

NIL



Our goal is to educate the athlete on the best way to use their athletic platform to enhance their **NAME**, cultivate their **IMAGE** through social media, and utilize their **LIKENESS** to engage a fanbase. We want to help them brand themselves and use this opportunity to generate revenue and position themselves for a career post sports.

ABOUT ME



DERYK GILMORE



Owner of Day 1 Sports & Entertainment

After spending over 20 years in college athletics with the Big 10 and Pac 10 as a player, coach and administrator, Deryk Gilmore left the team side to become a sports agent. Gilmore was certified as an agent in 2005 and over the last 12 years has become one of the top agents in the industry according to Forbes Magazine.

Gilmore, having several first round draft picks over the years as well as multiple Pro-Bowlers, has consistently recognized players who contribute to the NFL which is what has led to his success.

Gilmore started his company Day 1 Sports and Entertainment in 2017 with the vision of taking his goals and values on how to helping players and make that dream a reality. The sports industry has become familiar with the P.L.A.N program Gilmore developed which helped players to develop relationships throughout the NFL and in corporate America and get jobs going forward in that industry.

Gilmore – “ I have a passion for my clients, for football, and working to help them achieve their goals on the field and be men that the world will consider leaders off the field. I want to build an agency that reflects those values’.

Gilmore has been married for 30 years to Camille Gilmore who works at Boston Scientific as a Sr.Vice President and has two sons, Dantae (25) Graduate of The University of Alabama, and works at Boston Scientific and Deion (23) graduate of

Manchester University and works for the Dallas Cowboys





THE MISSION FROM DAY ONE:

“God and Family are number 1 and our clients are family: we will fight, honor, support, hold accountable, have high expectations, and do everything in our power to help our clients maximize their potential.”



YOUR FAMILY OFFICE



With over 30 years in the sports business, I have seen success stories and nightmares when players leave sports. We have developed a PLAN program to help you transition out of the game but wanted our players to leave with more.



Ron Walters
Accounting



Solomon Smallwood
Business Management



Robert Cooke
Health Advocate



Ryan Henderson
National Marketing



Latavius Powell
Financial Advising



Darren Jones
Corporate Attorney



Darryl Brooks
Insurance



Jenna Raglani
Events



Amanda Nivasch
Digital Media Mktg



Savannah Swayze
Client Services



Mindy Cintron
Keller Williams Reality



Paul Estevez
Branding

FAMILY OFFICE – #TELEVISION & RADIO



With over 30 years in the sports business, I have seen success stories and nightmares when players leave sports. We have developed a PLAN program to help you transition out of the game but wanted our players to leave with more.

#TEAM BROADCASTING



MARK LEPSALTER
OWNER OF MAXXTALENT
We have begun a partnership with one of the best broadcasting agents in the industry Mark Lepselter. He represents several Day 1 Sports athlete's, so it made sense for us to make it official. You will have a guiding light to the next stage of your career.



#TEAM FILM & TELEVISION



COURTNEY PARKER
PARKER MANAGEMENT
Courtney is a writer specializing in inspirational, Creative fiction and nonfiction. As a novelist and book author, she has written and collaborated with several bestselling authors and work on several TV shows including; Law & Order, SVU, Chicago PD and the Love & Hip Hop Series.n She also worked on Eat My Schwartz & Food Fight.

CONTRACT NEGOTIATIONS



SHAQ MASON



**5 YEAR
\$50.M
EXTENSION**

**2ND HIGHEST
PAID OG IN NFL**

LA'EL COLLINS



**5 YR —
50M
35M
GUARANTEED**



**5 YR
\$61 M**

HALOTI NGATA

MIKE EVANS

TAMPA BAY BUCCANEERS | WR



5 YEAR - \$82.5M extension

- under contract through 2023 season -

KEY CONTRACT NOTES:

