



### **Topic 1: Expansion**

While it may be hard to come to terms with, it is certainly true that the NFL is losing its viewership in the United States. Averaging home crowds of over 90,000 people for the last two seasons, by far the largest average attendance of any NFL team, the Dallas Cowboys are well aware of the advantages of maintaining large numbers of fans. The league needs to reshape itself, be it through team movement or formation, and the Dallas Cowboys believe firmly that the best outlet for expansion at this point is to move the Jacksonville Jaguars franchise to London, creating the NFL's first international team. Jacksonville currently occupy a market controlled by the Miami Dolphins, field a team that is consistently in the bottom half of the league in terms of win rate, and despite many early first round draft pick has failed to improve. A move to London would revitalise the franchise, and as the flag-bearer of the NFL to 62 million people it would be forced to overhaul its playing side simultaneously. If the average attendance of over 80,000 people at NFL International Series games hosted at Wembley Stadium can be maintained, the Jaguars will become a team with one of the league's largest home crowds. The Cowboys strongly oppose moving a team to or creating a team in San Antonio or Mexico City. This area of the United States and neighbouring Mexico is already flooded with teams (the Cowboys, Cardinals, Texans and Chargers), and adding a further team here would do heavy financial damage to franchises that are currently in balance with each other and providing good financial turnover for the league in this region.

### **Topic 2: Player Safety**

Our players are first and foremost employees of our franchise, and we will treat their health just as we would for any employee. It is evident that many players who do not suffer explicit concussions are still left with life changing injuries caused by smaller impacts that often go undetected, however we strongly recommend against drawing any conclusions before all available data and research is analysed as to prevent any undue damage to the League's reputation.. To remedy these repetitive injuries, we propose revisiting helmet design, and would implore manufacturers such as Riddell to create helmets that not only shield from impact, but brace the head and neck to minimise brain movement in everyday contact. We do not support adding rules from the college game such as ejections for 'targeting'. These penalties do not prevent the hits themselves, and are incredibly subjective in nature. As such they do very little to prevent players from being injured and instead force them to play a conservative game to avoid fines or ejections which is not conducive to the League's goal of increasing their viewership both at home and abroad. Finally, we must provide support for players who have retired from the league both recently and before any rule changes were enacted. Instead of burying our heads in the sand and avoiding the issue at hand, it is imperative that we work to prevent any further suffering for those who have already been affected by a playing career.

### **Topic 3: Domestic Violence and Substance Abuse**

Unfortunately, especially with young people coming out of University directly into the NFL, the use of illegal substances is almost unavoidable. The vast majority of this however, comes through relatively minor offences, the most common of which being the possession and use of

marijuana. It is unreasonable that the league place hefty bans on these players, and instead the League should focus on education and monetary fines to discourage the use of almost 'everyday' drugs such as marijuana. More illicit substances however, especially those that are known to 'enhance' performance such as anabolic steroids, must be well controlled by the league. The Dallas Cowboys propose a mandatory ban of 7 games for the first offence, one season for the second, and permanent expulsion from the league must be pursued to discourage repeat offences, and ensure that those wishing to 'cheat' cannot participate further in the league. Domestic violence will also not be tolerated by players. Committing this crime damages both themselves and their team that relies on them to play every week. The Cowboys would like to see mandatory minimum fines for players convicted, but emphasises that players should not be punished or sidelined until proven guilty in a court of law.