



Professional representation and management for athletes and entertainers

# SPORT SLOOP



# Vision

*We understand Sports and Entertainment and we focus on serving our clients.*

**S**portsLoop is focused on representing our clients with integrity. There are many agents that will approach you about representing your interests. Our mission is to work closely with you to find out what you want to achieve and help you accomplish your goals.

The SportsLoop team works together to assist our clients. The various divisions at SportsLoop are closely integrated, providing innovative, well-devised approaches for all of our clients' needs.

SportsLoop believes that every athlete has the right to quality representation. Too many athletes are taken advantage of during their representation. SportsLoop works with the client to develop a strong personal management team. SportsLoop insists that each athlete receives the best information that is available so that the athlete can make an informed decision and select service providers that are most suitable for his or her individual needs.

SportsLoop has made a commitment to represent our clients not only during the early stages of their athletic careers but to continue to provide our services and support throughout their lives. We not only represent athletes, we also represent future business people. Once you become part of the SportsLoop family, you will remain part of our family for life.

Our management team, staff and advisory board have diversified experiences, resources and contacts. The team that we will assemble on our clients' behalf will excel at providing opportunities for our clients beyond the world of sports. This team has extensive backgrounds in law, business, finance, banking, marketing, sports and entertainment. Whether it is financial planning, endorsements, health coverage or legal assistance, the SportsLoop team will help you manage all of your needs.

SportsLoop has a diversified organization that provides services for our clients in the following categories:

- Professional representation and management for athletes and entertainers.
- Event management for sporting events, golf tournaments and charity fundraisers.
- Sponsorship creation, development and strategic execution.
- Brand management which focuses on advertising, promotions and partnership opportunities in the sports arena.
- Product placement opportunities in movies and television.

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# Why SportsLoop?

**W**e know that you have many options in terms of selecting an agent to represent your interests. It is a big decision that you should take seriously. It is a decision that can affect not only how much money can be made during your athletic career, but also throughout your life. We believe that you should look for someone who has the ability to assist you on and off the field. These are the reasons why SportsLoop is positioned to provide the services that you are seeking.

**Long term relationship**  
We focus on the big picture. Your athletic career is certainly the most important component as we start out. However, we grow together. We will develop a strong team of advisors that will help you achieve all of your short and long-term goals.

**Ability to assist with future endeavors**  
A significant part of our services is to work together to identify and develop skills that will be beneficial to you in the future. We will assist you in developing those skills and the relationships necessary for you to succeed beyond the playing field.

**Depth and variety of experience**  
Our management team, staff and advisory board have strong backgrounds in law, business, finance, banking, marketing, sports and entertainment. Through our collective experiences, contacts and resources, we can assist you in reaching your goals.

**Personal attention**  
We believe in providing you with personal attention. We want you to be involved in making the decisions that affect your life. We will work together to make difficult decisions and to make sure that we attain your goals.

**Commitment to excellence**  
We strive to provide you with the best service available. We focus on identifying experienced and quality service providers for your needs. We require our employees and providers to maintain high quality service that will surpass your expectations.

**Putting your interests first**  
Decisions are made only with your interests in mind. You are the client, and we focus on what is best for you.

**AGENTS FOR LIFE** *We are your agents for life. We are here to stay and we expect to maintain a long-term relationship with any athlete that we represent. Once you become part of the SportsLoop family, you will remain as part of our family.*





*Many agents want to represent you while you are a star...*

*But disappear when your athletic career is over...*



**SPORTSLOOP**

***SportsLoop is your agent for life!!***

# Role of the Agent

SportsLoop believes that the role of the agent is to assist in all of the athlete's endeavors. The agent is the lead person who will manage or direct each aspect of the athlete's interests, but the agent is not the only person who must understand the needs of the athlete. In addition to the agent, the service providers will work closely with the athlete to develop the athlete's career, protect the athlete's image and interests, and help attain all of the athlete's goals.

Above all, the agent should be the one person in whom the athlete has the most trust.

It is for this very reason why SportsLoop feels it is critical to develop a strong team of service providers. We work closely with the athlete to develop a team that best suits the athlete's needs. This team will vary from athlete to athlete depending on their geographic location, their existing relationships and their personal preferences.

