



THE NFL'S APPROACH TO LEGALIZED SPORTS BETTING AND RESPONSIBLE GAMBLING

The rapid growth of legalized sports betting following the Supreme Court's decision in 2018 created a new reality for professional sports. In the face of changing laws and public attitudes, the NFL enhanced its efforts to protect the integrity of the game, engage fans in new ways, and tap into emerging business opportunities.

Legalized sports betting is now part of the modern fan experience and business landscape—and when done responsibly, it's another way fans connect with the game and with each other. The NFL's approach to legalized sports betting is built on a commitment to ensure that every game remains fair and uncompromised, to educate all participants on our gambling policy, to support crackdowns on the harassment of players and personnel, and to invest in innovative and impactful responsible gambling initiatives that support the full spectrum of care—from early education and prevention to vital support and resources.

INTEGRITY FIRST

The NFL's top priority is keeping the game fair and uncompromised.

EDUCATION & ACCOUNTABILITY

The entire NFL family is trained and held to strict standards.

PROTECTING OUR PEOPLE

Comprehensive security measures ensure threats against players and personnel are investigated and acted upon swiftly.

COMMITMENT TO RESPONSIBLE GAMBLING

The NFL is committed to fostering a safe and supportive environment for athletes, fans, and communities.

THOUGHTFUL PARTNERSHIPS

Relationships with sports betting operators enable the NFL to monitor betting activity and prevent misconduct.

INTEGRITY FIRST

PROTECTING THE INTEGRITY OF THE GAME

Our top priority is protecting the integrity of the game.

The NFL uses a combination of expert personnel, real-time technology, and external partners to detect and address any suspicious activity.

INTEGRITY REPRESENTATIVES:

Each team has an assigned Integrity Representative—usually a retired FBI agent or senior law enforcement officer. Their role is to:

- Monitor for suspicious activity on-site on gamedays and coordinate with local law enforcement, regulators, and NFL Security.
- Support investigations related to potential violations of the NFL Gambling Policy and other game integrity-related policies and procedures.
- Serve as an additional resource to clubs & players for gambling or integrity-related questions/issues.

THIRD-PARTY MONITORING & TECHNOLOGY:

- The NFL partners with Genius Sports and other third-party services, which use real-time technology to monitor betting activity and odds for all NFL games and key events.
- They provide alerts to the league about any potential unusual patterns that may indicate game manipulation or leaks of non-public information.

NFL GLOBAL SECURITY OPERATIONS CENTER (GSOC):

- This specialized NFL unit monitors insider threats, social media, and other trends that may indicate suspicious or prohibited activity.
- GSOC helps monitor for and respond to threats against players, coaches, officials, and other personnel.

THIRD-PARTY COLLABORATION & ENFORCEMENT:

- The NFL regularly works with sports betting partners, lawmakers, regulators, and law enforcement to share information, prohibit wagers on injuries and officiating, and eliminate illegal betting markets.



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EDUCATION & ACCOUNTABILITY

GAMBLING POLICY EDUCATION & ACCOUNTABILITY

The league sets clear rules and ensures everyone understands and follows them. All players, coaches, and staff are required to learn and comply with strict gambling policies designed to prevent any undue influence on NFL games.

NFL GAMBLING POLICY: SIX MAIN RULES FOR NFL PLAYERS

- NEVER bet on the NFL.
- Don't have someone bet for you.
- Don't gamble (no bets on sports, casino or card games) at your team facility/stadium, while traveling for a road game, or staying at a team hotel.
- Don't share inside information (hasn't been announced by league or team).

- Don't enter a sportsbook during the NFL playing season.
- Don't play daily fantasy football.

MANDATORY IN-PERSON TRAINING:

- All NFL players, whether rookies and veterans, receive mandatory annual, in-person education on the league's Gambling Policy, developed in collaboration with the NFL Players Association.
- Training is led by NFL Compliance staff, club Player Engagement staff, or former NFL players.
- The full Gambling Policy is distributed to all players annually, which players must sign and acknowledge.
- Gambling Policy signage is displayed in all team facilities. Throughout the NFL season, players receive policy reminders on their mobile devices.
- Player agents and the NFLPA are also provided with training and resources.

