

20  23

COMMUNITY IMPACT REPORT



TITANS FAMILY,

A generation ago, my father, Bud Adams, moved the Oilers to Tennessee. He appreciated Nashville as a beautiful city, ready for unprecedented growth and opportunity – setting the perfect stage for an NFL franchise to thrive. What made this place so special then, is exactly what makes it special today – the people, the ideals, the dedication to teamwork and friendship – a DNA that is truly unique and tangible.

As the Titans continue to call Nashville home for another generation to come, it becomes even more important that we deepen our commitment and broaden our support of this vibrant community. Service has always been at the heart of our organization, and we aim to keep growing that focus with each year passes.

Whether we celebrated with you by kicking off the 2023 school year with new backpacks and bundles of school supplies, or you joined us to swiftly mobilize disaster relief efforts – we thank you. Thank you for letting us be a part of your lives 365 days a year, and even more on Sundays.

Titan Up!

Amy Adams Strunk



FRIENDS,

For decades the Titans have called Nashville home, building lasting relationships with our neighbors and friends along the way.

A few years ago, we established a new mission statement keeping service literally at the core of everything we do – Win, Serve, Entertain. Since launching that mission statement, we continue to reimagine ‘service,’ and what it means to our community. Through intentional collaboration, we aim to serve our city in ways that best address its unique needs and opportunities.

Nashville is known for being neighborly, digging our heels in and working together. We are so proud to be part of this thriving, dynamic city bursting with opportunity. Our goal is to show-up for you – supporting disaster relief efforts, donating much-needed equipment to local schools, providing hands-on career training and being the good neighbor you can count on.

We will continue to work towards that goal as we know that work is never done.

Titan Up!
Burke Nihill
Titans President and CEO

Burke Nihill



VISION:

ONE Community is the Tennessee Titans' impact focused vision to reach many of Nashville's most underrepresented and marginalized communities with a focus on three areas – Opportunity, Neighborhoods and Education.

As an organization we believe that through intentional programming, community engagement and commitment to serve we can create generational change one person, one family, and one community at a time.

MISSION:

Creating generational change one person, one family, and one community at a time.

OPPORTUNITY

We believe that a growing and dynamic city should provide meaningful, generations-changing opportunities for the people who live here. Through our commitment to fostering an environment where every individual feels seen, heard and empowered, the opportunity pillar strives to unlock the full potential of our neighbors to cultivate a culture of advancement.



PROJECT DESTINED

Last Spring, ONE Community Presented by the Tennessee Titans Foundation launched the first Sports Venue and Real Estate Development Bridge Program cohort with community partner Project Destined, an organization created to introduce young adults to real estate and commercial development by learning from key industry leaders.

The partnership between Project Destined and the Tennessee Titans was established to teach young adults about stadium development by providing them with hands on experience and an opportunity to learn firsthand from industry leaders surrounding construction, conceptual design, and development.

To date, nearly 60 students from Fisk University, Tennessee State University and Nashville State Community College have completed this program. In addition to learning from key industry leaders on real estate and stadium development, students also receive a \$500 stipend provided by Project Destined and access to a free one-year financial literacy program, sponsored by ONE Community partner Citizens Bank.





SMALL BUSINESS MASTERCLASS

In partnership with the Nashville Business Incubation Center and the Don Hardin Group, ONE Community facilitated a special Minority and Small Business Readiness Masterclass Series designed to inform entrepreneurs interested in participating in significant development bids, including but not limited to the new Nissan Stadium. This four-part series addressed critical topics such as accessing capital and bank lines of credit, surety bonds, identifying business networks and tools to building an efficient workforce. Over four months, nearly 70 percent of businesses that identified as DBEs (Diverse Business Enterprises) were presented with an opportunity to learn from industry experts and connect with area entrepreneurs. "I am thrilled to share that my bonding has increased from a



\$1,000,000 single project and a \$1,500,000 aggregate program to a \$5,000,000 single and a \$15,000,000 aggregate program", said Angela Curtis, President of BRAAV Electric Supply Company and Masterclass participant.

CHARITY DRIVES

	Chargers (9/17)	Pencil	School Supplies	515 donated items
	Bengals (10/1)	Nashville Latina Moms	Baby Supplies	100+ Families Served
	Falcons (10/29)	Second Harvest	Food	6,180 meals provided through in-kind and monetary donations
	Panthers (11/26)	Nashville Rescue Mission	Coats	711 Coats
	Colts (12/3)	Book 'Em	Books	600+ Books
	Texans (12/17)	Toys for Tots (USMC)	Toys	2,550 Toys and \$2,000 raised
	Seahawks (12/24)	Nashville Fire Department	Cash	More than \$8,000 raised for Muscular Dystrophy Association
	Jaguars (1/7)	Nashville Humane	Pet Supplies	240 donated items

COMMUNITY TAILGATES

For the 2023 season, the Tennessee Titans hosted 6 community partners at the ONE Community tailgate. This experience included tickets to a home game, food provided by Martin's BBQ, a visit from Titans Cheerleaders and Titans swag! The following nonprofits and organizations were recipients of this year's tailgate:

- **Chargers** – YCAP Latino Achievers
- **Bengals** – Special Olympics
- **Falcons** – Project Destined
- **Panthers** – Corner to Corner
- **Colts** – Samaritan House

NFL X LA'MONIA MERRITT STORY

In the days surrounding Christmas, La'Monia Merritt's voice went hoarse from laughing, crying and rejoicing over the "mind-blowing" gift she received at the hands of the Tennessee Titans, TikTok influencer Isaiah Garza, the NFL and others.

When Titans linebacker Azeez Al-Shaair surprised Merritt at her workplace on Dec. 23 with her two children and a few others in tow, she couldn't have fathomed what would happen in the 24 hours to follow.

The Nashville mother fought to escape an abusive relationship and lift her family out of homelessness in recent years. A year ago, they finally got a home of their own. Things were looking up for the family, but Merritt knew there was still a lot of work ahead as she rebuilt her life.

By the end of the day this Christmas Eve, Merritt was given \$10,000, along with a \$3,000 Ashley furniture gift card and a year's supply of Campbell's Chunky soup products. She and the kids were also treated to a VIP suite at the Dec. 24 Titans game and got to go on the field and meet some of the players. Al-Shaair even signed her son's jersey.

