



# COMMUNITY

TENNESSEE TITANS  
COMMUNITY BENEFITS PLATFORM



A person wearing a grey long-sleeved shirt and blue jeans is shown from the waist up. They are holding a pair of white gloves in their hands. The background is a blurred outdoor setting with green foliage. The text "WE ARE COMMITTED" is overlaid in large, bold, white capital letters across the center of the image.

**WE ARE  
COMMITTED**

# Investing in Building Our Community

## Youth + High School Football Outreach

- Youth football camps
- Launched high school girls flag football in Tennessee
- High school coaching clinics
- High school Game of the Week
- Youth football 7-on-7 tournaments
- Youth football jamboree
- High school recruiting fair for under-recruited high school student athletes
- TSSAA TN Titans Mr. Football Awards
- InSideOut Initiative

## Educational Programs

- Tennessee Titans Regional Spelling Bee
- Fuel Up to Play60
- Dairy Alliance
- T-Rac school shows
- Take a Titan to School
- Rookies Read

## Game Day Cause Promotion

- Salute to Service (military)
- My Cause My Cleats (amplification of player-supported causes)
- Inspire Change (social justice)
- Crucial Catch (cancer support and awareness)
- National Voter Registration Day
- 12<sup>th</sup> Titan (pregame ritual often used to promote local heroes and community leaders)

## Supporting Local Organizations

- Commitment to invest in local nonprofits (since 2019, contributed \$3 million across 135+ nonprofits)
- Community appearances to support local organizations and causes, including players, coaches, T-Rac, cheerleaders, and Blue Crew drumline (totaling over 1,000 appearance hours in 2022)
- Regularly donate team equipment to local schools and other organizations

## Tickets and Game Day Partnerships

- 10,000+ free and discounted game tickets per season to local nonprofits, schools, and civic organizations (15,000 donated in 2022)
- Partner with local nonprofit and school groups for fundraising opportunities though game day and community events (130 groups served since 2018)
- Game day charity drives to support local organizations like PENCIL Foundation, Second Harvest Food Bank, and United Way.

## Titans All Staff Serve

- Quarterly Titans players, coach, and staff service projects
- Logged 1,073 hours in 2022
- 272 staff participated in 2022

## Military Support

- Salute to Service Week honoring members of the military
- Complimentary tickets to Salute to Service game each season
- Military Bowl flag football tournament
- Holiday support for families at Fort Campbell
- Player, cheerleaders, and T-Rac guest appearances at Fort Campbell



# Supporting Our Neighbors in Times of Need

## 2020 Tornado:

- \$1 million donation to Community Foundation
- Player and staff clean-up in North Nashville

## COVID-19:

- Financial contribution to Metro Nashville Covid-19 Response Fund
- Hosted (1) free testing site in partnership with Meharry, (2) Nashville's largest one-day vaccination event (10k+ vaccines administered), and (3) PPE drive to benefit local hospitals

## 2021 Floods:

- Hosted Waverly East football game and fundraiser at Nissan Stadium
- Staff clean-up in Waverly and Nashville

## Additional support:

- 1998 tornado (volunteer clean-up)
- 2010 floods (volunteer and financial contribution)
- Christmas Day bombing 2020 (player-led donation drive, 615 Strong campaign, honored six first responders at playoff game)



**Category:**  
General Community Impact

**Partners:**  
Hands On Nashville  
American Red Cross  
Community Foundation  
Nashville Convention & Visitors Corp.

# Engaging Our Neighbors

## Neighborhood & Organization Events (Examples)

- Good Neighbor Day Festival
- Tomato Fest
- Bellevue Community Picnic
- PRIDE
- Newroz Celebration
- Jefferson Street Jazz & Blues Festival
- Taste of Donelson-Hermitage

## Community Stakeholder Meetings

- Held weekly at Titans headquarters
- 15-20 community leaders from various backgrounds
- Civic and professional groups