***95M TOTAL DOLLARS**

***55M GUARANTEED TOTAL**

***50M GUARANTEED IN THE FIRST YEAR**

***AVERAGE PER YEAR (APY) TOPS IN NFL OVER 4 YEARS**



THE NEW AGE OF



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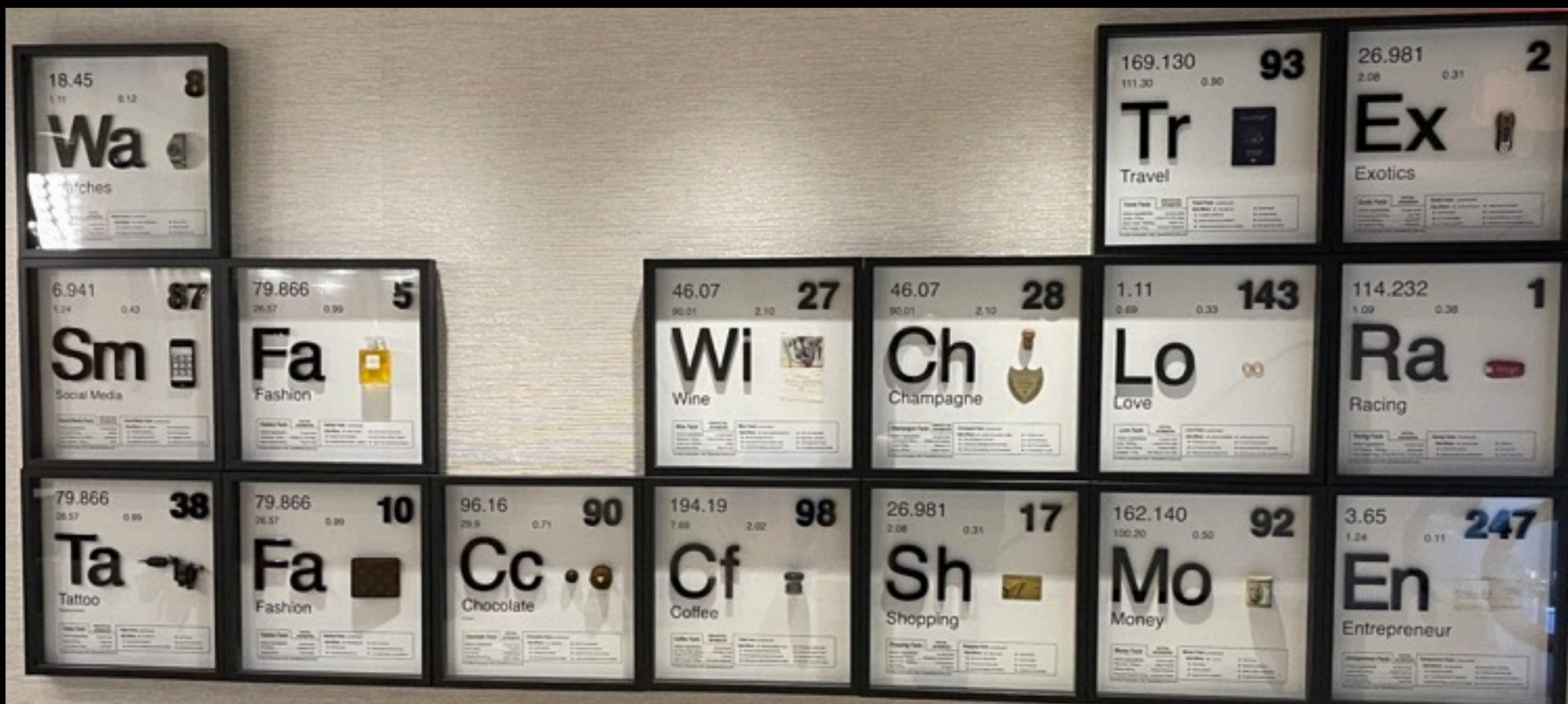
NAME, IMAGE, & LIKENESS

DAY 1
SPORTS & ENTERTAINMENT

BUILDING YOUR BRAND THROUGH YOUR IMAGE



PERIODIC TABLE TO BRANDING



We target areas for our clients and build their BRAND through components they enjoy:

Categories: Social Media, Fashion, Food & Wine, Traveling, Cars, Skin Care, Beverages, & Business



CONTENT POST PLANNER



"CHECK ME OUT"

update us:
tell us your plans or what you're doing that day - weekend
if you aren't doing anything big, hype up your content coming next week

FIT CHECK

show your audience your style or where you're at currently
(example) @: training facility, mid-day selfie, mirror selfie in public spot)
add to your story

VLOG LIFE

Record a clip of yourself.
Tell us what's up & feel comfortable in front of the camera.
Make this what you want. Show your followers what you're about
• where you're at, what you like, and everything that makes you YOU!



