the field, connecting real wellness to real lives
- Offers a meaningful, restorative experience that leaves a lasting impression on the East Liberty community



## What is the Draft Day Fitness Challenge?



## NFL Goals and the Fitness Challenge



#### The Challenge Activities:

- 40-yard dash – test your speed
- Agility ladder – work on coordination and footwork
- Quarterback challenge – accuracy and arm strength
- Mini combine for kids – scaled activities for younger fans

#### Additional Features:

- Local trainers and fitness coaches
- Small prizes or giveaways for participation
- Food Trucks available

**Open Participation:** All ages and fitness levels welcome. No registration needed

**Location:** The Cathedral of Learning

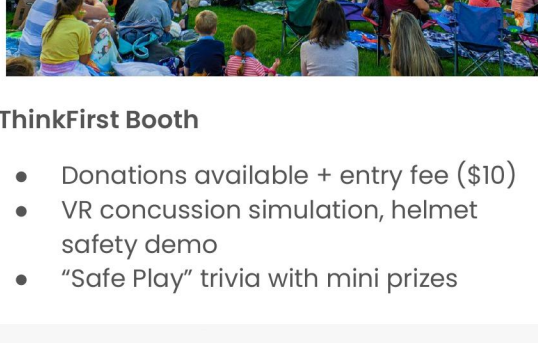
The NFL Draft isn't just about selecting players – it's about bringing fans closer to the game and giving back to communities.

- **Character-Building through Competition** – sports aren't just about physical abilities → they teach discipline, resilience, sportsmanship
- **Fan Engagement** – allowing fans to step into the shoes of athletes
- **Youth Health and Wellness** – Play 60, staying active like the pros

### East Liberty Draft Party – A Community Touchdown

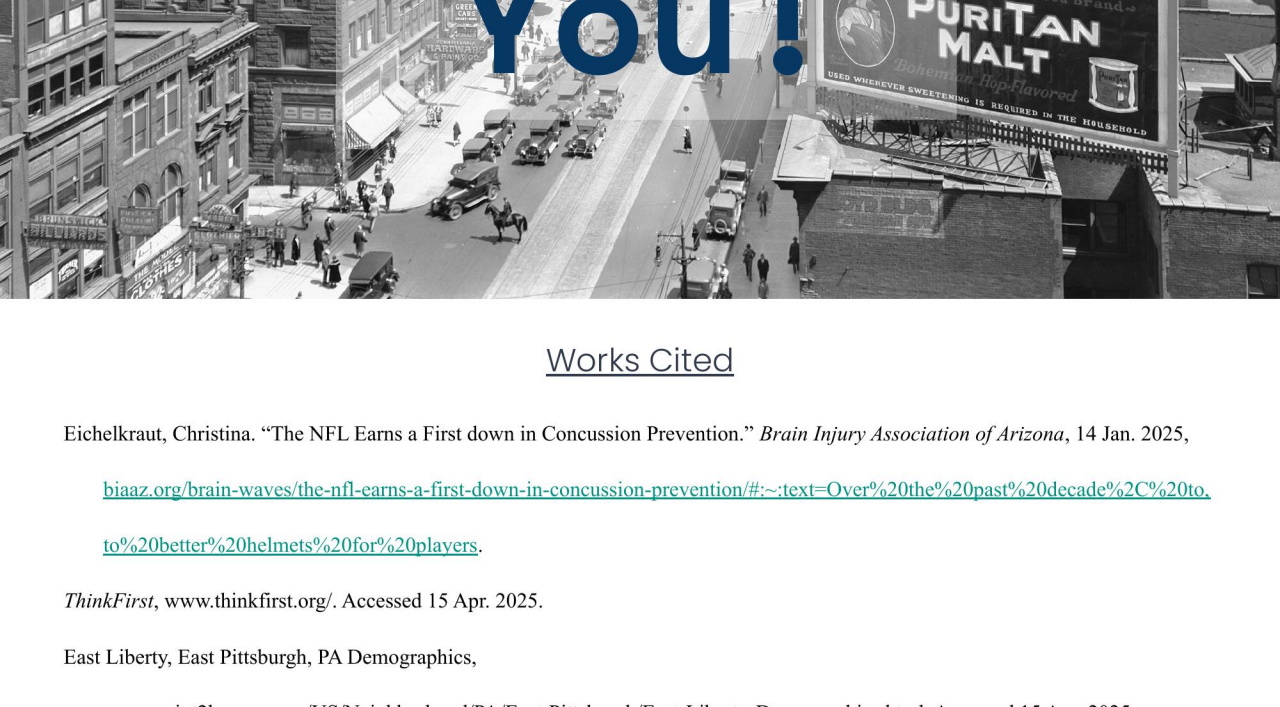
#### Event Highlights:

- **Live NFL Draft Screening**
- **Food trucks & local vendors**
- **Live music** – local artists and DJs
- **Steelers Fan Zone** – merch booth, selfie wall
- **Family Zone** – arts & crafts and face painting
- **Football Games** – mini throwing contests and trivia



#### ThinkFirst Booth

- Donations available + entry fee (\$10)
- VR concussion simulation, helmet safety demo
- "Safe Play" trivia with mini prizes



#### Works Cited

Eichelkraut, Christina. "The NFL Earns a First down in Concussion Prevention." *Brain Injury Association of Arizona*, 14 Jan. 2025, [biaaz.org/brain-waves/the-nfl-earns-a-first-down-in-concussion-prevention/#:~:text=Over%20the%20past%20decade%2C%20to%20better%20helmets%20for%20players.](https://biaaz.org/brain-waves/the-nfl-earns-a-first-down-in-concussion-prevention/#:~:text=Over%20the%20past%20decade%2C%20to%20better%20helmets%20for%20players.)

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