The family's story, published by The Tennessean on Dec. 4, caught the eye of the Titans Foundation as Garza, the influencer, and Al-Shaair, the linebacker, schemed ways to give back to the Nashville community.

Merritt's story resonated on a personal level with Al-Shaair and Garza. Both experienced homelessness in their lives. Al-Shaair was able to tell the Merritts some of his own journey. "When he said I remind him of his mama, I started crying," Merritt said. "I said, 'What did I do to deserve this?'"



Garza, who runs a foundation that gives to families in need and terminally ill children, donated \$5,000. Al-Shaair and the Titans Foundation then matched that, bringing the total to \$10,000. The NFL also helped Garza get to Nashville to deliver the news in person, alongside Al-Shaair. "We are so grateful to be a part of La'Monia's journey," Johari Matthews, the vice president and executive director for the Titans Foundation and its community impact program, told The Tennessean. "This moment is another example of how the Titans use our platform of ONE Community to better serve individuals, families and communities through meaningful partnerships such as HERO and MNPS to create generational change."

SALUTE TO SERVICE



US ARMY PHYSICAL FITNESS TESTING

The Titans hosted 25 Army Recruiting Officers at Ascension Saint Thomas Practice Sports Park for physical fitness testing and flag football games. Titans General Manager Ran Carthon joined and welcomed all of the soldiers.

Impact Numbers




 25 Army Recruiting Officers

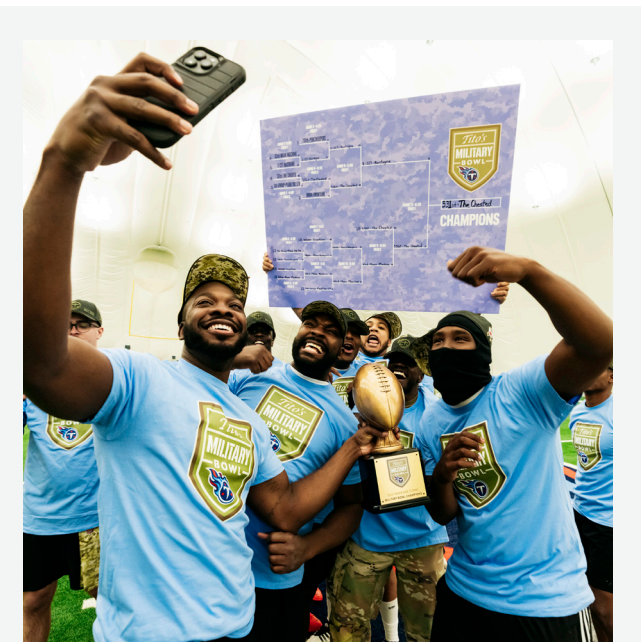


NASHVILLE FIRE DEPARTMENT BLAZE AWARDS

The Titans invited Nashville Fire Department members to Ascension Saint Thomas Sports Park to celebrate and acknowledge BLAZE scholarship recipients, their family, friends, and mentors.

Impact Numbers

 6 award recipients
 15 Nashville Fire mentors
 30 total impacted



TITO'S MILITARY BOWL

The Titans kicked off Salute to Service month with the annual Tito's Military Bowl, welcoming hundreds of soldiers from nearby Fort Campbell. The event was held at Ascension Saint Thomas Sports Park practice facility, where soldiers participated in a flag football tournament.

Impact Numbers

 100 soldiers in attendance

NEIGHBORHOODS

We believe that healthy neighborhoods are foundational to building cities in which individuals and families are equipped to thrive. The neighborhood pillar is committed to supporting, amplifying, and advocating for historically marginalized neighborhoods through volunteerism, contributions and resources.



WARRIOR WEDNESDAY

For Salute to Service month, the Titans visited USO Fort Campbell for a Warrior Wednesday. Titans staff joined Alumni Dexter McCluster and Andy Levitre, as well as T-Rac and Titans Cheerleaders to provide both meals and swag items to over 300 soldiers at Fort Campbell.

Impact Numbers

 325 soldiers in attendance



MERGING VETS AND PLAYERS

To conclude Salute to Service month, the Titans teamed up with the organization Merging Vets and Players to host a workout and luncheon at Nissan Stadium for the 101st Airborne Division from Fort Campbell, Kentucky. Soldiers were joined by Titans linebackers Jack Gibbens, Joe Jones and Otis Reese.

Impact Numbers

 125 soldiers in attendance





PRESENTED BY
Gallagher

TOTAL IMPACT NUMBERS:

174,780 THE TOTAL TIME GIVING BACK

14 TOTAL EVENTS

804 TOTAL VOLUNTEERS



BLOOD DRIVE WITH AMERICAN RED CROSS

The Titans partnered with the American Red Cross to host a blood drive at Nissan Stadium. Altogether, 95 units of blood were collected and 285 potential lives were saved.

Impact Numbers

- 120 appointments
- 95 units collected
- 15 volunteers
- 90 donors
- 285 potential lives saved



JUNIOR ACHIEVEMENT FINANCE PARK

Titans staff spent the day volunteering at Junior Achievement of Middle Tennessee Finance Park. Volunteers led 100 students from Metro Nashville Public Schools through a financial planning simulation focused on budgeting and financial literacy.

Impact Numbers

- 100 impacted
- 20 volunteers
- 120 hours served



LARGE-SCALE PROJECT MILL RIDGE PARK

The Titans partnered with Hands On Nashville to kick off the first ever 'Titans Together' volunteer project at Mill Ridge Park in Antioch. Altogether, 200 plus volunteers helped with various cleanup and beautification projects around the park.

Impact Numbers

-  218 volunteers
-  654 hours served
-  15 trees planted
-  352 yards of trash cleared
-  15 yards of mulch distributed
-  Video



YOUTH VILLAGES

Tennessee Titans employees partnered with Hands On Nashville to facilitate various landscaping projects around a group home that houses children in the Youth Villages foster care program. Volunteers helped with laying down water barriers, cleaning up flower beds, building a gazebo, and planting flowers to make the property feel more inviting for individuals.

Impact Numbers

-  11 yards of mulch spread
-  26 volunteers
-  78 hours served
-  Video



TITANS TOGETHER ROAD SHOW AND FOOTBALL DEVELOPMENT EVENT

As part of the Tennessee Titans 2023 "Titans Road Show," the Titans facilitated a 'Titans Together' service event benefiting Mid-South Food Bank. Germantown High School, Memphis Business Academy and Memphis Middle College High School joined the Titans to pack meal boxes for those facing food insecurity. The Titans also made a \$5,000 donation to the Food Bank. Following the service event, each school was surprised with football development grants for \$5,000. These grants provide schools with much needed funding to support efforts like new equipment, reconditioning of current equipment, participation fees and more.