CONTENT POST PLANNER



POST YOUR INFLUENCE

Who do you follow that you "idolize"?
Who influences your -
style
music taste
morals & values
daily affirmations
education
lifestyle

ASK YOUR FOLLOWERS A QUESTION

Can be funny, serious, inspirational, genuine curiosity, etc...
Post the question in the tab to your story
See attached list or come up with your own! Again, make this about you-YES, you can have your followers ask you questions

FAVORITE SNACK

Do you have a go-to snack of choice?
Food or beverage, can be a restaurant, take-out spot, snack from the facility, your own personal stash...
Put your followers on-to your own personal preferences.
The more authentic the better!

WHAT WE DO FOR YOU!



<https://qr1.be/BG4J>



MLB CLIENT CALENDAR X SOCIAL MEDIA

APRIL 2023

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|------------------------------|-----------------------|-------------------------------------|----------------------|-------------------------------------|-------------------|---------------------------|
| 26 👤 | 27 | 28 ASK YOUR FOLLOWERS A QUESTION | 29 CHECKME OUT | 30 STORY POV | 31 VLOG LIFE | Apr 1 POST CONTENT |
| 2 POST YOUR INFLUENCE | 3 | 4 STORY POV | 5 WORKOUT WITH ME | 6 FAVORITE SONG RIGHT NOW | 7 FIT CHECK | 8 |
| 9 FAVORITE SONG RIGHT NOW | 10 | 11 FAVORITE SNACK | 12 | 13 STORY POV | 14 CHECKME OUT | 15 |
| 16 | 17 WORKOUT WITH ME | 18 | 19 STORY POV | 20 ASK YOUR FOLLOWERS A QUESTION | 21 | 22 FIT CHECK |
| 23 👤 | 24 POST CONTENT | 25 FAVORITE SONG RIGHT NOW | 26 VLOG LIFE | 27 | 28 FIT CHECK | 29 POST YOUR INFLUENCE |

HOW WORKING WITH ATHLETES CAN HELP YOUR BUSINESS

N.I.L - (Name Image & Likeness)

1. Their audience becomes your audience.

College athletes are celebrities. That means they have an audience who watch what they do, listen to what they say, and who want what they have. Having an athlete that has social media channels leverages an already established target audience and in turn benefits your brand. If your company selects the RIGHT athlete for your brand in aligning your vision and values with those of the athlete, the targeting guesswork is eliminated, and your endorsed athlete's audience becomes your audience.

2. Young people trust and listen to what they see on social media and fans trust players they like.

Athletes have a natural pedestal. One of the most common reasons a consumer purchases an item is because of a recommendation from someone that they already trust. As quoted from the [small business chronicle](#), celebrity endorsements and branding can *significantly increase sales*. Signing a celebrity endorsement can cause the value of stocks to rise and *increase sales by about 4 percent*, according to Social Media Week

3. NIL Programs give athletes an opportunity to impact their community and get involved. Your business helps educate not only your customers but builds a **natural partnership** which can grow exponentially.

Winning sports marketing strategies involve partnerships with influencers/charities. A good number of sports teams and brands are looking to align with one another because the sporting businesses are becoming more data-oriented. Creating a brand partnership can raise the profile of both brands and draw them to new and potential audiences.

