



CHARACTER PLAYBOOK™ LIVE

Character Playbook™ LIVE is a remote gathering amongst an NFL team, the local United Way and their local schools to celebrate and explore the importance of character development and healthy relationships.

This remote event, conducted via a video conferencing platform, allows players and cheerleaders to engage with students in a personal, accessible and scalable manner.

Once in the video conference, schools will participate in an interactive activity and Q&A session remotely from their classroom.

Time: 30 minute video conference

Date: Each Team and Local United Way will remotely 'host' one event from **Sept 14th- Oct 4th, 2017** (W2-W4 of NFL season)

Location:

Team/Player(s)/Cheerleader(s) @ Team Facility

EverFi @ Team Facility

Everfi Schools Manager @ Designated local school

LIVE Format

Event Kickoff 5min

- Welcome from player or emcee
- Introduction of player(s) and cheerleader(s)
- Thank You to Partners (NFL, UW and VZ where applicable)

Student Activity 10min

- Player or emcee to facilitate activity shown to all participating students
- Schools will be supplied with required activity materials (i.e. True and False signs)

Student Q&A 15min

- Pre-identified Students to ask pre-determined questions live



How It Works

Character Playbook™ LIVE is a chance to introduce video-based experiential learning as a unique benefit of enrolling in Character Playbook™ for the 2017-2018 school year.

- Character Playbook™ LIVE will be available once in each local market, on first come, first serve basis to 5 active Character Playbook schools and 5 potential Character Playbook schools.
- Schools will receive an invite with a link to RSVP and complete download of video conferencing software.
- Schools determine exact audience & need only use a desktop, laptop or tablet device for a small classroom experience. For larger classroom experience, consider dual monitors or projector and HD Camera.
- More details to follow.