Impact Numbers







-  3 High Schools
-  60 volunteers
-  120 hours served



FALL HAMILTON ELEMENTARY SCHOOL

The Tennessee Titans partnered with Hands On Nashville to host a 'Titans Together' staff service project at Fall Hamilton Elementary School. Altogether, volunteers performed various landscaping and construction projects to provide students, teachers, and staff with an improved learning environment.

Impact Numbers

-  293 students impacted
-  30 staff volunteers
-  90 hours served
-  Built 4 new plantar boxes, 1 picnic table and 2 benches
-  10 yards of mulch spread
-  Video



UNITED WAY OF GREATER NASHVILLE STUFF THE BUS EVENT

The Tennessee Titans partnered with United Way of Greater Nashville on their annual Stuff the Bus back to school event. Titans staff, Season Ticket Members, fans, and community volunteers spent the day filling backpacks with school supplies to be distributed to 14,000 students in the Middle Tennessee area.

Impact Numbers

- 14,000 kids impacted
- 176 total volunteers (Staff & STM)
- 1,056 hours served
- Video



UNITED WAY OF GREATER NASHVILLE STUFF THE BUS BACKPACK DROP

Impact Numbers

- 12 staff volunteers
- 24 hours served
- 543 kids impacted



POWER OF ONE SPORT SORT

The Titans partnered up with the Nashville Predators, Nashville SC, and the Nashville Sounds for a food packaging service project at Second Harvest Food Bank of Middle Tennessee.

Impact Numbers

- 20 staff volunteers
- 50 hours served



NASHVILLE HUMANE ASSOCIATION

The Titans partnered with Nashville Humane Association in their efforts to aid shelter pets throughout Middle Tennessee and help them find loving homes. Titans employees joined Titans tight end Trevon Wesco for a 'Titans Together' event bathing animals, processing items donated to the shelter, preparing food for the NHA food bank and more.

Impact Numbers

- 20 staff volunteers
- 40 hours served
- Video



IDA B. WELLS ELEMENTARY SCHOOL

The Titans partnered with Hands on Nashville to host a 'Titans Together' staff service project at Ida B. Wells Elementary School. Together, volunteers performed various beautification and construction projects around the school to enhance the learning environment for teachers, students, and staff.

Impact Numbers

- 27 volunteers
- 81 hours served
- 268 total impacted



THE BRIDGE

The Titans teamed up with The Bridge to host a 'Titans Together' service project. Both Titans employees and Lee Company joined Titans offensive lineman Dillon Radunz, Andrew Rupcich and Lachavious Simmons to package and serve Thanksgiving meals in the Edgehill community.

Impact Numbers

- 55 volunteers
- 165 hours served
- 300 total impacted
- Video

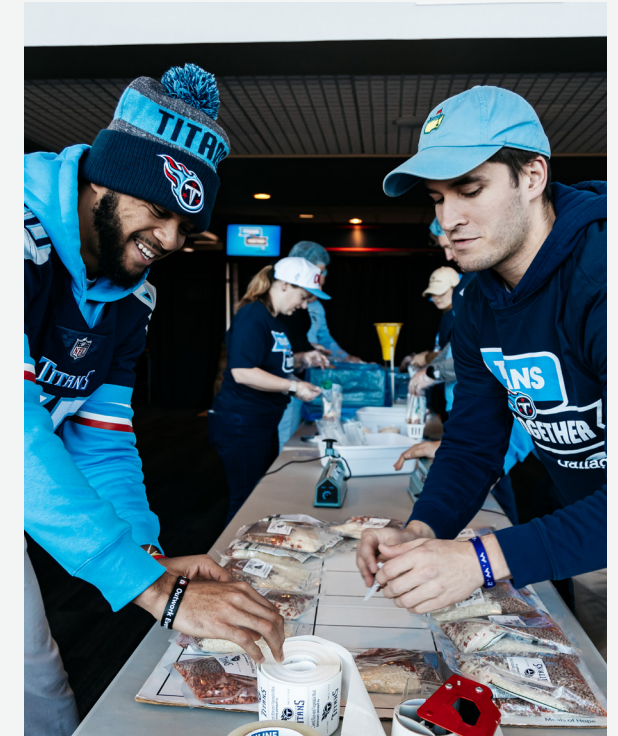


NASHVILLE TORNADO RELIEF

Titans staff partnered up with Hands on Nashville to provide relief and support to those impacted by the tornadoes in Madison, Tennessee. Volunteers delivered hot meals, hauled trash and tree limbs, and removed debris.

Impact Numbers

- Video



MEALS OF HOPE

Tennessee Titans staff and players joined Gallagher staff at Nissan Stadium to package a record 51,066 meals for the Nashville and Middle Tennessee communities. The food items were donated to Second Harvest Food Bank of Middle Tennessee and will be distributed to those in need during the holiday season. The food packaging event is facilitated in partnership with Meals of Hope, a nonprofit organization aiming to fight hunger in communities in need across the world.

Impact Numbers

- 51,066 meals packaged
- 100 volunteers
- 300 hours served
- Video

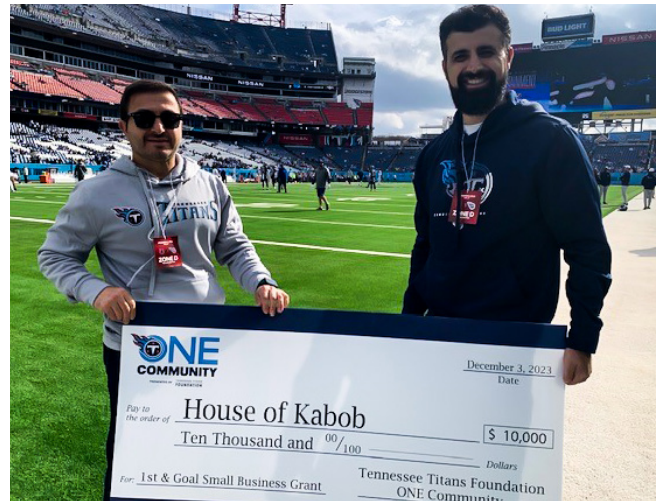
NEIGHBORHOOD BUSINESS SPOTLIGHT

Within the ONE Community Neighborhoods initiative is the Neighborhood Business Spotlight. This program provides the opportunity to highlight small neighborhood businesses embedded in the community fabric. This season, we recognized four small businesses in the South Nashville and Woodbine area. All businesses received an individual in-game recognition, tickets and field passes to the game, as well as a \$10,000 1st and Goal Small Business Grant to assist with business operations, maintenance, and other business-related improvements.

