



**NFL Draft Experience presented by Oikos Triple Zero®**, invites families and fans of all ages to enjoy a FREE admission, three-day football festival held outside AT&T Stadium in Arlington from April 26-28, 2018. Representing the largest festival footprint ever created by the NFL, fans can participate in interactive exhibits, immersive games, virtual reality experiences, free player autograph sessions and more!

### **HOURS OF OPERATION**

April 26 (Thursday): 12PM – 10 PM

April 27 (Friday): 12PM – 10PM

April 28 (Saturday): 10AM – 6PM

Follow @NFL and #NFLDraft to get the most up-to-date 2018 **NFL Draft** news.

Register for **Fan Mobile Pass** for access to all the action at **NFL Draft Experience** by visiting [nfl.com/FanMobilePass](http://nfl.com/FanMobilePass).

### **GAMES:**

**FMP = Fan Mobile Pass Required**

#### **Combine Corner:**

##### **Vertical Jump *FMP***

Jump as high as you can and hit the corresponding flag to discover your vertical reach just like at the NFL Scouting Combine!

##### **40-Yard Dash *FMP***

Race down the field against your opponents and digital NFL players on a giant 40-yard long LED wall!

##### **FedEx Air Challenge *FMP***

How do your quarterback skills stack up against the best? Find out by testing your passing accuracy on specially designed targets.

##### **Field Goal Kick *FMP***

Test your ability to kick a field goal through NFL uprights.

##### **Hail Mary *FMP***

Test your long-distance accuracy by throwing a deep pass over defenders into a drop-in net.

### **Oikos Triple Zero® Pass *FMP***

Fans get three chances to master one of the most difficult throws for an NFL quarterback. Before participating, don't forget to try one of the winning flavors from the Oikos® Flavor Draft at the Oikos® Live Your Draft Fantasy activation.

### **NFL PLAY 60 Zone presented by Danimals®**

#### **Gear Up & Go *FMP***

Try on NFL equipment and feel what it's like to get dressed for gameday.

#### **Kids' Extra Point Kick *FMP***

Test your ability to kick a field goal through NFL uprights.

#### **Kids' Quarterback Challenge *FMP***

Test your passing skills.

### **NFL PLAY 60 App Station**

Run, jump and turn through a simulated world in an app designed by NFL PLAY 60 and the American Heart Association.

### **NFL PLAY 60 Zone Obstacle Course presented by SpaghettiOs® *FMP***

Race through agility drills just like the pros and test your high jump abilities, leap over obstacles, and bob and weave through mini tackling dummies.

### **NFL RUSH Gameday**

Experience gameday with an app designed for kids to play fun games, customize avatars, watch awesome videos, and unlock cool digital gear from their favorite teams!

### **Play Football Field presented by Danimals® *FMP***

Watch and learn from USA Football coaches and play NFL FLAG football! On-field clinics are open to boys and girls ages 6-17. Daily clinics open on a first-come, first-served basis. Below schedule is subject to change.

Thursday, April 27: 12PM - 9PM

Friday, April 28: 12PM - 9PM

Saturday, April 29: 10AM - 4:30PM

### **ATTRACTIONS:**

#### **Autograph Stage at Draft presented by Panini *FMP***

Get free autographs from current NFL players and NFL Legends. Schedule pending.

#### **Between the Lines**

Art imitates football life at the 2018 Draft. Discover how light shows, helmet displays, and artwork inspired by football play Between the Lines.

#### **Bud Light Ice House**

It's the hottest place to drink the coldest beer and cheer your team at the NFL Draft. Bud Light, the Perfect Beer for Whatever Happens!

## College Football Corner

View College Football Hall of Fame memorabilia from former Round 1 Draft picks and Cowboys Legends, and cheer on Draft prospects from your favorite college team. Life-sized player mannequins offer unique photo opportunities.

## Cowboys On-Field Experience **FMP**

Visit NFL Draft Experience on Saturday, April 28 for the opportunity to go on AT&T Field for unique experiences, games and photo opps! *Limited availability.*

Endzone Dance Experience

Training Camp

Field Goal Kick

Cowboys Locker Room Tour

Cowboys Cheerleader Locker Room Tour

## ESPN College Gameday

Check out the ESPN set LIVE from NFL Draft Experience!

## Look Like A Pro

Step inside a uniformed body-cast mold bearing the insignia of your favorite NFL team and have a friend snap your photo.

## Music Stage

Visit the stage featuring NFL team mascots, cheerleaders, drumlines, and local musical talent.