We're all Titans. We're all **OneCommunity.**

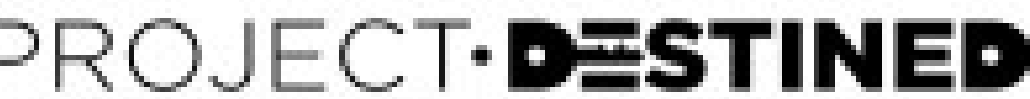


**Opportunity,  
Neighborhoods, and  
Education**

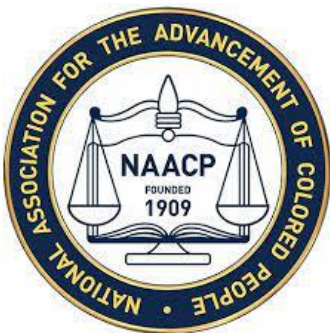


# Community Partners

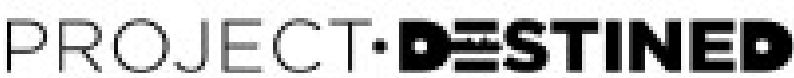
## Opportunity



## Neighborhoods



## Education



# Binding Commitments & Accountability

- **Binding Commitments.** The Titans will make binding commitments to the **ONE Community** program through a series of contracts with partners including MNPS, TSU, Citizens Bank, Urban League, Don Hardin Group, and more.
- **Reporting and Accountability.** Titans will organize a six-member Community Advisory Committee responsible to quarterly review the Titans' progress with respect to the **ONE Community** program, and create, publish, and present an annual report and recommendations to the Mayor's Office, Sports Authority, and other key stakeholders.
- The Community Advisory Committee will be comprised of:
  - Two Community Partners
  - Two Education Partners
  - Two Titans Representatives

# Opportunity

We believe that a growing and dynamic city should provide meaningful, generations-changing opportunities for the people who live here, and therefore **we commit to creating meaningful pathways to jobs, professional training, and small business financing for our neighbors in underrepresented communities.**

## Programs Include:

- Titans Economic Inclusion Program
- 1st & Goal Small Business Support Program
- Titans Hope & Imagination Center
- Real Estate Development Leadership Cohort:  
Project Destined



# Neighborhoods

We believe that healthy neighborhoods are foundational to building cities in which individuals and families are equipped to thrive, and therefore **we commit to supporting, amplifying, and advocating for historically marginalized neighborhoods in our community.**

## Programs Include:

- Home Field Advantage Catalyst Fund
- Keep Nashville Home Campaign
- Neighborhood Business Spotlight
- Direct Community Support: Looby Center
- Mental Health Initiative: Cheatcode Foundation



# Education

We believe that every student deserves an educational journey with the resources, experiences, and access necessary to create a meaningful path to vocational and life success, and therefore **we commit to partnering with our region's academic institutions to supplement and enhance their student offerings in powerful ways.**

## Academic Institutions Supported:

- Tennessee State University
- Meharry Medical College
- Vanderbilt University
- Metro Nashville Public Schools



# One Community Programs

## opportunity

### **Titans Economic Inclusion Plan**

DBE and workforce development program

Partner: Don Hardin Group

### **1st & Goal Small Business Support Program**

Fund providing loans to small and diverse businesses

Partners: Citizens Bank, Nashville Incubation Center, Corner to Corner

### **Titans Hope & Imagination Center**

12,000 sf multi-purpose community space in new stadium

Partner: Local nonprofits, MNPS

### **Real Estate Development Leadership Council**

Paid virtual internship program/adult professional program focused on real estate and stadium development

Partners: Project Destined, Fisk University, Nashville State Community College, TN Kurdish Community Center, Southeast/Antioch Community

## neighborhoods

### **Home Field Advantage Catalyst Fund**

Dedicated housing fund providing loans and grants to shovel-ready affordable and workforce housing builds and ventures

Partners: North Nashville Community Economic Development Consortium, Citizens Bank, Urban League of Middle TN, William Franklin Buchanan Community Development Corporation

### **Keep Nashville Home Campaign**

Promotional campaign to encourage seniors to apply for relief opportunities and assistance programs

Partners: Urban League of Middle TN, NAACP Nashville, Office of Trustee – Erica Gilmore

### **Neighborhood Business Spotlight**

Provide promotional and financial support to minority-owned businesses located in historic or anchor neighborhoods

Partner: Jefferson Street businesses, Nolensville Road businesses, Memphis, Chattanooga and Murfreesboro businesses

### **Direct Community Support**

Provide direct support for Looby Community Center located in North Nashville.

Partner: Friends of Looby, Metro Nashville

### **Mental Health Initiative**

Trauma-informed therapy training and sessions for the following communities 37218, 37208, 37209, 37216 & 37206.

Partner: Cheatcode Foundation

## education

### **Metro Nashville Public Schools**

Academic, Enrichment and Health & Wellness

### **Tennessee State University**

Athletics, Internships and Academic Support

### **Internships and Other Community Partnerships with Local Universities**

### **Meharry Medical College**

Annual sports medicine internships

### **Bud Adams Fellowship Program**

Annual rotational internship program

### **Vanderbilt University**

Next Steps Internship



# ONE

## COMMUNITY

