

Proposition Paper

Delegate of: San Francisco 49ers

CEO: Jed York

Head Coach: Chip Kelly

Topics:

- League Expansion
 - London
 - New Mexico
 - Toronto
- Concussions and Head Safety
 - Rule Changes
 - Lawsuits
- Players and Criminal Offenses
 - Violence
 - Substance Abuse

The past decades have seen the rise of the NFL as one of the foremost sports leagues in the world. American Football is the most popular spectator sport in the United States, and the ninth most popular sport worldwide. While this in itself is an outstanding achievement, there is still much more to be done, both in the expansion of the NFL, and concerning health and safety issues of the sport. The 49ers appreciate and applaud the efforts of the NFL so far, under the leadership of men such as Pete Rozelle, Paul Tagliabue, and Roger Goodell, but does recognize the opportunity for further change. Growing concerns over the health issues of American Football, such as concussions and CTE, are creating direct effects upon the sport, leading to the possibility of less players wishing to play. Difficulties in selling tickets, which currently plague teams such as the Jacksonville Jaguars, present serious concerns, and open possibilities for international or further domestic expansion. And finally, recent high profile cases concerning substance abuse and criminal offenses present disconcerting, but necessary, issues of debate.

Expansion of the NFL presents only opportunities for further growth, both in the popularity of American Football and in the revenue generated by ticket sales and attendance. The 49ers firmly believes that the NFL should look to further expansion domestically and internationally. Domestic expansion, primarily into cities such as Oklahoma City and San Antonio, would prove extremely beneficial, as both cities have the facilities, finances, and base of support for such an endeavor, and this move would provide financial revenue and a greater fan basis of American Football. As well as this, the 49ers believe that expansion into Mexico City and London would prove exceptionally valuable, as American Football games have proved popular in such cities, and this venture would almost certainly result in maximized revenue and a large boost in popularity for the sport.

The 49ers feel very strongly about the health issues surrounding American Football, specifically that of concussions and Chronic Traumatic Encephalopathy, and believe that such

issues require careful deliberation. The numerous cases and studies proving the link between American Football and traumatic head or brain injuries should be taken with the utmost gravity, as continuing with such as danger of head injury will surely decrease the sport's popularity and success. While the 49ers do recognize that much has already been done in order to address this issue, such as rule changes, the delegate does feel that more could be done, especially reducing opportunities for concussed players to be exposed to further injury, thereby exacerbating the danger to their health. To such an end, the 49ers believe that more precautions should be taken upon the event a player's diagnosis of a concussion in order to ensure their health and safety.

Finally, in light of recent cases of violence and substance abuse, such as in the cases of Ray Rice and Trent Williams, the 49ers are becoming increasingly concerned with such issues. The team firmly supports the strict adherence to current NFL Domestic and Substance Abuse Policies and hopes that these issues will become less widespread as a result of such policies. The image of the NFL cannot be allowed to be associated with drugs and abuse, and the League must exert the utmost effort to ensure this does not occur.

The 49ers are entirely supportive of the deliberations to take place during this conference, and wholly hope for the development and implementation of solutions and new opportunities. The issues to be discussed are among the most important and defining the the NFL's history, and the 49ers look forward to offering its support in the redirection and consideration of the future of the NFL.