



# FALL '12 NFL RECAP

# THE TRIALS OF SUMMER LEAD TO THE BATTLES OF FALL, A SEASON OF VOLATILE WEATHER, BRUTAL COMPETITION, AND FOOTBALL FIELDS ACROSS THE COUNTRY PROVING THAT FAST IS FASTER.

This is the first season that Nike brings game-day domination at every level of the sport, from the NFL all the way down to pee-wee: from the jersey down to the cleats and socks, from the base layer out to the gloves. We bring the tools of speed that our athlete needs to accelerate his game.

To build his speed, we give him everything he needs to train as fast as he plays, from the most advanced training footwear in the world, to the best bags, shorts and tees in sport.

This is the game of football, from youth to pro, accelerated and elevated.

This is Gear Up To Get Faster.

**PREPARE FOR COMBAT.**





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# TEAM SHOPS





# OVERVIEW // TEAM SHOPS

## INSTALL DATES

 .....	7/23	 .....	8/06	 .....	8/26
 .....	7/24	 .....	8/12-8/13	 .....	8/29
 .....	7/25	 .....	8/14	 .....	9/04
 .....	8/01	 .....	8/15	 .....	9/07
 .....	8/03	 .....	8/20	 .....	9/17
 .....	8/06	 .....	8/21	 .....	9/10
 .....	8/06	 .....	8/24,8/26	 .....	10/01



