

NONPROFITS

## Wheels Up, NFL launch community outreach programs

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*The NFLPA is the union that represents the players of the NFL. Image credit: NFLPA*

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up has partnered with the National Football League Players Association (NFLPA) to provide cross-platform experiences and exclusive access for members of both organizations.

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The initiative also focuses on the NFLPA Community MVP program, which recognizes one player each week during the regular season who has demonstrated a commitment to making a positive impact in his hometown or team city. The weekly Community MVP winners become eligible for the NFLPA Alan Page Community (APC) Award, which is the highest honor that the NFLPA can bestow upon a player.

"Wheels Up is proud to team up with the NFLPA and introduce the NFL players and their families to our total aviation solution for their personal and professional travel needs," said Stephanie Chung, chief growth officer at Wheels Up, in a statement.

"We have always aligned with individual champions throughout the NFL, such as Russell Wilson, J.J. Watt, and Tom Brady to launch our Meals Up initiative with Feeding America, and are thrilled to further our philanthropic relationship with all players through ongoing initiatives that give back to our communities," she said.

### Community outreach

As part of the collaboration, for every Core membership sold in connection with the partnership, Wheels Up will donate \$1,000 to the NFLPA Community MVP program, which distributes funds to the foundation or charity of choice of each weekly Community MVP winner.



*Every week, during the regular season, the NFLPA makes a \$10,000 donation to a player's foundation or charity of choice. Image credit: NFLPA*

Wheels Up will also participate in the NFLPA's Externship Program to provide professional opportunities and mentorship in areas NFL players may want to pursue after their playing career.

Wheels Up and NFL Players Inc., the NFLPA's marketing and licensing business arm, will also collaborate on existing NFLPA events and experiences such as the annual NFLPA Rookie Premiere and the NFLPA VIP Party, a private event held during Super Bowl week.

NFL players will also receive exclusive benefits on the Wheels Up platform.

The SPAC merger between Wheels Up and Aspirational Consumer Lifestyle is expected to close today. The company recently announced record revenues of \$261.7 million for Q1 of 2021, up 68 percent from the prior year and had a 56 percent increase from the prior year in active members.

Last week, Wheels Up announced a new collaboration with Porsche Cars North America (PCNA), bringing members and drivers elevated transportation and lifestyle experiences. Through the partnership, Wheels Up members will have access to PCNA's on-demand vehicle subscription and rental program, [Porsche Drive](#), and will also receive invitations to bespoke events, races and lifestyle experiences curated by Porsche.

Porsche owners will receive special pricing on Wheels Up Core and Connect memberships and premier hospitality services ([see story](#)).

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