Position: Wide Receiver Rankings Updated: 2023-02-06

Year: [Class of 2023](#)

Hometown: [Rockwall, TX](#)

High School: [Rockwall](#)

Ht./Wt./40: 6-2, 205 lbs

Status: Committed to [Clemson](#) on 06-11-2022

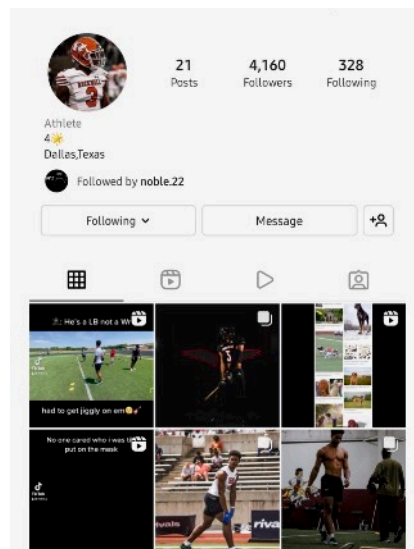
TigerNet: 4.65

ESPN: #48 WR, #73 TX

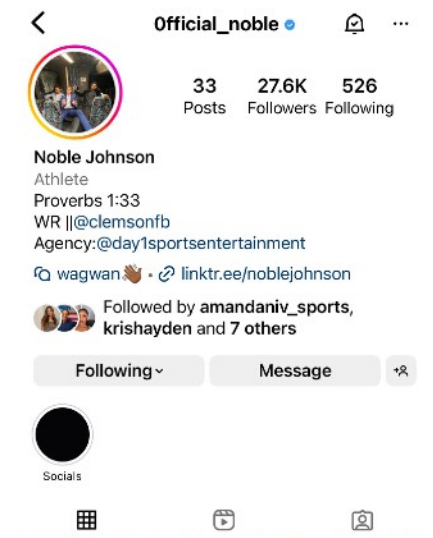
Rivals: #217 Overall, #35 WR, #23 TX

24/7: #93 WR, #97 TX

Top Schools: Clemson



NOBLE JOHNSON
CLEMSON UNIVERSITY





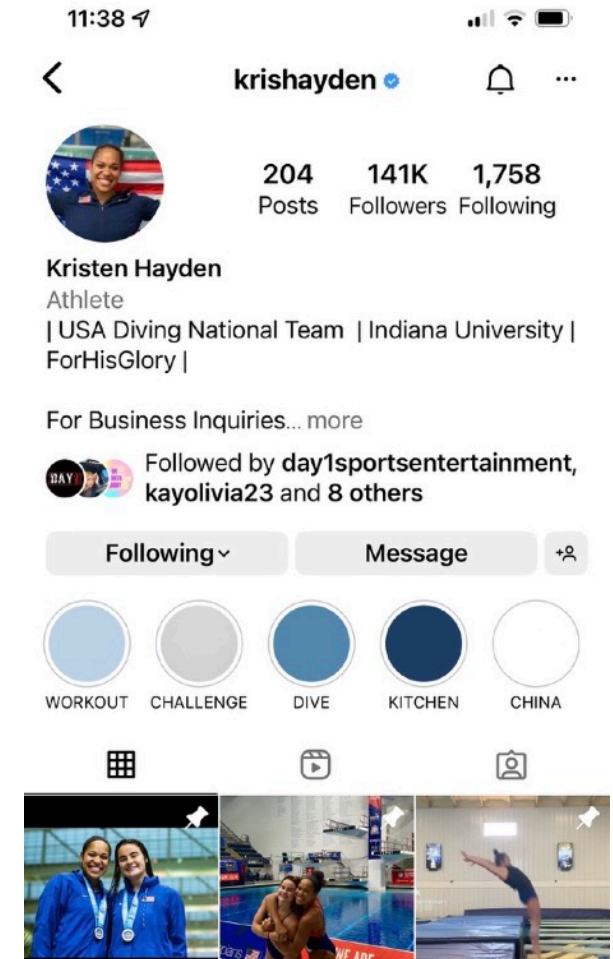
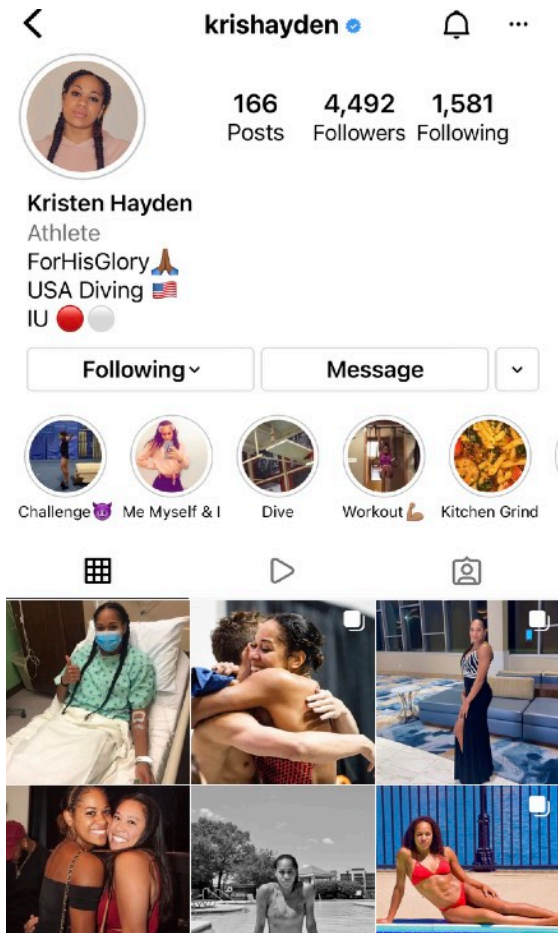
hydrated