The selected businesses for the 2023-2024 season were:



NOVEMBER 26
FADE AWAY SPORTS BARBER SHOP



DECEMBER 3
HOUSE OF KABOB



DECEMBER 17
LA MICHOCANA PREMIUM



DECEMBER 24
PEKE CUSTOM DESIGNS

LOOBY COMMUNITY CENTER

The Tennessee Titans today unveiled a new tech lab facility at the Looby Community Center. The new space aims to provide appropriate technology and a comfortable environment for children to do their homework, study for upcoming tests, receive tutoring sessions and more.

“Education is a key pillar of our ONE Community platform, and supporting initiatives that offer children the tools and resources needed to be successful is a top priority,” said Johari Matthews, Vice President and Executive Director of the Titans Foundation. “Looby Center is an amazing partner for us, and we are so grateful to work alongside Metro Parks and Recreation, as well as Councilmember Toombs to make this new space a reality.”

The tech lab is now outfitted with brand new laptops, tablets and other relevant technology intended to enhance the learning experience for children utilizing the space during after school programs. The Titans also volunteered to fully renovate the space with new flooring, paint and other features, making it an ideal environment for a focus on schoolwork. This donation from the Titans is in partnership with the NFL Foundation’s ‘Digital Divide Grant.’

Steeped in Nashville history, the Looby Center derives its namesake from famed Nashville-based civil rights leader, Z. Alexander Looby. Located at 2301 Rosa L. Parks Blvd in North Nashville, the center is one of 19 neighborhood centers throughout the city that features a gymnasium, game room, multi-purpose rooms, playground and gathering area.

Neighborhood Centers like Looby Center are community-based and offer programs and



activities for the surrounding communities throughout the year. These facilities provide a wide range of programs and services to all members of the community. Programs and activities include competitive adult and youth sports, arts, and crafts, walking clubs, scouting programs, organized games, social events, and many more.

“The Looby Center is a core resource and cornerstone of our community. It has become like home to many children and families, so having all the appropriate resources to encourage growth and learning is essential,” said Councilmember Kyonzté Toombs. “This project is an excellent example of the depth and breadth of support we can offer when our community leaders work together.”

Children attending Looby Center after school programs were surprised with a visit from Titans mascot T-Rac and Titans Cheer as they opened the doors to a newly outfitted facility and explored the offered technology.

“The partnership between the Titans and Metro Parks and Recreation only continues to grow, and the sky is the limit,” said Monique Horton Odom, Metro Parks Director. “Offering these resources to children in our community is a gamechanger when it comes to their education and success. We are so excited to unveil this amazing new space for the kids.”

The tech lab is officially open to students and community members who need access to computers, printers, Wi-Fi and more.



COVENANT SCHOOL FIELD DAY

On March 27, 2023, our community was heartbroken after a mass shooting took place at Covenant School resulting in the loss of three students and three staff members. As a community, the Tennessee Titans wanted to show our support in the wake of such tragic events. Our organization jumped into action and invited fellow professional sports teams including Nashville SC, Nashville Predators, Memphis Grizzlies and Nashville Sounds to join in on the efforts. With hopes of reinstating joy for the students, staff and families impacted, the professional sports teams led by the Titans joined together to host a school wide Field Day. The day was filled with activity stations led by players, coaches and staff from all teams, interactive games, autograph signings, and capped by an exhilarating Color Run to complete the day. The smiles and laughter from that day will forever be etched into our teams' hearts and the impact was felt throughout.





COMMUNITY TUESDAYS



BOYS AND GIRLS CLUBS OF MIDDLE TENNESSEE

As part of the "Titans Together" service program, the organization volunteered at the Boys and Girls Clubs of Middle Tennessee. Titans Running Backs Tyjae Spears and Julius Chestnut joined Linebacker Trevis Gipson and Titans mascot T-Rac for a 'Minute to Win It' competition with children attending the Boys and Girls Clubs after school programs.

Impact Numbers

-  60 kids impacted
-  Video





ACS HOPE LODGE VISIT

To kick-off the NFL's Crucial Catch month, the Tennessee Titans defensive line visited American Cancer Society Hope Lodge. Players joined cancer patients for lunch provided by Whataburger and spent time sharing stories and words of encouragement. Hope Lodge provides a free home away from home for cancer patients and their caregivers. More than just a roof over their heads, it's a nurturing community.

Impact Numbers

♥ 25 total impacted

▶ Video



RONALD MCDONALD HOUSE VISIT

The Titans visited the Nashville Ronald McDonald House to serve lunch provided by Buffalo Wild Wings to the kids and families residing at the house. Titans OL Nicholas Petit-Frere, Titans Alumni Delanie Walker, as well as T-Rac and Titans Cheerleaders also joined for some fun Thanksgiving themed arts and crafts with the kids.

Impact Numbers

♥ 20 total impacted

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. Our education pillar is committed to extending beyond the classroom, it aims to empower students of all ages to excel academically, athletically, and as the next generation to impact our communities for good.





T-RAC SCHOOL SHOWS

Titans mascot T-Rac, Titans Cheer, Titans Radio, and Current Titans Players visited schools in Middle Tennessee to promote a healthy diet and staying active as part of the NFL Play60 initiative. Throughout the fall over 5,530 kids attended the show.

Date	School	Number of Students	Titans Players and Alumni
9/12	Tusculum Elementary	725	Caleb Murphy & Thomas Rush
9/19	Covenant School	200	Ryan Tannehill & Will Levis
9/26	Goodlettsville Elementary	320	Josh Whyle & Thomas Odukoya
10/3	Battleground Academy	200	Jayden Peevy
10/24	Sunset Elementary	650	Brett Kern
11/14	Currey Ingram Academy	125	Peter Skoronski, John Ojukwu & Daniel Brunskill
12/5	Glenview Elementary	550	Ryan Stonehouse & Nick Folk
12/19	Thurgood Marshall Middle	800	K'Von Wallace, Matt Jackson & Mike Brown



TAKE A TITAN TO SCHOOL



In partnership with WKRN – News Channel 2 Nashville, students across Middle Tennessee were encouraged to submit videos of why they wanted to ‘Take a Titan to School’. Selected students received a visit from Titans players. The Titans made seven visits to local schools this fall.