# HOUSTON TEXANS

RELIANT STADIUM // HOUSTON, TEXAS // 7.23

# TEXAS

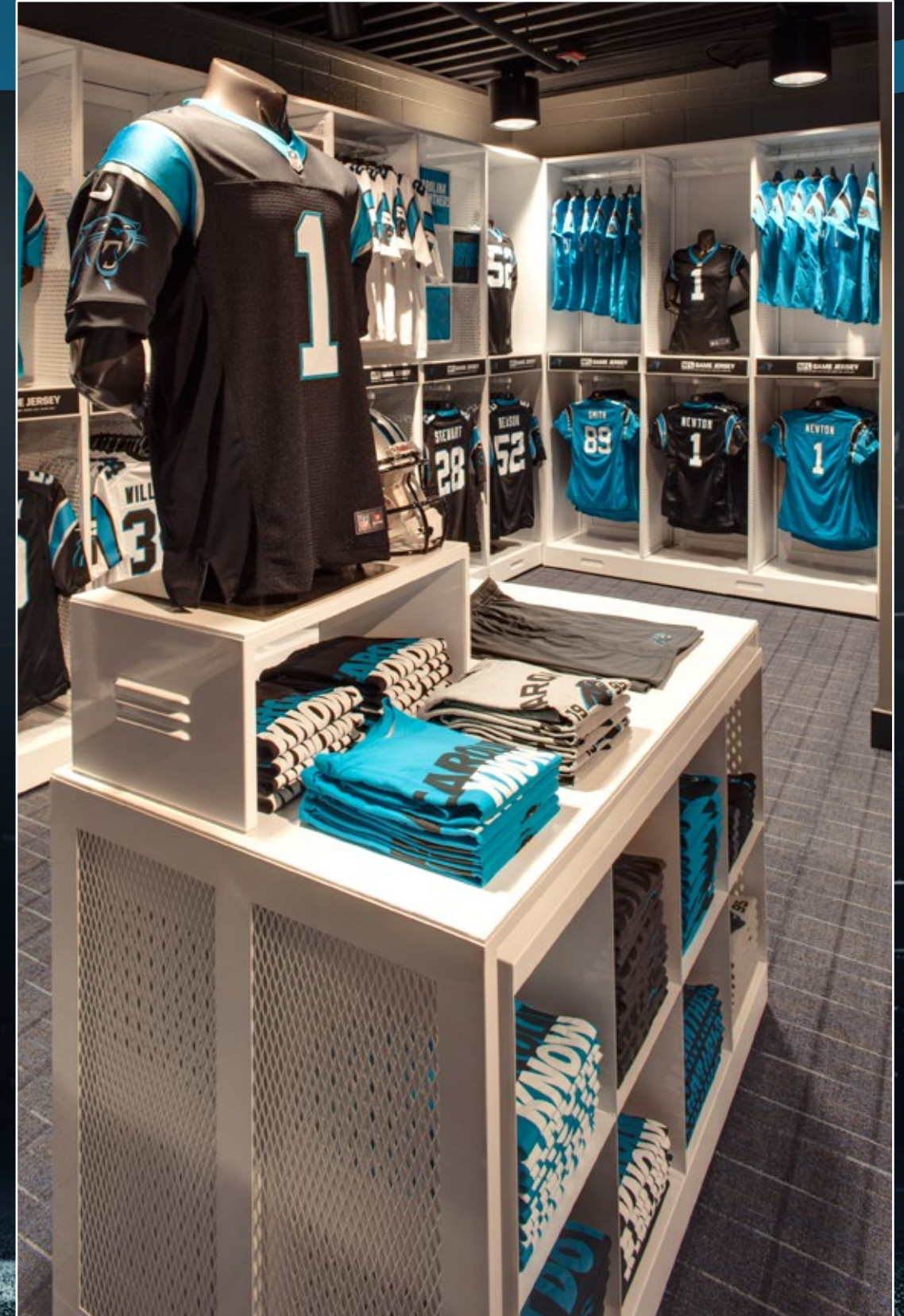




# CAROLINA PANTHERS

BANK OF AMERICA STADIUM // CHARLOTTE, NORTH CAROLINA // 7.24

# PANTHERS





# CHICAGO BEARS

BEARS GATE O STORE // CHICAGO, ILLINOIS // 7.25

# BEARS





# CHICAGO BEARS

WATER WALLS // CHICAGO, ILLINOIS // 7.25

# BEARS

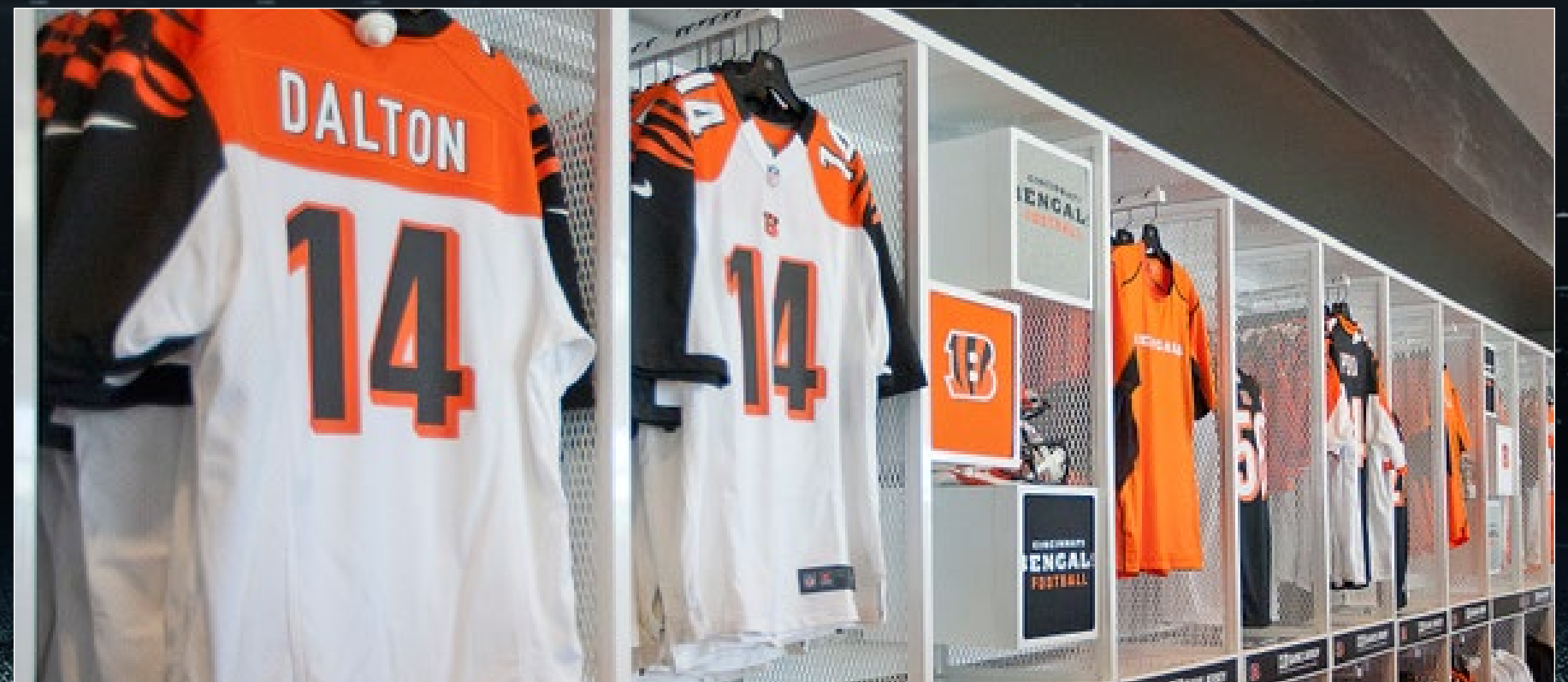




# CINCINNATI BENGALS

PAUL BROWN STADIUM // CINCINNATI, OHIO // 8.01

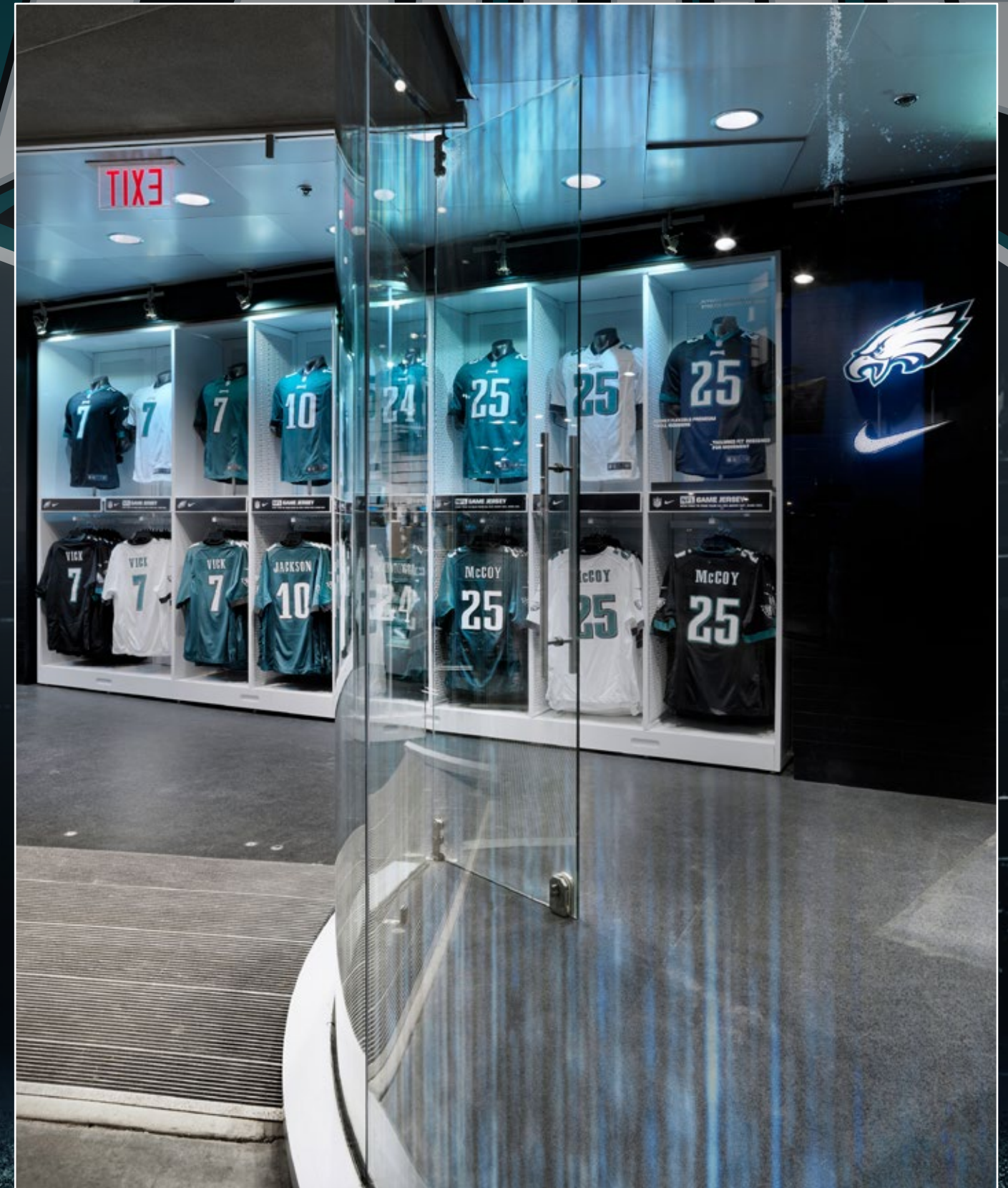
# BENGALS





# PHILADELPHIA EAGLES

LINCOLN FINANCIAL FIELD - AREA 125 // PHILADELPHIA, PENNSYLVANIA // 8.03





# OAKLAND RAIDERS

RAIDER IMAGE HEGENBERGER // OAKLAND, CALIFORNIA // 8.06

# RAIDERS





# SEATTLE SEAHAWKS

SEATTLE SEAHAWKS - PIKE STREET SHOP // SEATTLE, WASHINGTON // 8.06

# SEAHAWK





# KANSAS CITY CHIEFS

ARROWHEAD STADIUM // KANSAS CITY, MISSOURI // 8.06

# CHIEFS





# DENVER BRONCOS

SPORTS AUTHORITY FIELD - MILE HIGH // DENVER, COLORADO // 8.12 - 8.13

# BRONCO





# NEW ORLEANS SAINTS

MERCEDES BENZ SUPERDOME // NEW ORLEANS, LOUISIANA // 8.14