Though some agencies "provide" a full team, such a structure does not allow the athlete to have meaningful input into his or her service providers. This prevents the athlete from maintaining existing business and family relationships. SportsLoop's approach allows us to maintain a high level of service and identify the providers who will best serve our clients.

With that framework in mind we believe the role of the agent consists primarily of the following components:

1. Negotiate all of the athlete's contracts.
2. Manage the team of advisors.
3. Guide the athlete to help set and attain goals.
4. Prepare the athlete for the future.

# Communication

SportsLoop believes that communication is the key to effective representation. We meet with our clients and speak to our clients on a regular basis. Reporting schedules are created to keep our clients updated on all matters that are being handled for them.

Our clients are encouraged to provide us with feedback so that we know how to improve our communication with them. We seek input from our clients on what unique services they would like us to assist in handling.

We make sure that our clients reveal their true desires so that the SportsLoop team can structure a program to handle their needs most effectively.

SportsLoop focuses on building long-term relationships with our athletes. We strive to devise a plan for our clients' post-athletic career and to maintain their involvement with SportsLoop even after they are done competing on the field. Once again, we not only represent athletes, we represent future business people.





# Services Managed

**W**here many athletes encounter trouble is entrusting their life to one person who claims to have the ability to provide all of the services needed by the athlete. No single person can provide all of those services with any reasonable level of expertise. SportsLoop has developed relationships with service providers in order to create a strong team to adequately represent the athlete in each of the following areas. All of these service providers are certified and qualified in their professions. SportsLoop works with the athlete to guide them through the decision-making process. SportsLoop also ensures that the athlete is getting quality information from providers with significant experience in each industry. SportsLoop helps the athlete find the best fit for his or her personal situation, rather than forcing choices upon the athlete. Though we make recommendations based on our experience, we encourage the athlete to be directly involved in the process and to make the ultimate decisions.

The following services are representative of the services that we supervise, provide and/or manage for the athlete:

## **Legal:**

- Negotiation of player contracts
- Estate Planning
- Real Estate purchases
- Protection of identity and marketability
- Negotiation of endorsement contracts
- Criminal defense
- Litigation

## **Financial:**

- Investment management
- Wealth and asset management
- Long term strategic planning
- Savings
- Long term care

## **Accounting and Tax:**

- Tax preparation and planning
- Payment of bills

## **Insurance:**

Securing appropriate coverages for:

- Disability
- Life
- Health
- General Liability

## **Athletic Skill Training:**

- Preparation for combine or other evaluation programs
- Strength and conditioning training
- Massage therapy
- Rehabilitation for injuries

## **Marketing and Endorsements:**

Creating, managing and leveraging marketing opportunities:

- Endorsements
- Appearances
- Image
- Brand creation and building

## **Career Development:**

- Job skill training
- Interview skills
- Resume building
- Networking opportunities
- Business skills



# SportsLoop's Programs

**S**portsLoop believes in developing concepts and programs that are designed to protect the athlete, and to provide a better level of service for the athlete. We have developed the following three initiatives which we feel will positively serve the athlete during the course of his or her career. A brief description of the ideals behind each of these programs is included below. The full text of each aspect of these programs is available upon request. We are constantly soliciting feedback about these concepts and finding ways to promote the ideals behind them. Any athlete that would like to be involved with the development process or has any specific comments is more than welcome to help us achieve this goal.

## **SKILLS**

The goal of this program is to provide the aspiring or accomplished athlete with the tools that are needed to succeed in the business world and to develop the skills that are critical to his or her success beyond athletic endeavors. SportsLoop has developed a modular program that focuses on the following areas:

1. Legal and Estate Planning
2. Tax Preparation and Accounting
3. Banking and Financial Services
4. Career Development
5. Marketing
6. Agent Selection

Each of the modules are written by experts in the field in order to provide the athlete with the detail they need to obtain a working understanding in each of these areas.