Friday, April 27:

- 5PM - 5:45PM: Spencer Ludwig
- 7PM - 7:45PM: The Commonheart
- 9PM - 10PM: White Reaper

Saturday, April 28:

- 3PM - 3:45PM: Tameca Jones
- 5PM - 6PM: Vintage Trouble

## NFL Draft Experience Tailgate

Enjoy selections from some of Dallas' best restaurants in a "taste of the town" tailgate.

## NFL Draft Photo Frames presented by Snickers®

Take a picture in the Photo Frames presented by Snickers® with the iconic stadium backdrop!

## NFL Draft Set **FMP**

Visit the official NFL Draft set and take your spot behind the podium.

## NFL Locker Room presented by Oikos Triple Zero®

Visit a replica NFL locker room as it appears on gameday. Experience the sights of a real NFL pregame inside our video tunnel!

## NFL Museum

The NFL Museum features:

- Full collection of 51 Super Bowl rings
- Cowboys Hall of Fame Inductee Bronze Busts
- Hall of Famous **FMP** - Get your own bronze bust digitized!
- George S. Halas NFC Championship Trophy

- Lamar Hunt AFC Championship Trophy
- NFL Auction **FMP**
- Pick Your Ticket and take your photo on any Cowboys Super Bowl Ticket! **FMP**
- Walter Payton NFL Man of the Year Award presented by Nationwide.

### **NFL Network Desk brought to you by Snickers®**

Take your seat behind the NFL Network Total Access desk and break down the 2018 NFL Draft!

### **NFL Network Set**

NFL Network is your official television home for NFL Draft week. Check out our live broadcasts!

### **NFL Virtual Reality**

Experience NFL games using virtual reality technology!

### **Pepsi NFL Helmet Photo Opportunity**

As you enter NFL Draft Experience, take your photo with your NFL team's oversized helmet. Share your photos through your favorite social channel and Fan Mobile Pass.

### **Vince Lombardi Trophies **FMP****

Fans may take their photo with the one of the Dallas Cowboys' Vince Lombardi Trophies from Super Bowls VI, XII, XXVII, XXVIII and XXX.

### **Waterboys**

Led by Philadelphia Eagles defensive end Chris Long, Waterboys unites players and fans from across the NFL in support one mission: bringing life-saving well water to East African communities in need.

### **NFL Shop**

#### **NFL Shop at Draft presented by Visa**

Stop by NFL Shop at Draft presented by Visa for the largest assortment of NFL Draft merchandise, including customizable Nike jerseys, the official 2018 NFL Draft Cap by New Era, and exclusive Draft gear.

### **Fedex Shipping Center**

Send home your NFL Draft souvenirs from the mobile FedEx Office Shipping Center located at the main NFL Shop merch trailer in NFL Draft Experience.

### **Sponsors**

#### **Bridgestone**

Get in the action at the Bridgestone Experience located in NFL Draft Experience. Dive into a foam-pit to make a game-winning catch, test your arm by making three passes in a row at Tic-Tac-Tire, challenge your friends to a game of Madden NFL '18, and pose in an NFL Draft picture frame. Fans may also catch a pass from current and future NFL players.

#### **Bud Light**

Join Bud Light in a celebration of their Texas roots at the NFL Draft. Cold beer, great BBQ, and competition amongst friends will highlight Bud Light's Draft weekend. Try your hand at the Vendzone for the chance to win prizes, or relax at the Bud Light Bar for a locally brewed beer.

### **Campbell's®**

Campbell's® Soup is bringing the NFL food truck serving Chunky Maxx™ soup and SpaghettiOs®. Visit the Campbell's activation for free samples and your chance to win NFL prizes!

### **Courtyard®**

Courtyard, the Official Hotel of the NFL, welcomes fans to the 2018 Draft by providing access to top NFL player and broadcast talent throughout each day, a live viewing of 'The Rich Eisen Show' from 11:00am – 2:00pm, and the chance to win great prizes including signed merchandise.

### **DIRECTV**

Visit the NFL SUNDAY TICKET #SUNDAYREADY House and see 25 years of NFL SUNDAY TICKET on DIRECTV come to life through interactive living room displays. Step up to our replica Draft stage for a 360-degree photo, talk fantasy stats with current NFL players, and keep up with the NFL Draft LIVE on our extra-large flat screens. The 2018 NFL season is almost here so come get geared up and #SUNDAYREADY with NFL SUNDAY TICKET. Only on DIRECTV. [directv.com/NFL](http://directv.com/NFL).

### **Ford**

Visit the Built Ford Tough Draft Experience to meet NFL Players and Legends, and rep your team on the green screen with a custom NFL-themed Ford F-150. Fans can also enter to win NFL game tickets & prizes and check out the F-Series trucks on site, the Official Trucks of the NFL!

