

# Sports & Entertainment

## The NFL and YouTube debut ‘Access Pass for Legends,’ opening wide doors for a new wave of athlete media

*Brandon Marshall Kicks Off Initiative, with Cam Newton, J.T. O’Sullivan and Kurt Benkert Also Taking Part This Year*

NEW YORK – Jan. 28, 2024 – The NFL and YouTube have debuted Access Pass for Legends, an extension of the innovative content creation initiative launched for YouTube creators. Through Access Pass for Legends, the NFL and YouTube will provide partnering NFL Legends with official league footage to use on their YouTube channels. Featuring candid conversations, game analysis, reactions to career highlights and personal insights from a former player’s perspective, Access Pass for Legends gives fans an intimate, first-person look at the game through the lens of some of the league’s greatest athletes, all while opening doors for a new wave of sports media.

NFL Legend and media pioneer Brandon Marshall, whose work has been at the forefront of athlete-driven media and paved the way for many others, kicks off the Access Pass for Legends ini-

tiative on his YouTube channel. In his new social content, Marshall breaks down film from some of his biggest career moments, including the time he set the NFL record for most catches in a game with 21 receptions on December 13, 2009, while playing for the Denver Broncos against the Indianapolis Colts. “Being a pioneer in the athlete-driven media space is about more than just my own journey—it’s about opening doors for my peers and creating a new way for fans to engage with the game,” said Marshall. “Access Pass for Legends empowers NFL veterans with the tools to carve out our own space in media, helping us build entrepreneurial careers that support our transition beyond the field. The ability to access official NFL IP and partner with the league is a game-changer for

Legends looking to evolve into this space and a stepping-stone to redefining the future of sports media.”

“Building off the success we’ve had with Access Pass and collaborating with some of the biggest YouTube creators, we’re thrilled to unveil the next evolution of our YouTube partnership with Access Pass for Legends, empowering NFL greats to create unique YouTube content with official NFL IP and footage,” said Ian Trombetta, NFL senior vice president of social, influencer and creator marketing. “Brandon is a true entrepreneur and media pioneer, so working with him to kick off this first-of-its-kind initiative makes perfect sense. Access Pass for Legends not only strengthens the storytelling and voices of our Legends as they continue to grow their YouTube followings and media businesses, but also it deepens the connection fans have with the football world and its players.”

With Cam Newton, J.T. O’Sullivan and Kurt Benkert also set to partake in Access Pass for Legends, the pilot initiative expands upon the NFL and YouTube’s

Access Pass program, which is currently in its second year of operation. Access Pass provides partnering YouTube creators with access to the NFL footage archive to curate content for their audiences in their authentic voices. Select creators are also provided special access to some of the NFL’s biggest games and NFL major events — including Super Bowl, Pro Bowl Games, NFL Draft, NFL Combine and more. Current Access Pass creators include Tom Grossi, Brett Kollman and Peighton Tubre. In year one of Access Pass, NFL and YouTube worked with 24 creators who generated over 200 million views from content.

"Access Pass has become the blueprint for a new era of sports media and YouTube Creators have been the driving force behind its success," said Angela Courtin, vice president of marketing at YouTube: Connected TV & Creative Studio. "They've set the standard for what the program can achieve, combining the passion and creativity of the YouTube Creator community with NFL footage that redefines how people consume sports in the dig-

ital age. Now, by extending Access Pass to NFL Legends, we're not just giving these iconic athletes a platform to share their stories – we're providing them with the tools and resources to build their own legacies on YouTube and inspire the next generation of athletes to connect with fans in meaningful ways.”

Access Pass was created to elevate the conversation around the NFL on YouTube by providing creators with high quality NFL footage and archival content they previously hadn’t had access to. Now, with Access Pass for Legends, the NFL and YouTube will help augment player analysis and storytelling with official footage, while opening doors for a new wave of athlete media.

Follow Access Pass for Legends on YouTube, which dives deep into the stories of iconic NFL players and shows how their legacies continue to shape the game today.

Bowls, he is widely regarded as one of the greatest wide receivers in NFL history. Perhaps more impressive than his career achievements on the field are those he has earned off it. Brandon is the creator of “I Am Athlete,” a groundbreaking media platform that opened the door to athlete-driven media. It provides athletes and celebrities a safe space to engage in hard-hitting, locker room-style conversations while empowering them to control their own narratives.