lemon perfect.



PIIR 



SOCIAL MEDIA FOR KRISTEN

Kristen started off with 4400 followers and now has **141K**

followers - 15.2 Million accounts reached and 1M accounts interacted with.

6:44

◀ Safari



Tweet

↻ Kristen Hayden Retweeted



Barbie
@Barbie

Congrats, Kristen!
[#YouCanBeAnything](#)

11:48 AM · 12/15/21 · [Twitter Web App](#)

1 Retweet 5 Likes



KRISTENS TAGS

#DIVERSITY

#DIVEIN

#YOUCANBEANYTHING

DEMOGRAPHICS TO TARGET FOR KRISTEN

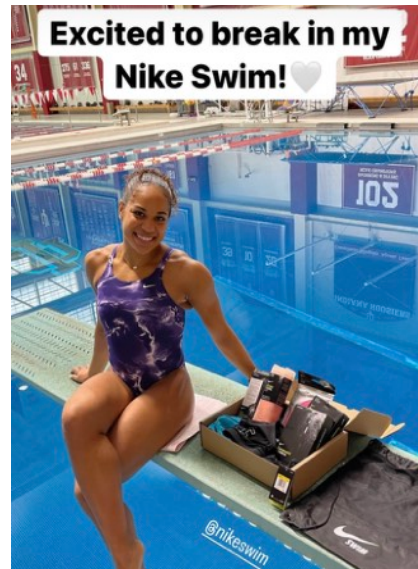
- Toys and Games for children and swimming
- Swim-suits, swim/dive apparel
- Sporting good products, training, weights
- Diversity opportunities
- Mentoring Young Girls
- Supporting Women Initiatives
- Empowering Black women
- Promoting Educational initiatives
- Learning styles (helping with disabilities)
- Health, Fitness and Nutrition products
- Hair products (black hair care)
- Style (clothing brands for women)
- Your university
- Promoting the Olympics
- Ties with former Olympians or non-revenue sports



#adidasNILambassador
@postgame.official



DAY



KRISTEN HAYDEN "ONE SIZE FITS MOST"
USA DIVING NATIONAL CHAMPION

WILT

- when I look back at my "WILT's"...
- "What did I do Well today?"
 - "What do I need to Improve on?"
 - "What did I Learn?"
 - "What am I Thankful for?"

