

# Franchise Management in the NFL

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**Your Name:**

**1. What is the primary responsibility of NFL owners regarding their team's strategic direction?**

- ☐ A. Managing concession sales at stadiums
  - ☐ B. Setting big-picture business decisions and performance outcomes
  - ☐ C. Daily football operations and player drills
  - ☐ D. Negotiating individual player contracts
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**2. Private equity and institutional funds are now permitted to buy ownership stakes in NFL teams.**

- ☐ A. True
  - ☐ B. False
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**3. What entity in the NFL is unique for being publicly owned, operating as a nonprofit corporation?**

**4. Owners and franchise management choose players and coaches, manage money, and work on team goals, which collectively contributes to their team's .....**

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**5. Which of the following is a key responsibility of the General Manager (GM) in an NFL franchise?**

- ☐ A. Approving major television deals for the league
  - ☐ B. Overseeing sponsorship deals for the entire franchise
  - ☐ C. Engaging with local governments for community events
  - ☐ D. Assembling the roster and hiring coaching staff
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**6. The NFL's operations are solely focused on on-field performance, with financial aspects being secondary.**

- ☐ A. True
  - ☐ B. False
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**7. What financial tool must NFL teams adhere to when acquiring players, limiting their spending?**

**8. The ..... is a mechanism allowing teams to retain a key player who is set to become a free agent for one more year.**

**9. What is required for major league-wide changes, such as rule updates, to be approved in the NFL?**

- ☐ A. A three-fourths majority vote among NFL owners
  - ☐ B. A simple majority vote among all players
  - ☐ C. Unanimous consent from all head coaches
  - ☐ D. Approval from the Commissioner only
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**10. Owners are prohibited from serving on influential league committees.**

- ☐ A. True
  - ☐ B. False
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**11. What responsibility do NFL owners have in fostering relationships with fans and local governments?**

**12. Owners are responsible for hiring and firing top-level staff like ..... and head coaches.**

**13. What is one potential risk of dysfunctional NFL ownership?**

- ☐ A. Increased fan loyalty and engagement
  - ☐ B. Frequent leadership turnover and eroded player trust
  - ☐ C. Reduced player turnover and enhanced trust
  - ☐ D. Automatic Super Bowl victory within two seasons
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**14. A franchise quarterback is identified primarily by their ability to generate significant revenue, regardless of on-field performance.**

- ☐ A. True
  - ☐ B. False
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**15. What two types of franchise tags are mentioned as management tools?**

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**16. The NFL made \$20.5 ..... last year.**

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**17. Which of these is NOT a characteristic of a franchise quarterback?**

- ☐ A. Leadership on and off the field
  - ☐ B. Ability to elevate team play in big moments
  - ☐ C. Inability to attract top free agents
  - ☐ D. Consistent, high-level performance
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**18. The level of involvement of an owner has no impact on team culture or vision.**

- ☐ A. True
  - ☐ B. False
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**19. What is one core challenge NFL owners face when financing new stadiums?**

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**20.** A team may have no more than ..... co-owners.

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**21.** Which quality is highly prioritized when selecting a successful NFL head coach?

- ☐ A. Leadership and communication skills
  - ☐ B. Strict adherence to traditional playbooks
  - ☐ C. Exclusive focus on X's and O's
  - ☐ D. Ability to micromanage every department
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**22.** NFL owners are only concerned with winning games and have no business interests.

- ☐ A. True
  - ☐ B. False
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**23.** Name one NFL coach mentioned as a 'good' example due to perennial contention and multiple Super Bowl wins.

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**24.** The approval process for new NFL ownership candidates requires a ..... from current NFL owners.

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**25. How do NFL owners influence roster decisions and free agency behavior?**

- ☐ A. By voting on daily game strategies
  - ☐ B. By directly negotiating every player's contract
  - ☐ C. By deciding on team budget and salary cap strategy
  - ☐ D. By personally training players on the field
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**26. Jerry Jones of the Cowboys is an example of an owner who delegates extensively and focuses primarily on broader business objectives.**

- ☐ A. True
  - ☐ B. False
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**27. What is the collective agreement between the NFL and the NFL Players Association called?**

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**28. Smart financial management helps teams succeed both on the field and in the .....**

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**29. Match the NFL role with its primary function:**

1.  
General Manager (GM)  A. Daily operations, business management, marketing
  2.  
Owner/Principal Owner  B. Player personnel, football operations
  3.  
Head Coach  C. Strategic vision, business/financial oversight
  4.  
CEO/President  D. Team's football strategy, training, and game management
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**30. Which of these is a key impact of ownership involvement on NFL team operations?**

- ☐ A. Influencing player satisfaction and retention through resource allocation
  - ☐ B. Negotiating individual player endorsements
  - ☐ C. Conducting daily football drills
  - ☐ D. Setting the team's weekly game plan
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**31. The Rooney Rule mandates that all head coach positions must be filled by minority candidates.**

- ☐ A. True
  - ☐ B. False
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**32. What entity previously known as the Washington Redskins is mentioned in relation to the Rooney Rule?**

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**33.** For NFL owners, strategic financial management involves balancing immediate costs against future .....

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**34.** What does creating a strong mission and identity for an NFL team primarily help with?

- ☐ A. Guaranteeing a Super Bowl victory
  - ☐ B. Attracting sponsors and selling tickets
  - ☐ C. Reducing player contract disputes
  - ☐ D. Minimizing coaching staff changes
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**35.** An NFL owner's involvement level, leadership style, and business acumen can either drive teams toward sustained success or perpetuate issues.

- ☐ A. True
  - ☐ B. False
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**36.** Who famously stated that finding the right head coach is much like finding the right quarterback?

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**37.** Patrick Mahomes, Josh Allen, and Joe Burrow are examples of current ..... quarterbacks in the NFL.

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**38. Which owner/team example demonstrates strategic relocation and major facility investment leading to significant success?**

- ☐ A. Jerry Jones (Cowboys)
  - ☐ B. Matt Patricia (Lions)
  - ☐ C. Stan Kroenke (Rams)
  - ☐ D. McCaskey Family (Bears)
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**39. Owners have limited influence on league-wide strategies such as international expansion or player safety initiatives.**

- ☐ A. True
  - ☐ B. False
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**40. What document determines salary caps and player benefits in the NFL?**

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