# SAINTS





# SAINT LOUIS RAMS

EDWARD JONES DOME // SAINT LOUIS, MISSOURI // 8.15

# Rams





# DALLAS COWBOYS

COWBOYS STADIUM - AUXILLARY SHOP // ARLINGTON, TEXAS // 8.20

# COWBOYS





# DALLAS COWBOYS

COWBOYS STADIUM - SOUTH CLUB LEVEL SUITE // ARLINGTON, TEXAS // 8.21

# COWBOYS





# TENNESSEE TITANS

LP FIELD // NASHVILLE, TENNESSEE // 8.24 + 8.26

# TENNESSEE TITANS





# JACKSONVILLE JAGUARS

EVERBANK FIELD // JACKSONVILLE, FLORIDA // 8.26

# JAGUARS





# MIAMI DOLPHINS

SUN LIFE STADIUM // MIAMI GARDENS, FLORIDA // 8.29





# CLEVELAND BROWNS

CLEVELAND BROWN STADIUM // CLEVELAND, OHIO // 9.14

# BROWNS





# SAN DIEGO CHARGERS

QUALCOMM STADIUM // SAN DIEGO, CALIFORNIA // 9.07

# CHARGERS





# DALLAS COWBOYS

DALLAS COWBOYS PRO SHOP - PARKS MALL // DALLAS, TEXAS // 9.10

# COWBOYS





# INDIANAPOLIS COLTS

LUCAS OIL STADIUM // INDIANAPOLIS, INDIANA // 10.01







# JERSEY COMMUNICATION



# DOOR COUNTS

TOTAL DOOR COUNTS = 3,140



ACADEMY	.....	129	KOHL'S	.....	557
CHAMPS	.....	429	MC SPORTS	.....	75
CITY SPORTS	.....	7	MISCELLANEOUS	.....	417