NIL - DEALS

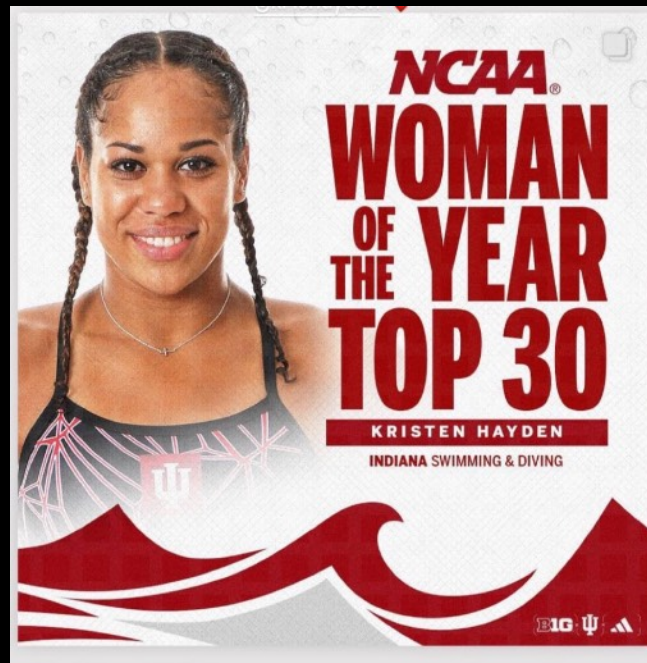


DEFY

BLACK OWNED.WOMAN OWNED.VETERAN OWNED



SUSTAINABLE PARTNERSHIPS



**FOR EVERLASTING
SMILES COME TO
McRAE FAMILY DENTAL
"SMILE WITH SMAEL"
THIS SEASON
GO DAWGS**

**VISIT: GO TO:
DRMCRAE.COM
OR DROP IN
995 BAXTER STREET,
ATHENS, GA**



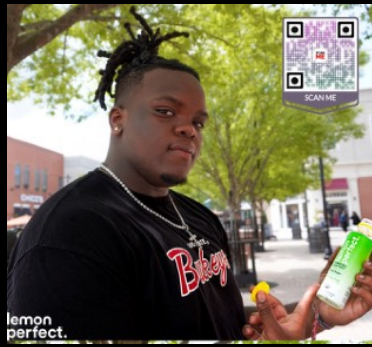
**"We're
All**



BRAND PARTNERSHIPS



PARTNERS



lemon perfect.

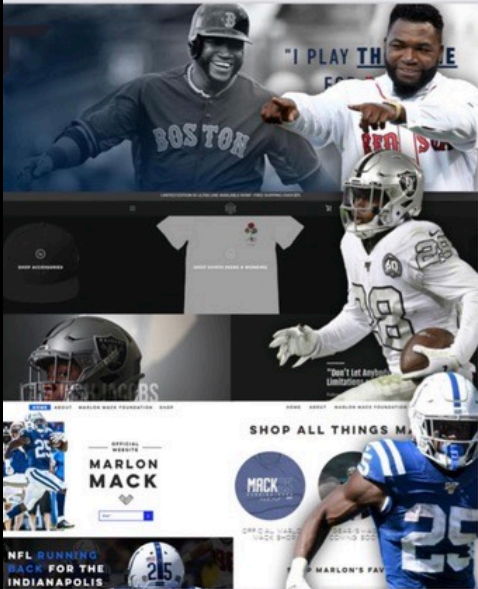
EST. 2019

SOCIAL

An athlete's presence on social media has become almost as important as their respective sport. Our branding and creative team works to create an image that is specific to each client allowing them to remain focused on their profession while we continue to grow their brand.



Let's RB Zenovan Knight for Clothing



DIGITAL

As more and more web based platforms are created, our team has simultaneously stepped up to the challenge. We have the ability to create and build a platform unique to our client that can house an apparel storefront, blogs, videos, and more.



MEDIA

INTEGRATED PARTNERSHIPS

PROSPECTING & LEADS

Our team of experts finds the companies that are spending in the marketplace, narrow down to which brands will reflect our clients' best interests and create or continue the relationship with the emphasis on the client

CONTRACT NEGOTIATION

We identify the needs & message of the brand & create a mutually beneficial campaign. We negotiate deal terms, draft, edit, & execute the contract. Our in house general counsel has years of previous experience at a larger agency and brings his high level skill to Radegen.

