

Washington Redskins Business Proposal

Gianna Carosone, Sami Jordan,
Justin Moore & Lukas Stauffer



AGENDA

Introduction
&
Background

Opportunities

Recommendations

Benefits

Q & A





History of Native-American Branded Organizations



O P P O R T U N I T I E S

Perception
of Other
Organizations

Public
Relations
Tactics

Effects of
Brand on
Business



Not Reinventing the Wheel

What Other
Organizations Have
Done



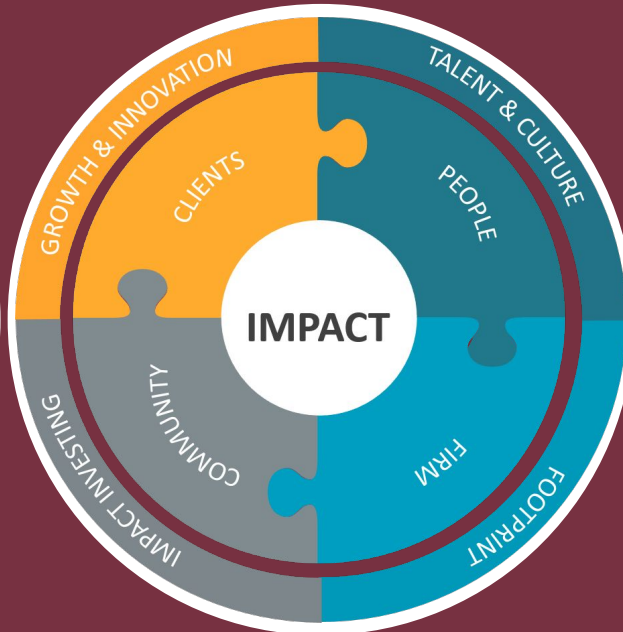
The Redskins have fallen in team valuation rankings



Public Relations



Recommendations to Improve Brand Perception





40%

Of people think Native Americans no longer exist



Corporate Social Responsibility



Values



Commitment



Integrity



Charity



Partnership



Sensitivity



Green initiatives



Collaboration



Honesty



Modeling the success
of others in the
past

To create the
Redskins' successful
future



BENEFITS





Improved
Public
Perception

Better
Business





A diagram on a dark red background. On the left is a large yellow arrow pointing upwards, containing the text "Public Perception". In the center are two horizontal yellow bars, one above the other, representing an equals sign. On the right is another large yellow arrow pointing upwards, containing the text "Team Business".

Public
Perception

Team
Business



The future of the
WASHINGTON
REDSKINS
is up to you.