PROTECTING OUR PEOPLE

PROTECTING PLAYERS, COACHES & OFFICIALS

The NFL is dedicated to ensuring the safety and well-being of everyone involved in the game, with robust protocols to monitor, investigate, and respond to any threats toward players, coaches, officials and other fans.

A comprehensive security network helps detect, assess, and address risks to players, coaches, and officials both online and in person.

- NFL Security staff actively monitor social media, online platforms, and other channels for threats to players, coaches, and officials.
- If a direct threat is identified, the NFL works closely with law enforcement and team security to investigate and, if necessary, refer for prosecution and impose a leaguewide ban on the individual.
- NFL Security conducts background checks on individuals making threats, assessing criminal history, access to weapons, and other risk factors to help ensure the safety of those involved in the game.



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COMMITMENT TO RESPONSIBLE GAMBLING

ONGOING COMMITMENT TO RESPONSIBLE GAMBLING INITIATIVES

The NFL is committed to working with experts and community partners to address and mitigate gambling risks through education, prevention, and support initiatives. In the absence of dedicated federal funding for gambling addiction, this area has long been underfunded and underserved. The NFL was the first league to launch a dedicated responsible betting campaign.

NATIONAL COUNCIL ON PROBLEM GAMBLING (NCPG):

- The NFL has provided the two largest grants in NCPG history—\$6.2M in 2021 and \$6.4M in 2024—to fund education, prevention, and support initiatives, including the modernization and nationalization of the 1-800-GAMBLER helpline.
- NFL funding supports Agility Grants for innovative programs that reach high-risk youth and underserved communities across the U.S.

RESPONSIBLE GAMBLING COUNCIL (RGC):

- The NFL partnered with RGC to develop and implement a comprehensive responsible gambling training program specifically designed for university and college student-athletes.
- The program has been launched at select universities and colleges in Canada, and the NFL and RGC will explore opportunities to share the results and key

learnings from this initiative with broader audiences to maximize its impact.

INTERNATIONAL CENTER FOR RESPONSIBLE GAMING (ICRG):

- The NFL is partnering with the ICRG to fund independent research that will look into gambling behaviors among college athletes and students, helping to inform prevention strategies and educational resources for these populations.
- The partnership also funds updated educational materials for parents, coaches, and educators on youth gambling prevention.

PUBLIC SERVICE ANNOUNCEMENTS (PSAS) AND FAN EDUCATION:

- Our “Stick to Your Game Plan. Always Bet Responsibly.” PSA and related messaging encourage fans to set a budget, know their limits, use licensed operators, and seek help if needed.
- The PSAs, which air on broadcast, digital, social media and in-stadium channels, have run hundreds of times, including during NFL games.
- Fans are also directed to ResponsiblePlay.org for tips and resources.

LEADING INDUSTRY STANDARDS ON GAMBLING ADVERTISING:

- The NFL is the founding member of the Coalition for Responsible Sports Betting Advertising, a voluntary association of sports leagues and media entities committed to doing their part to help ensure a responsible approach to sports betting advertising.
- The coalition, which includes top media companies and major leagues, has committed to only supporting sports betting advertising that is marketed to adults of legal betting age, responsible, and in good taste.

THOUGHTFUL PARTNERSHIPS

THE NFL & SPORTS BETTING OPERATORS

The NFL is taking a thoughtful and strategic approach to sports betting operator partnerships with clear guardrails to ensure we embrace this new chapter responsibly.

- The league has several legalized sports betting partners, similar to our partnerships in other consumer sectors like beverages or cars, all of whom are held to rigorous standards.
- Revenue comes from marketing partnerships and sponsorships, **not from the outcomes of bets.**
- Unlike traditional “bookie” wagering, legal online betting partnerships offer greater transparency and help the NFL monitor betting activity, prevent cheating or misconduct and protect game integrity.