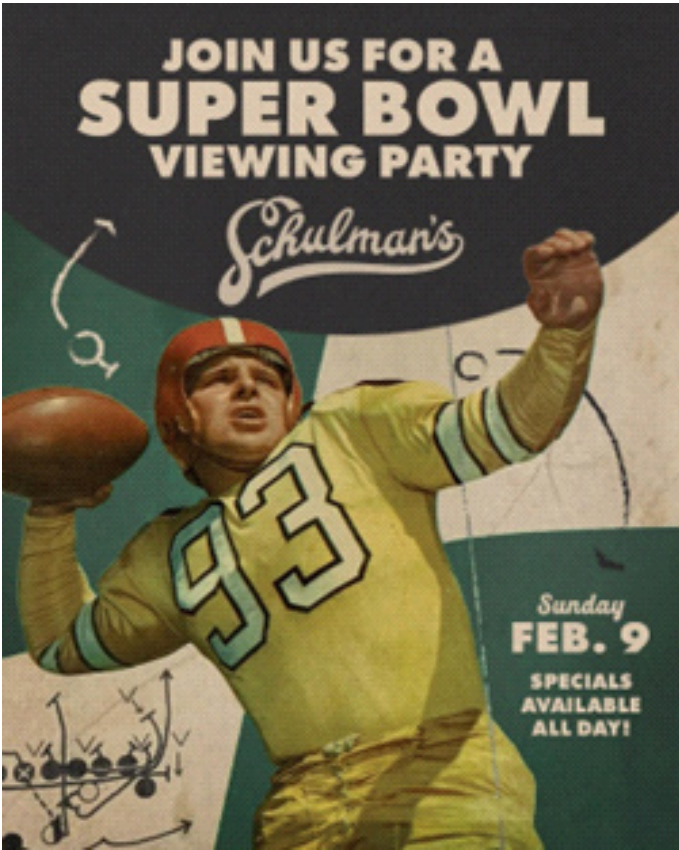
Brandon is also widely considered a pioneer and the face of mental health awareness. He is the mastermind behind the NFL’s “My Cause, My Cleats” campaign and has devoted much of his life to raising awareness and providing resources to those struggling with mental health issues. Through “I Am Athlete,” he continues to serve his community by starting conversations around mental health and raising awareness.

He further extends his impact through his many motivational speaking appearances.

## Touchdown at Icon Entertainment & Hospitality’s Super Bowl Watch Parties across Nashville for one day only on February 9

*Score big with food & drink specials available for one day only on February 9!*

NASHVILLE, Tenn. -January 27, 2025 – Icon Entertainment & Hospitality to host epic Super Bowl Watch Parties across Nashville. Get ready for the ultimate game day experience! Icon Entertainment & Hospitality is bringing the heat this Super Bowl Sunday with exclusive watch parties at three of Nashville’s hottest venues, Schulman’s, Nudie’s Honky Tonk, and the newly opened Show Pony. Watch the Philadelphia Eagles take on the Kansas City Chiefs on the big screen, and enjoy unbeatable food and drink specials, available for one day only. Whether you’re in it for the game or the party, you won’t want to miss this Super Bowl showdown at Icon Entertainment & Hospitality’s



premier venues.

**Schulman’s Neighborhood Bar:** Will be projecting the big game on screens in both the front and back of the bar so come on by and spend Super Bowl Sunday at Schulman’s! Enjoy \$4 Bud Light 40s until the first touchdown, Anheuser Busch beer buckets, "Pick 6" well shots of your choice for \$6 and Boneless & Bone-in Wings with your choice of Lemon Pepper, Buffalo or Honey BBQ. Score big on February 9th. One-of-a-kind commemorative Schulman's vintage jackets are back to celebrate Super Bowl LIX. This is a limited run and available in person only so get them while they last! More info at schulmansbar.com.

**Nudie’s Honky Tonk:** Game day just got better at Nudie’s Honky Tonk. Join us for Super

Bowl Sunday, February 9 and enjoy: \$6 domestics, Beer Bucket Specials (Pro tip: We're giving out special prizes to guests who buy a bucket of Bud Light or Busch Light - day of only!) Touchdown Wings "America's Greatest" - a special cocktail crafted just for the big game, featuring Vodka, Sprite, Lemonade and Blue Curacao \$5 Shooters & more. Catch all the action on the big screens while you enjoy unbeatable specials. See you at kickoff! More info at nudieshonkytonk.com.

**Show Pony:** Round up your crew for the ultimate Super Bowl showdown at Show Pony. Catch all the action on our jumbo screens, score big with our beer and wing combo - buy a bucket of beer and get a free pound of wings - and enjoy buffalo chicken dip and mouth watering

BBQ chicken or garlic parmesan flatbreads. These specials are available only on Super Bowl Sunday, Feb 9, in addition to our regular menu, so make sure to get it while the getting is hot! More info at theshowpony.com.

About Icon Entertainment & Hospitality

Founded by celebrated entrepreneur and real estate investor Bill Miller, Icon Entertainment & Hospitality is a real estate development and hospitality company that owns and operates some of the most popular establishments in Nashville – including the Johnny Cash Museum, Patsy Cline Museum, Nudie’s Honky Tonk, House of Cards, Sinatra Bar & Lounge and Skull’s Rainbow Room as well as the South-

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## Watch for The Mid-South Tribune’s 30th Annual Black History Month Edition. Coming in February 2025