Date	School	Number of Students	Player
9/12	Smith Springs Elementary	150	Arden Key
9/19	Nashville Christian School	934	Malik Willis
9/26	Haven Academy	128	Chig Okonkwo
10/3	East Nashville Magnet	50	Caleb Murphy
11/14	Nashville Classical Charter	31	Aaron Brewer
12/5	Stewarts Creek Elementary	1,193	John Ojukwu
12/19	JFK Middle School	213	Nick Petit-Frere

ROOKIES READ ACROSS NASHVILLE IN PARTNERSHIP WITH THE GOVERNOR'S EARLY LITERACY FOUNDATION

The Tennessee Titans partnered with the Governor's Early Literacy Foundation (GELF) and My Brother's Keeper to host the annual 'Rookies Read Across Nashville' event for local children at Nashville Public Library's Looby Branch Library, Purpose Preparatory Academy, and Thomas Edison Elementary.

Impact Numbers



-  225 kids participated
-  Video



SCRIPPS NATIONAL SPELLING BEE

Serving as the regional partner for the Scripps National Spelling bee, the Titans hosted two regional spelling bees, one at Nissan Stadium in Nashville, and one at the University of Tennessee in Knoxville. The winning speller from each location qualified for all expenses paid trip to Scripps national spelling bee in Washington D.C

Impact Numbers


-  240 schools participated
-  50 qualified from each region

FOOTBALL DEVELOPMENT



GIRLS FLAG FOOTBALL

Total Numbers

 31 total schools




3 school districts – Metro Nashville Public Schools, Clarksville-Montgomery County School System, Williamson County Public Schools

 Video

METRO NASHVILLE PUBLIC SCHOOLS GIRLS FLAG FOOTBALL UNIFORM REVEAL

To kick-off the first season of Girls Flag Football in Metro Nashville Public Schools, the Titans hosted girls and coaches from each of the 15 participating schools for a breakfast and a Q&A panel with key female leaders within the Tennessee Titans organization. The event closed out with a stadium tour and special surprise in the locker room. When the girls arrived, they were greeted with brand new custom jerseys provided by the Titans and Nike.

Impact Numbers:





-  15 high schools (3 girls + 1 coach)
-  60 total impacted
-  Video



HIGH SCHOOL RECRUITING FAIR

The Tennessee Titans, along with the Tennessee Football Coaches Association hosted its 7th Annual High School Recruiting Fair at Nissan Stadium. This year's event welcomed over 140 Tennessee high schools and participants from 55 NCAA/NAIA colleges and universities across the 17 states.

Impact Numbers:

-  140+ high schools
-  55 NCAA/NAIA colleges and universities
-  17 states
-  Video

YOUTH FOOTBALL CAMPS

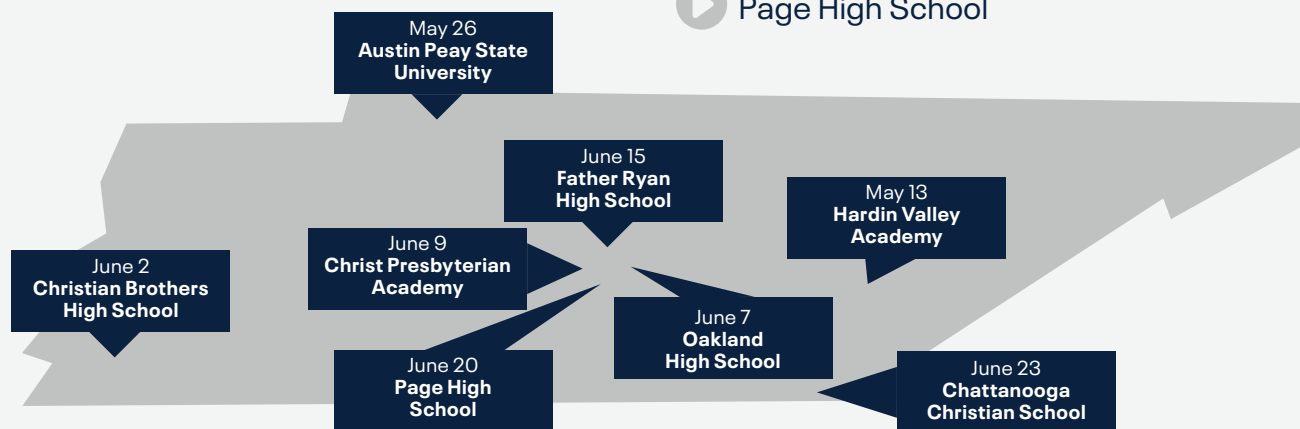


The Tennessee Titans hosted 8 total camps across Tennessee throughout the months of May and June. Participants learned proper football fundamentals, skills and position techniques, teamwork and the value of good character. Instruction was led by Tennessee high school coaches, with additional support from former Titans players.

Impact Numbers:

- 1,040 total campers
- 8 camp locations

- Austin Peay State University
- Oakland High School
- Father Ryan High School
- Page High School



TIM SHAW 59 CAMP

The Tennessee Titans hosted the 'Camp 59' Tim Shaw Youth Football Camp at the team's Ascension Saint Thomas Sports Park practice facility. Various local organizations including Nashville Christian School, Backfield in Motion, and the Hendersonville Titans attended the camp led by the full Titans coaching staff and 2023 Rookie Class. Campers also received an opening motivational speech from Tim Shaw himself.

Impact Numbers:

- 125 kids impacted
- Video



TITANS NFL FLAG REGIONAL TOURNAMENT

Impact Numbers:

- 56 teams competed and represented 5 states



DIVERSITY COACHING SUMMIT

The Titans hosted more than 25 high school coaches in collaboration with the Minority Coaching Association of Tennessee for a 'Diversity Coaching Summit' presented by Gatorade at Ascension Saint Thomas Sports Park. Coaches representing over 20 schools across the state spent the day learning from Titans General Manager Ran Carthon, Head Coach Mike Vrabel and other key positions coaches. The group also attended the first day of Titans Mini-Camp.