SERVICING & ACTIVATION

Our team works diligently to schedule contract deliverables, serve as liaison between client and partner, ensure that both parties are served, and that payments, services, and more are completed on time.

CONTRACT RENEWALS

Our team is only as successful as each individual client, and we design our partnerships with renewals as the top priority. The 2nd contract is the most important and we go above and beyond to ensure our brand partners are thrilled with our partnerships.

Appearances & Signings



ash Jacobs at his private signing

APPEARANCES

Whether it is for a current partnership or a one-off event, we ensure that the exposure and time are worth our clients' commitment.

SIGNINGS

One of the first items we execute is a strong memorabilia deal for each client to ensure their name is properly valued and represented in the memorabilia space.

TRADING CARD SIGNINGS

Our team continues to negotiate long term and highly lucrative partnerships with the top companies in this category. Our team creates growth beyond rookie year cards by setting the standard at a high level and continually researching market value.



COMMUNITY RELATIONS



A Shag Christmas

CHRISTMAS DINNER GIVEAWAY

DECEMBER 21 • 9am • Lineup 8am
COLUMBIA CENTRAL HIGH SCHOOL PARKING LOT
300 TURKEYS OR HAMS WITH ALL THE FIXINGS

THURSDAY, JUNE 4TH, 2015

CHARITY GOLF TOURNAMENT HOSTED BY D.J. FLUKER

LOCATION: HERON LAKE COUNTRY CLUB IN MOBILE, ALABAMA
ADDRESS: 1385 GOVERNMENT BLVD, MOBILE, ALABAMA, 36681
*PORTION OF PROCEEDS WILL GO TO THE HILLTOP SCHOOL, MOBILE, AL

REGISTRATION: MUST REGISTER BY FRIDAY 5TH, 2015
REGISTRATION FEE INCLUDES: GREENS & CART FEES, LUNCH, & REPLACEMENT

TIME OF EVENTS: 11:30AM - 1PM (CHECK-IN & LUNCH)

1PM - 6PM (GOLF TOURNAMENT & SILENT AUCTION)
- SILENT AUCTION: AUTOGRAPH FOOTBALLS & PERSONALIA, ETC.

6PM - 7PM (AWARDS & RECOGNITION)
AWARDS: SWAGGET SHIRT, SWAGGET T-SHIRT, & HOLE IN ONE

FEES: \$150 (SINGLE PARTICIPANT)
\$400 (TEAM OF 4 - T-SHIRT/SPONSORSHIP BANNER)
\$2000 (T-SHIRT/SPONSORSHIP BANNER ONLY)

FOR MORE INFO & TO REGISTER, PLEASE CONTACT JENNA RAGLAN
JENNA@DAY1SPORTSENTERTAINMENT.COM

SPONSORED BY:
ABC TROPHY CENTER
LAND SPIN
HEROES SPORTS BAR & GRILL

THE DREW STANTON FOUNDATION

Proud supporters of

Special Olympics Michigan

Drew Stanton and the High Five Foundation are elated to provide time and resources to Special Olympic Athletes.

day1sportsentertainment

POLYNESIAN PLATE SALE FOR EDUCATION

JOIN HALOTI NGATA & OTHER NFL PLAYERS FOR HIS FIRST EVER POLYNESIAN PLATE SALE FOR EDUCATION

SATURDAY, JUNE 23RD @ THE FACILITY

7111 S. BINGHAM JUNCTION BLVD. MIDVALE, UT 84047

\$10 PLATE

- WHITE RICE
- POKRI CHOP SUEY
- TERYAKI BEEF
- VILO VILO ROTISSERIE CHIKEN

2ND ANNUAL

'QUE FOR A CAUSE

HOSTED BY MITCHELL SCHWARTZ

PRESENTED BY

IGS

TECHNOLOGY GROUP SOLUTIONS

TO BENEFIT:

- Advent Health
- BRITAIN DEVELOPMENT
- MIDWEST Animal Resc

MONDAY NOVEMBER 4TH | 6:00PM

THE ABBOTT | 1901 CHERRY STREET, KANSAS CITY MO 64108

FREE PARKING AT THE VENUE

FOR TICKETS: queforacause.eventbrite.com

FOR SPONSORSHIP INFO CONTACT: Jenna Raglan | jenna@vibrancy21.com

BENEFITTING North Texas Food Bank NORTH TEXAS FOODBANK

CELEBRITY BOWLING NIGHT

HOSTED BY LA'EL COLLINS

WITH TEAMMATES DAK PRESCOTT, SEECHE ELLIOTT & MORE

MONDAY, DECEMBER 10, 2016

TIME: 6-9 PM ALL AGES WELCOME

THE ROSE ROOM AT STRIKZ

8789 LEBANON RD, FRISCO, TX 75034

DAY 1

DJ & B JACK CHRISTMAS GIVEBACK

YMCA YOUTH & FAMILIES

SANPOINT ELEMENTARY SCHOOL 5200 90TH AVE NE, SEATTLE

DECEMBER 17TH | 4:30PM

TOP GUNNAP & UNCLE DENTLEY

2016'S UNCLE DENTLEY & UNCLE DENTLEY: BEST OF THE BEST FOR A HOLIDAY PARTY AND GIVEBACK

DATE: JUNE 22, 2019

AGES: 7-14

TO REGISTER, GO HERE:
HTTP://DAY1SPORTS.COM/SHAQ-MASON-FOOTBALL-CAMP/

CHECK IN: 8:30AM-9:30AM | CAMP STARTS: 10AM | LUNCH: PROVIDED

*TENTS AND FANS WILL BE AVAILABLE FOR FAMILIES TO KEEP COOL DURING THE CAMP.

ADDRESS: 921 LION PKWY, COLUMBIA, TN 38401

CELEBRITY GOLF OUTING

JUNE 14TH @ 2:00 PM STARTING

HOSTED BY Mike Evans

River Hills Country Club
3542 New River Hills Pkwy
Valrico, FL 33596

WELCOME TO

NGATA92.COM

THE OFFICIAL SITE OF HALOTI NGATA

HAVE YOUR OWN BUSINESS! WORK YOUR PLAN

D1 MENU

YOU PICK THE GOAL WE HELP YOU GET THERE

D1 to U
STAY ACTIVE WITH ONLINE COACHING
LEARN MORE

FIND YOUR D1

TRIFECTA HAULING

mlmhuzik
Baton Rouge, Louisiana

MAJOR LEAGUE M H U Z I K PRESENTS
1ST ANNUAL MAJOR LEAGUE M H U Z I K SHOWCASE

SLOTS AVAILABLE - \$300 EACH
PAY \$300 FOR SLOT - SLOTS 10MINS EACH (2 SONGS)

HOSTED BY @ALLEY STACKZ
PERFORMING: @TENAJOR, OFFICIAL & @OFFICIALGAY PERFORMING LIVE
COMEDY BY: @IAMHOTBYMAJOR
PERFORMANCES: @KIRKORANGE / @MOUSE.DATME
@BYREALZ25 / @KOOLDISUPAMKE

678-485-0598 For Slots
225-773-7330

APR 13TH 7PM-12AM
VARSITY THEATRE
3353 HIGHLAND RD, BRLA 70802

1ST PLACE- \$5000 - LOCK IN VIDEO SHOOT & STUDIO TIME (5HRS)
2ND PLACE- \$3500 - STUDIO TIME (3HR) 3RD PLACE- \$1500

Columbia Marathon 🏁
AAU Basketball Program
Founder: @shaqdiesel_70
The Marathon Continues 🏁
Earned. Not Given.
marathon931.com

BIG BOYS CLUB

Geoff Schwartz
Duke Manyweather



wheelwarriorsny

Wheel Warriors

DJ Fluker

1605B East 233rd St • Bronx, NY 10466
OFF: 347.843.7008



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- DAY 1 SPORTS & ENTERTAINMENT
- CEO & President
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- URL: Day1Sports.com
- Atlanta, Georgia