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Papa John's Renews Partnership Deal as Official Pizza Sponsor of NFL and Super Bowl

Most recognized brand among NFL fans looks to maintain its dominance

LOUISVILLE, Ky.--(BUSINESS WIRE)-- [Papa John's International, Inc.](#) (NASDAQ: PZZA), has renewed its multiyear partnership deal as the Official Pizza Sponsor of the NFL and Super Bowl. Papa John's has been the Official Pizza Sponsor of the NFL since 2010.

As the Official Pizza Sponsor of the NFL and Super Bowl, Papa John's will continue to use NFL logos and trademarks in its advertising and integrated marketing campaigns across marquee league events, such as the Super Bowl, Pro Bowl and NFL Kickoff.

For the past four years, Papa John's has been the [most recognized brand](#) among avid NFL fans, according to the NFL sponsor awareness survey conducted by Turnkey Intelligence for SportsBusiness Journal/Daily.

"For over 30 years, Papa John's has strived to deliver better ingredients and better pizza. Quality is our legacy and it extends from the test kitchen to the gridiron," said John Schnatter, founder, chairman and CEO of Papa John's. "The NFL has been a great partner for many years and Papa John's continues to be the pizza of choice among avid NFL fans."

"We are proud to extend our partnership with Papa John's to reach NFL fans year-round," said Renie Anderson, Senior Vice President of Sponsorship for the NFL. "As a League sponsor and with 23 club relationships, the Papa John's brand is synonymous with the NFL and we're excited to have them by our side as we head into the 2016 season and beyond."

Papa John's will continue to leverage its MVP lineup of NFL stars including [JJ Watt](#) and Peyton Manning in conjunction with its NFL sponsorship across its TV, digital and social marketing channels.

The brand is also the Preferred Pizza of 23 NFL clubs including the Atlanta Falcons, Baltimore Ravens, Carolina Panthers, Chicago Bears, Cincinnati Bengals, Cleveland Browns, Arizona Cardinals, Dallas Cowboys, Denver Broncos, Detroit Lions, Houston Texans, Indianapolis Colts, Jacksonville Jaguars, Kansas City Chiefs, Miami Dolphins, Minnesota Vikings, New England Patriots, Pittsburgh Steelers, San Francisco 49ers, Seattle Seahawks, St. Louis Rams, Tennessee Titans, and the Washington Redskins.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. For 15 of the past 17 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl LI. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com. Also visit us on Facebook at www.facebook.com/papajohns, Twitter at twitter.com/papajohns, YouTube at www.youtube.com/user/papajohns, Instagram at [instagram.com/papajohns](https://www.instagram.com/papajohns), Pinterest at www.pinterest.com/papajohnspizza, and Vine at vine.co/papajohns.

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