DUNHAMS	.....	180	MODELL'S	.....	142
FANS EDGE	.....	9	OLYMPIA	.....	29
FANZZ	.....	93	PRO IMAGE	.....	84
FINISH LINE	.....	88	SCHEEL'S	.....	29
FRED MEYER	.....	68	SPORTS AUTHORITY	.....	313
HIBBETT	.....	419	SPORT CHALET	.....	49
LIDS	.....	90			



# GRAPHICS

ALL TEAM BANNER





# GRAPHICS

## GAME DAY BANNERS







# GRAPHICS

## ALL JERSEY BANNER

**NFL ELITE JERSEY**  
AUTHENTIC FIT, ON-FIELD DESIGN

**NFL LIMITED JERSEY**  
TAILORED FIT, PREMIUM TEAM STYLE

**NFL GAME JERSEY**  
TAILORED FIT, REPLICAS TEAM DESIGN



## TOPPERS

**NFL ELITE JERSEY**  
AUTHENTIC FIT, ON-FIELD DESIGN  
ZONED STRETCH FABRIC AND STRATEGIC VENTILATION



**NFL LIMITED JERSEY**  
TAILORED FIT, PREMIUM TEAM STYLE  
FLEXIBLE TWILL NUMBERS DESIGNED FOR COMFORT



**NFL GAME JERSEY**  
TAILORED FIT, REPLICAS TEAM DESIGN  
SILICON PRINT NUMBERS FOR A LIGHT AND SOFT FEEL







# NFL TOOLKIT

TOTAL DOOR COUNTS = 99

DTC .....	23	TEAM SHOPS .....	35
SPORTING GOODS .....	10	EKINS .....	31





METAL CASE



FIELD NOTEBOOK



NFL LANYARD



JERSEY TECH CARDS



JERSEY TECH CARDS



1-INCH PINBACK



TABLET STYLUS PEN



