

NFL Teams Up With Front Office Sports on Business-Focused Content

With the 2025-26 National Football League season set to kick off Thursday night, the league is joining forces with Front Office Sports to develop business-focused content around off-field key league moments.

This unique, first-of-a-kind partnership between the No. 1 sports league in the U.S. and the sports business-focused digital platform will enable the creative development and execution of projects tied to major NFL tentpole events, including NFL International Games, the Super Bowl, and the NFL Draft.

Starting this fall, FOS will highlight behind-the-scenes moments from these NFL tentpole events on its website, as well as its various social media channels.

According to Axios, FOS is paying the NFL for this yearlong access, which also allows the digital platform to use emblems from the league and its teams for its coverage.

White told Axios this partnership will make FOS a more attractive option for advertisers and make it easier for his sales team to sell inventory out in the market.

Meanwhile, FOS has been building its content portfolio beyond its website and newsletters. In April, it relaunched its daily show, Front Office Sports Today, hosted by Baker Machado and Renee Washington.

The show streams live on YouTube, X (formerly Twitter), and

LinkedIn, and is also available on-demand on platforms like Apple Podcasts and Spotify.

“Front Office Sports has built a highly engaged community, and the NFL looks to FOS for unique storytelling opportunities and insights into the business of sports,” said Amanda Kersen, director of business development and strategic investments at the NFL, in a statement. “Partnering with Front Office Sports allows us to connect with this targeted audience through a fresh, thoughtful lens, reinforcing our commitment to making the NFL’s story accessible to all fans who are passionate about our game.”

FOS CEO Adam White noted that the platform is “a leader in the coverage of the business of sports, and we’re excited to collaborate with the NFL and expand our access to the country’s most-popular league,” adding, “The sports media landscape is increasingly driven by off-the-field happenings, and this partnership will bring fans closer than ever to their favorite players and teams across one of the most captivating sports leagues anywhere in the world.”

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