Impact Numbers:

- 30 minority coaches impacted
- Video

FIREBALL FRIDAYS

The Tennessee Titans 'Fireball Fridays Game of the Week' presented by Whataburger is designed to recognize excellence in high school athletics. Each week throughout the 2023 season, four top matchups were nominated throughout Middle Tennessee. Fans were encouraged to vote for their preferred matchup during the week and the game with the most votes was selected as the Game of the Week. The Titans traveled to the host school on Friday night, along with special guests, to engage with fans and provide them with Titans swag and the chance to win an autographed item.

Impact Numbers

 9 high school games

 Video

 2,829,639 total votes



SEPTEMBER 1
FRANKLIN AT PAGE



SEPTEMBER 8
WILSON CENTRAL AT GREEN HILL



SEPTEMBER 15
LAVERGNE AT SMYRNA



SEPTEMBER 22
ROSSVIEW AT KIRKWOOD



SEPTEMBER 29
POPE PREP AT BATTLE GROUND ACADEMY



OCTOBER 6
BRENTWOOD AT CENTENNIAL



OCTOBER 13
BLACKMAN AT RIVERDALE



OCTOBER 20
SMYRNA AT ANTIOCH




OCTOBER 27
RAVENWOOD AT BRENTWOOD



MEMPHIS GRIZZLIES X TITANS YOUTH FOOTBALL CLINIC

The Titans teamed up with the Memphis Grizzlies to host a joint youth football and basketball clinic at Tennessee State University.

Impact Numbers

 50 kids in attendance



ANNUAL MR. FOOTBALL AWARDS


The Tennessee Titans hosted the annual Mr. Football Awards at Nissan Stadium to celebrate the accomplishments of Tennessee's best high school football players for the 2023 season. Hundreds of people, including the honorees, their families, coaches, school administrators and members of the media from all parts of the state, attended the 2023 luncheon.



COACH OF THE WEEK & YEAR CELEBRATION

The Titans honored 10 Coach of the Week award recipients, as well as the Coach of the Year honoree, Tony Brunetti of Pearl-Cohn High School with a group breakfast, awards ceremony and opportunity to be honored on-field at the Titans vs. Texans game. The Coach of the Week and Coach of the Year programs are presented by Whataburger.

Impact Numbers

 10 coaches

 Video

Coach of the Year: Tony Brunetti
Pearl-Cohn High School

Week 1:
Tony Brunetti
Pearl-Cohn
High School

Week 2:
Devin Arnold
Antioch
High School

Week 3:
Brian Rector
Father Ryan
High School

Week 4:
Brent Hughes
Knoxville Halls
High School

Week 5:
Gene Robinson
Germantown
High School

Week 6:
Josh Jones
Bearden
High School

Week 7:
Clint Finch
Brentwood
High School

Week 8:
Johnnie Frost
Riverside
High School

Week 9:
Derek Hunt
Maryville
High School

Week 10:
Will Kriesky
Riverdale
High School



2023 INTERNSHIP CLASS & BUD ADAMS FELLOWSHIP

This season, the Titans organization launched two career exploration programs to offer young leaders an opportunity to learn more about the sports industry. Through programs such as the Bud Adams Fellowship and internships, students were able to glean from Titans professionals and receive hands on experience during the season. The Bud Adams Fellowship welcomed 8 students in its inaugural cohort. This annual rotational program is designed to give up-and-coming sports industry leaders a unique and immersive sports business experience.

In addition, our internship program included various departments within the Titans organization to provide an opportunity to observe, learn and contribute to its internal and external operations.

These departments include People & Culture, Finance, Marketing, Ticketing, Client Services and Creative-Video. 15 students from various colleges and universities participated in the program starting in August and ending in January.

Interns & Fellows:

Kennedy Samuel

Tennessee State University

Garrett Bland

Tennessee State University

Alec Lawless

University of North Carolina

Stacia Toney

Tennessee State University

Clay Thompson

University of Georgia

Mya Georgiadis

Vanderbilt University

Dequan Cooper

University of Florida

Kalli Woodard

Middle Tennessee State University

Kai Jemison

Vanderbilt University

Caroline Brennan

University of South Carolina

Kalijah Arrington

Tennessee State University

Mika McKinney

Tennessee State University

Julia Phillips

University of South Carolina

Dillon Springer

University of Kentucky

Grace Winfree

Harding University

Jack Zettl

Belmont University



TENNESSEE STATE UNIVERSITY - MAYMESTER PROGRAM

As part of the Tennessee Titans commitments to Tennessee State University, our organization partnered with the Human Performance and Sports Sciences department, to launch the inaugural Maymester course in the spring of 2023. Welcoming 25 undergraduate and graduate students, participants embarked upon a weeklong educational and career exposure experience learning from industry leaders within the Tennessee Titans business and football operations. Over 40 of the Titan's staff provided in-depth learning sessions, job shadowing, coursework, resume building, mentoring and more to the students. This initiative has led to the launch of three model programs incorporated at fellow professional sports teams such as Nashville SC, Nashville Predators and Nashville Sounds.



ATHLETIC FIELDS COMMITMENT

The Titans announced at the start of the season a commitment to contribute \$5M towards the renovation and restoration of 15 area high schools with the Metro Nashville Public School system. This announcement in partnership with the city, will provide area high schools with turf field to enhance athletics across the city. The first of three high schools received their turf fields at the start of the season. One of the high schools (Pearl Cohn) went on to become 2023 State Champions for the first time since 1997! A dedication field ceremony was held at the following high schools:

- Pearl Cohn High School
- Whites Creek High School
- East Magnet High School

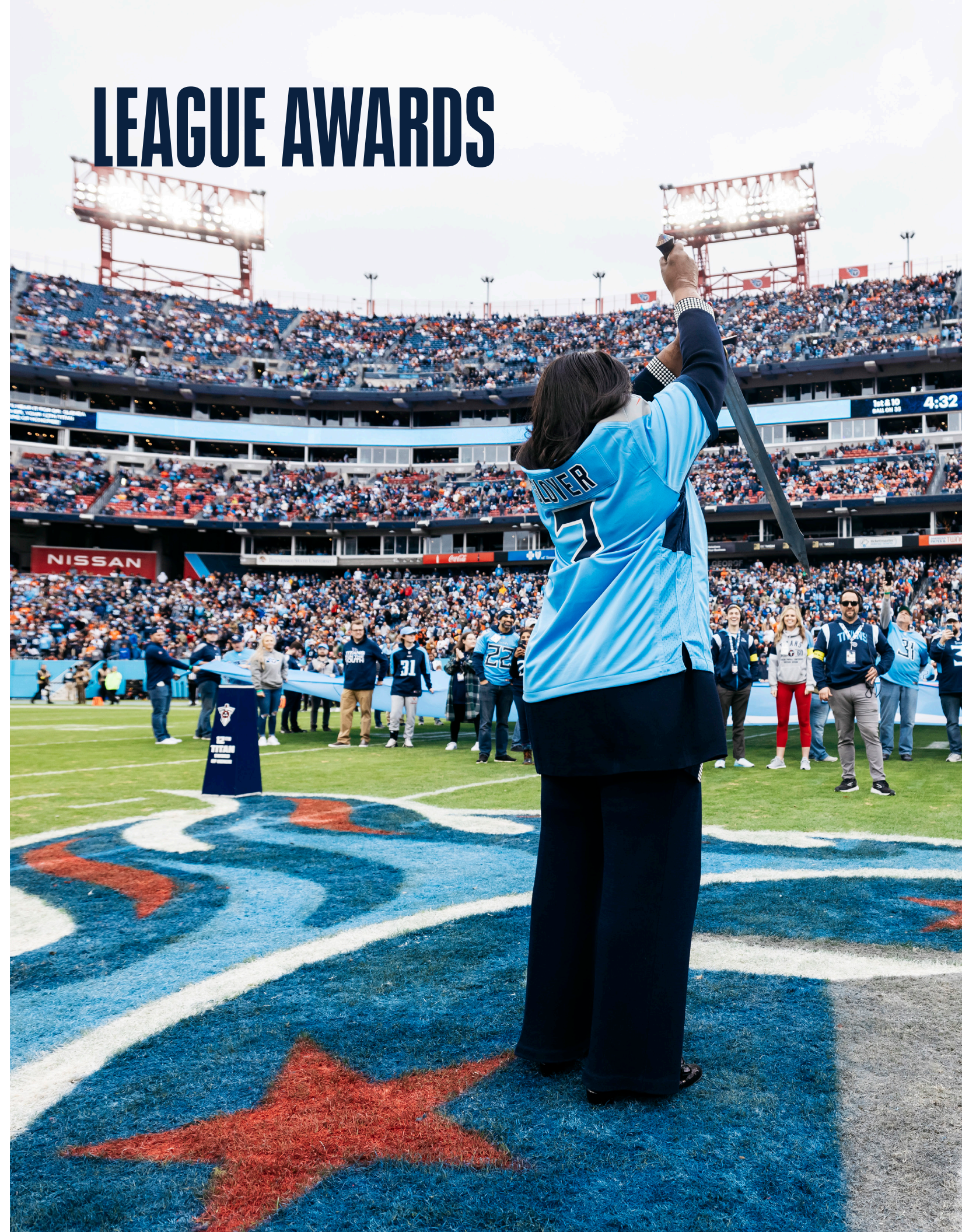


LEARNING LABS

Titans Learning Lab continued for its 12th year in 2023, offering local students from all over Tennessee as well as neighboring states the opportunity to go behind-the-scenes and learn about the inner-workings of an NFL team. This year we hosted over 4,000 students at Nissan Stadium over the course of 3 events dates, mainly high schoolers and the majority through the various business-related classes or clubs their school offer.

Students tour the stadium between 10 select stations along the way where they

stop to hear from a Titans executive at each station from different departments including Marketing, Community Impact, Stadium Operations, Ticketing, Corporate Partnerships, Broadcasting, and more! Titans executives share their stories of what they do for the team, their career path, education choice, and tips and advice for students to help pursue their career aspirations, ending with a Q&A session at each station. All students who attend the event also get a special Titans gift and a ticket to a Titans home game later in the season.



LEAGUE AWARDS



SALUTE TO SERVICE

PETER SKORONSKI - OFFENSIVE GUARD

In the 2023 NFL Draft, the Tennessee Titans selected offensive lineman Peter Skoronski as first round pick. The grandson of Green Bay Packers legend and military hero, Bob Skoronski, Peter grew up with a deep love of the game, but also an unwavering passion and admiration for military service. Knowing the NFL Draft was a dream come true both he and his grandfather shared, he opted to leverage the Draft stage as a platform to honor his legacy and celebrate our military. During the week of the 2023 NFL Draft, Peter partnered with USAA to participate in several activations at Whiteman Air Force Base. He rode along in an Army National Guard Black Hawk Helicopter, took a tour of several U.S. Air Force warplanes and held a meet and greet for military personnel on base to sign autographs and interact with service members and their families. He credited his grandfather during this experience who played in the NFL for Vince Lombardi and served in the Air Force. During training camp this year, Chapter 38 of the Special Forces Association was surprised by Peter and Academy Sports with a visit to the Titans practice facility to observe training camp. He took the time to greet the members of Chapter 38 and made a personal connection with the group before surprising them with tickets to the Titans vs. Patriots preseason game.



INSPIRE CHANGE CHANGEMAKER

In a heartwarming ceremony at Nissan Stadium, Tennessee State University President Glenda Glover was honored with the prestigious 2023 Inspire Change Changemaker Award by the Tennessee Titans.

The long-time educator and HBCU advocate was recognized for her exceptional work in pursuit of social justice in higher education. The Changemaker Award recognizes individuals in each NFL team market who make a difference in their communities across Inspire Change's four focus areas: education, economic advancement, police-community relations, and criminal justice reform.

"I am honored to be recognized as the Tennessee Titans 2023 Inspire Change Changemaker," said President Glenda Glover. "Historically Black Colleges and Universities are home to so many diverse, gifted, and brilliant students who have the ability to make a difference globally. TSU is proud to partner with the Tennessee Titans in preparing students to go out into the world and to change it for the better."

For decades, Dr. Glover has worked to transform the HBCU student experience for the benefit of thousands of students and the state of Tennessee at large under the NFL's Inspire Change Education pillar. Johari Matthews, VP and Executive Director of the Tennessee Titans Foundation and Community Impact, explained the selection of Dr. Glover as the 2023 Inspire Change Changemaker recipient. "Dr. Glover was chosen because of her committed work to higher education, specifically supporting HBCUs," Matthews said. "She has made it her mission to ensure that young people have access to higher



education while also bringing attention to the many inequities in resources and funding that our HBCUs endure." The Inspire Change Changemaker award comes with a generous \$10,000 donation from the NFL Foundation. Glover will donate the entire sum back to Tennessee State University.