## **AGENT'S CODE OF ETHICS ("ACE")**

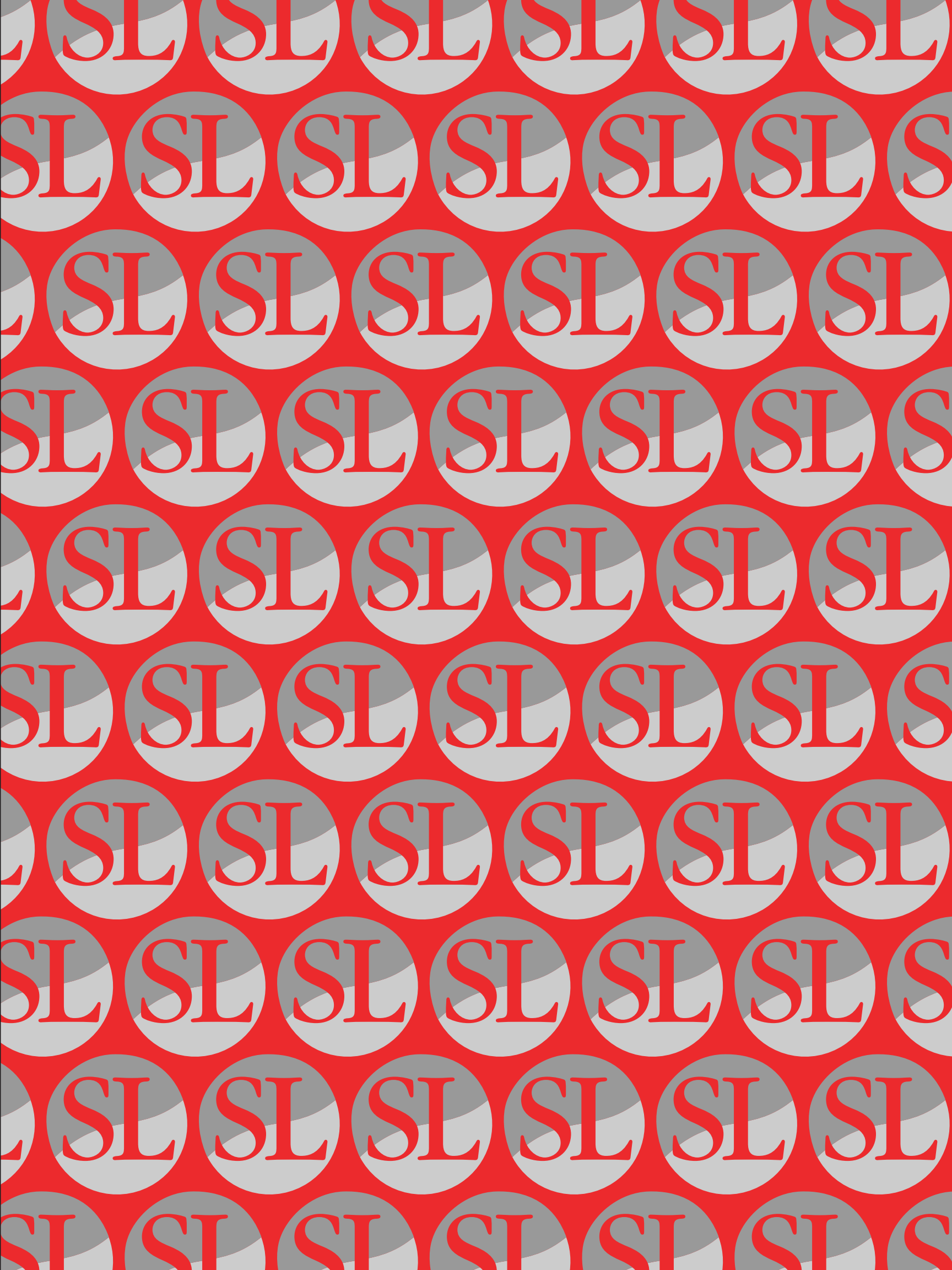
SportsLoop is pioneering this effort to change the way that the amateur athlete is recruited and to provide certain aspects of protection for the student-athlete. ACE will also establish a level of service that SportsLoop will provide for the athlete during his or her professional career.

## **ATHLETE'S BILL OF RIGHTS ("ABR")**

SportsLoop believes that the participation in intercollegiate sports is a privilege, not a right. However, due to its high profile, sometimes the athlete is subjected to much more rigid (and sometimes unfair) scrutiny. We have developed the ABR in order to set a standard which we believe the schools should provide for the protection of the athlete.

*...to protect  
the athlete,  
and to  
provide a  
better level of  
service...*







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