



College Football Hall of Fame

Media Access & Usage Policy

Purpose

The College Football Hall of Fame (CFHOF) is a premier venue dedicated to celebrating the legacy and future of college football. As a nationally recognized 501(c)(3) nonprofit organization, the Hall was established in 1951 to immortalize the game's greatest players and coaches as role models for future generations, using its position as a trusted authority to connect, educate, entertain and inspire audiences while honoring the people, traditions and passion of the game.

To uphold the integrity of our brand and ensure mutually beneficial media partnerships, this policy establishes guidelines for news outlets and media entities utilizing CFHOF facilities as a set or backdrop for newscasts and shows, footage for news segments, interview space, social media content capture, or other coverage.

Media Access & Brand Inclusion Requirements

Brand Inclusion

Any news outlet or media entity utilizing the College Football Hall of Fame facilities for footage must acknowledge the CFHOF in their content. Proper brand attribution should include:

- Verbal mention of the College Football Hall of Fame in the segment (see Appendix for key messages).
- Reference to the CFHOF's interactive experiences, including the AI-enhanced exhibits (see Appendix for messaging).
- If applicable:
 - Inclusion of b-roll footage, photographs and/or the CFHOF logo ([Press Kit](#)).
 - Tags to CFHOF's social media channels: [Facebook](#), [Instagram](#), [TikTok](#), and [X](#).
 - Hyperlink to the official CFHOF website: cfbhall.com.

Interviews with CFHOF Representatives

Outlets requesting to use CFHOF for content and news sets are encouraged to include a CFHOF spokesperson in their segment, including but not limited to:

- **Kimberly Beaudin, President and CEO**
- **Yomand Brown, Vice President of Marketing, Sales, and Communication**
- **Denis Crawford, Historian and Exhibit Designer**

CFHOF spokespeople are available to discuss topics such as Hall of Fame induction processes, college football history, notable artifacts and memorabilia, and CFHOF initiatives.

Donations to the College Football Hall of Fame

Media outlets using CFHOF as a backdrop or filming location for commercial content or broadcast segments are encouraged to provide a monetary donation or sponsorship to support the Hall's educational programs and preservation efforts.

- Donations are tax-deductible and may be structured as direct financial contributions or in-kind sponsorship agreements.
- Contributions support CFHOF's mission to preserve the history of the sport, provide educational exhibits, and honor the greatest players and coaches of all time.
- To make a donation, visit: www.cfbhall.com/make-a-donation.
- For sponsorship information, visit: www.cfbhall.com/partners.

Approval & Compliance

- All media requests must be submitted to the CFHOF media relations team at least 3 business days in advance. We will do our best to approve last-minute requests.
- CFHOF reserves the right to deny media access that does not align with its mission or brand values.
- Failure to comply with these guidelines may result in restricted future access.

Legal Terms & Conditions

License & Intellectual Property

- CFHOF branding may not be altered, misrepresented, or used in a manner inconsistent with CFHOF's mission.
- Unauthorized or misleading use of CFHOF branding for commercial gain without prior agreement may result in legal action.

Liability & Indemnification

- The media entity assumes full responsibility for its personnel, equipment, and activities while on CFHOF premises.
- CFHOF is not liable for injuries, damages, or losses incurred during media activities.
- The media entity agrees to indemnify, defend, and hold harmless CFHOF, its affiliates, directors, officers, and employees from any claims arising from venue usage, including but not limited to:
 - Intellectual property disputes
 - Defamation
 - Unauthorized use of third-party materials

Contact for Media Inquiries

Please email your detailed inquiry and deadline for response to the following:

Paige Eskens

Marketing Director, CFHOF

peskens@cfbhall.com

404-880-4856

Trevor Bowden

Senior Communications Coordinator, Babbit Bodner

trevor@babbitbodner.com

678-575-0135

College Football Hall of Fame: 250 Marietta St NW, Atlanta, GA 30313

Appendix

Key Messages

- The national College Football Hall of Fame is dedicated to celebrating the achievements of outstanding players and coaches, preserving the rich history and traditions of college football, while aiming to connect, educate, and inspire audiences, emphasizing the values of teamwork, dedication, perseverance, and courage that are integral to the sport.
- The College Football Hall of Fame strives to represent all levels of college football, showcasing the sport's diversity and inclusivity, and highlighting its impact on American culture.
- The College Football Hall of Fame offers engaging, immersive, and family-friendly exhibits, including a 45-yard indoor football field and over 50 interactive displays. Visitors can personalize their experience, such as by lighting up their school's helmet on the three-story helmet wall.
- The College Football Hall of Fame was the first museum to add AI technology into the visitor experience, offering 14 unique AI touchpoints throughout the venue that insert visitors into the history of the sport.

About the Chick-fil-A College Football Hall of Fame

The national Chick-fil-A College Football Hall of Fame is dedicated to its mission to inspire and entertain by celebrating the passion and traditions of college football and its greatest players and coaches. The Hall celebrates the universal values of hard work, integrity and perseverance and fulfills its mission through storytelling, impactful programs and unique experiences focused on the core of preservation, celebration, and inspiration. Located in the heart of Atlanta's sports, entertainment and tourism district, the Hall provides visitors with a highly immersive, interactive, and engaging experience using a blend of historic college football artifacts and state-of-the-art, interactive multimedia exhibits. The National Football Foundation (NFF) founded the Hall in 1951 to immortalize the greatest players and coaches as role models for future generations and established its new home in Atlanta in 2014. The College Football Hall of Fame is a non-profit organization that provides a national platform for community outreach, education, and character development initiatives, and serves as a premier special event venue. For more information on the Hall, a 10-year TripAdvisor® Certificate of Excellence recipient, please visit www.cfbhall.com.