### **Hyundai**

Visit Hyundai to watch "Rolling with the Rookies," and take photos with four wrapped KONA vehicles designed by Derrius Guice, Connor Williams, Minkah Fitzpatrick and Josh Allen, in collaboration with legendary cleat artist Marcus Rivero aka SolesbySir.

### **New Era**

As the official On-Stage Cap of the NFL Draft, New Era invites you to UNITE with fellow fans everywhere. Stop by the New Era tent to capture a looping gif of you and friends that will feature a filter with your team's slogan and 2018 On Stage Draft cap for you to share. Stop by any NFL shop location to purchase your 2018 On Stage Draft Cap featuring your team's slogan.

### **Oikos® Triple Zero "Live Your Draft Fantasy"**

Visit the Oikos Triple Zero® Live Your Draft Fantasy to get the chance to experience your very own Draft call and win prizes including VIP tickets to the 2018 Draft, autographed memorabilia from Dak Prescott and much more! While you are there, visit the Oikos Triple Zero® truck to sample the latest winning flavors from the Oikos® Flavor Draft.

### **Panini**

Panini America, the exclusive physical trading card partner of the NFL will give fans the opportunity to see the evolution of trading cards. From the NFL Draft through the regular season, see how trading cards are made. Fans can create their own digital Panini trading card, interact with their Panini Blitz app, and learn how to collect the actual trading cards of this year's Draft picks from Panini Instant.

## **Pizza Hut**

Capture a GIF of your “Doorbell Dance” via a 360-degree camera, take on the Living Room Shuttle - an interactive “pizza night” obstacle course - and sample FREE Pizza Hut pizza. Plus, win a trip to the 2019 NFL Draft, and other prizes.

## **SiriusXM**

SiriusXM gets you up close to all the action LIVE from NFL Draft Experience. Hear up-to-the-second analysis, insights, news, fan reactions, and more! Tune in to SiriusXM NFL Radio (ch. 88) and SiriusXM Fantasy Sports Radio (Sirius ch. 210, XM ch. 87):

### Thursday, April 26 (CT)

SiriusXM Blitz (ch. 88):	10AM – 2PM, Bruce Murray & Phil Savage
Movin' Chains (ch. 88):	2PM – 5PM, Jim Miller & Pat Kirwan
FSR Tostitos (ch. 87):	5PM – 7PM, Torry Holt, Pilar Lastra & Jeff Mans
FSR Draft Show (ch. 87):	7PM – 11PM, John Hansen, Bob Harris, Mike Dempsey, Mike Clay, Jeff Ratcliffe, Byron Lambert & Alex Dunlap

### Friday, April 27 (CT)

SiriusXM Blitz (ch. 88):	10AM – 2PM, Bruce Murray, Phil Savage & Mark Dominik
Movin' Chains (ch. 88):	2PM – 5PM w/ Jim Miller & Pat Kirwan
FSR Tostitos (ch. 87):	5PM – 6PM, Torry Holt, Pilar Lastra & Jeff Mans
FSR Draft Show (ch. 87):	6PM – 10PM, John Hansen, Bob Harris, Mike Dempsey, Mike Clay, Jeff Ratcliffe, Byron Lambert & Alex Dunlap

### Saturday, April 28 (CT)

FSR Draft Show (ch. 87):	11AM – 6PM, John Hansen, Bob Harris, Mike Dempsey, Mike Clay, Jeff Ratcliffe, Byron Lambert & Alex Dunlap
FSR Tostitos (ch. 87):	1PM – 3PM, Torry Holt, Pilar Lastra, & Jeff Mans

## **Sleep Number**

Sleep Smarter. Play Better. See how sleep impacts performance at the Sleep Number interactive fan experience, featuring an immersive “ride on a bed,” contests, giveaways, NFL player meet and greets, and a chance to win a Sleep Number bed. #JustAddSleep

## **Tostitos®**

Tostitos®, the Official Chip and Dip of the NFL, invites you to get together at the Tostitos® Cantina to catch live interviews with current NFL players and Legends, listen to SiriusXM LIVE broadcasts, and try samples of Tostitos® tortilla chips.

## **Verizon Explorer Lab**

The Verizon Innovative Learning explorer lab is a tangible example of Verizon’s commitment to bringing free technology and immersive learning experiences to under resourced schools.

## **Verizon Up Enrollment Station**

Visit us and enroll in Verizon Up for exclusive rewards and NFL Draft access.

**Visa**

Visa and Bank of America have teamed up so you can try the latest in payment technology. Stop by the booth for a demo, race against your friends in an interactive bungee run, meet NFL players, and experience other surprises! Make Visa your first pick.