

FRONT OFFICE SPORTS

Former NFL Star Vernon Davis Expands Empire with NBL Ownership

- Fourteen-season NFL veteran joins ownership group of Brisbane Bullets of the Australian National Basketball League.
- Davis has been busy since his retirement, creating a production company, acting and investing in real estate.

Vernon Davis expanded his already burgeoning post-NFL career with an entry into team ownership.

Davis has joined the ownership group of the Brisbane Bullets of the Australian National Basketball League, an investment that will be announced on Thursday. After playing 14 years in the NFL in a career that included a Super Bowl title and two Pro Bowl selections, Davis told Front Office Sports he's looking forward to his role as owner.



"I think the biggest thing in ownership is to create a great environment," Davis said. "The culture says a lot about a team and about that organization. And if you can create that if you show the guys, 'Hey, we're owners, but we're also a family. Anything you guys need, come to me and I'm always gonna be there for you. You want to create an environment of love."

Davis, 38, joins Milwaukee Bucks All-Star Khris Middleton, Toronto Raptors forward Thaddeus Young along with former NBA players Kevin Martin and Marvin Williams as part of the Bullets' ownership group.

"I was already familiar with the league because of LaMelo Ball playing over there," Davis said. "Basketball has always been popular. Whether it's Canada, Australia, or here in the United States of America, people love playing the game of basketball. It's always exciting to be around the sport and watch those guys play — and it's always going to be that way."

More than a dozen current or former players — including John Wall, Josh Childress, and Andrew Bogut — have invested in NBL franchises. Former NBA exec Bryan Colangelo has an ownership stake in the Illawarra Hawks, where Ball played before he was drafted by the Charlotte Hornets.

Davis said he's excited to be part of Australia's push to grow the sport ahead of the 2032 Summer Games, which will be held in Brisbane.

"This goes beyond the National Basketball League and the Brisbane Bullets," Davis said. "This is about developing and edifying the environment by bringing more fans in."

Following his retirement after the 2019 NFL season, Davis pushed into investing through real estate and creating a production company, Reel 85 Productions. He's also established himself in Hollywood with film credits alongside John Malkovich, Morgan Freeman and Bruce Willis. ■