As the first female woman and alumna to serve as president of TSU, President Glover has overseen significant increases in enrollment, alumni fundraising, research dollars, and academic offerings. Glover is a certified public accountant, an attorney, and one of two African American women to hold the Ph.D-CPA-JD combination in the country. In 2022, President Joe Biden appointed her as Vice Chair of the President's Board of Advisors on Historically Black Colleges and Universities.



WALTER PAYTON MAN OF THE YEAR

Jeffery Simmons continues to make a name for himself on and off the football field. Simmons was announced as the team's nominee for the Walter Payton NFL Man of the Year Award. Considered one of the league's most prestigious honors, the Walter Payton NFL Man of the Year Award recognizes an NFL player for outstanding community service activities off the field, as well as excellence on the field. "It feels great, especially with me, knowing where I came from," Simmons said of the honor. "To be in a position to be able to give back, it means a lot. I want to be a light in the community. I know this is going to mean a lot to my family, because they know this is where my heart is, giving back to the kids, or whoever it might be. "And it means a whole lot to me as well."



As a nominee, Simmons will wear a Walter Payton NFL Man of the Year helmet decal through the end of the season in recognition of his accomplishments on and off the field.

"I am proud of the work our players do in the community and appreciate the opportunity to highlight that dedication through these initiatives," Titans Coach Mike Vrabel said. "Jeffery has shown tremendous commitment to making a difference for those in need and empowering and inspiring young people. His leadership on and off the field is phenomenal."

In November, Simmons was named the Week 12 NFLPA Community MVP after he gifted

more than 500 Nashville families with turkeys for the Thanksgiving holiday as part of his Give 'Em A Reason Foundation. Cars lined up outside Nissan Stadium were greeted by the Titans defensive lineman, who personally handed out the Thanksgiving staple to the attendees. Following the two-hour drive-thru distribution, Simmons teamed up with Second Harvest Food Bank, FrankTown Open Hearts and other local non-profits to distribute the remaining turkeys to community members who weren't able to attend.

Since launching the Give Em A Reason Foundation in 2022, the fifth-year veteran has consistently hosted a number of giveback initiatives as part of his non-profit's mission to serve others through youth empowerment and self-esteem-building opportunities.

In September, Simmons joined volunteers at Nashville General Hospital Foundation's Outreach Program to pack and distribute healthy food at no cost to the city's disadvantaged, elderly and sick. The following week, he invited kids from Martha O'Bryan Center's extended learning program out to a local escape room for a space-themed day of fun. Through his involvement, Simmons helped extend the program's mission to provide students in grades K-8 with positive male support related to academics, self-esteem and worth.

This past summer, the former Mississippi State standout returned to his roots and hosted a full week of outreach events. On July 1, Simmons held a Community Fun Day in his hometown of Macon, Mississippi featuring flag football games, food trucks, bounce houses, face painting and fireworks. Afterward, the town's mayor presented him with the first-ever key to the city to honor his commitment to his community.

On July 6, Simmons surprised 10 youth athletes in Starkville with \$300 gift cards to go on a shopping spree to purchase new football gear, clothes, shoes and more. The next day, Simmons began a two-day football camp that saw several players from across the NFL come out to teach the kids fundamental skills, teamwork and discipline. The camp took place on the new field that Simmons donated to Starkville Sportsplex a year earlier (along with a new fieldhouse to Noxubee County High School).

Simmons also provides support in food insecurity working closely with Nashville's Food Pharmacy, which delivers fresh produce and shelf-stable foods to those in need. He recently made a \$10,000 donation and helped deliver meals. In less than a year, "Give 'Em A Reason" Foundation has supported nearly 10 different organizations and has plans for continued growth for years to come.

"When I got in the league, even when I wasn't in the league, my goal was to always give back," said Simmons, a two-time Pro Bowler. "Even in college, the people at Mississippi State will tell you I'd go to Walmart and ring the bell, or whatever it might be. It's something I always looked forward to doing, and something I always believed in, especially on this level.

"To be in a position where a lot of kids, and even some adults, look up to us, it means a lot to be in a position where I can make a positive impact on people."

SUPER BOWL TICKET GIVEAWAY - *PLACEHOLDER* BRIEF WRITEUP ABOUT THE PROGRAM + SINGLE PHOTO AND NAMES FOR THE 3 RECIPIENTS


IMPACT BY THE NUMBERS


TICKETS DONATED:
5,000

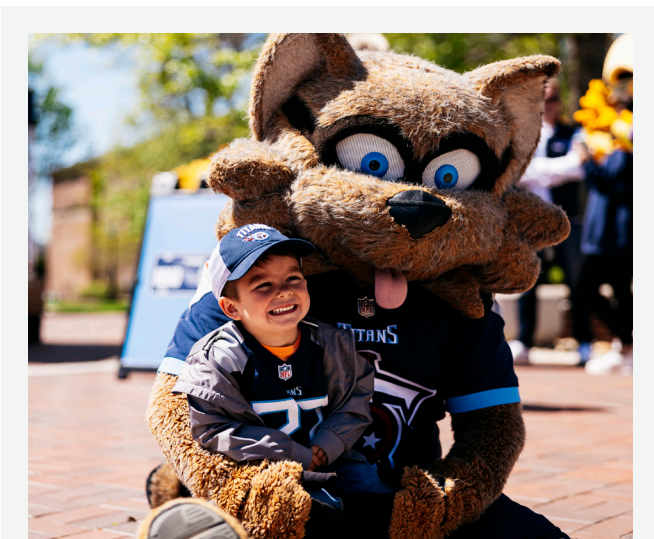
NUMBER OF EVENTS
186

ORGANIZATIONS RECEIVING IN-KIND DONATIONS
306

NONPROFIT FUNDRAISERS (TICKETING)
851

 **TOTAL GRANTS 225 SCHOOLS**

 **MONEY DONATED NONPROFITS \$1.1 M**



NUMBER OF T-RAC APPEARANCES
601

NUMBER OF CHEER APPEARANCES
1,267 HOURS

NUMBER OF BLUE CREW APPEARANCES
314 HOURS



NUMBER OF PLAYER APPEARANCES
329 APPEARANCES

NUMBER OF ALUMNI APPEARANCES:
58 APPEARANCES

