



**NILCO  BINE™**

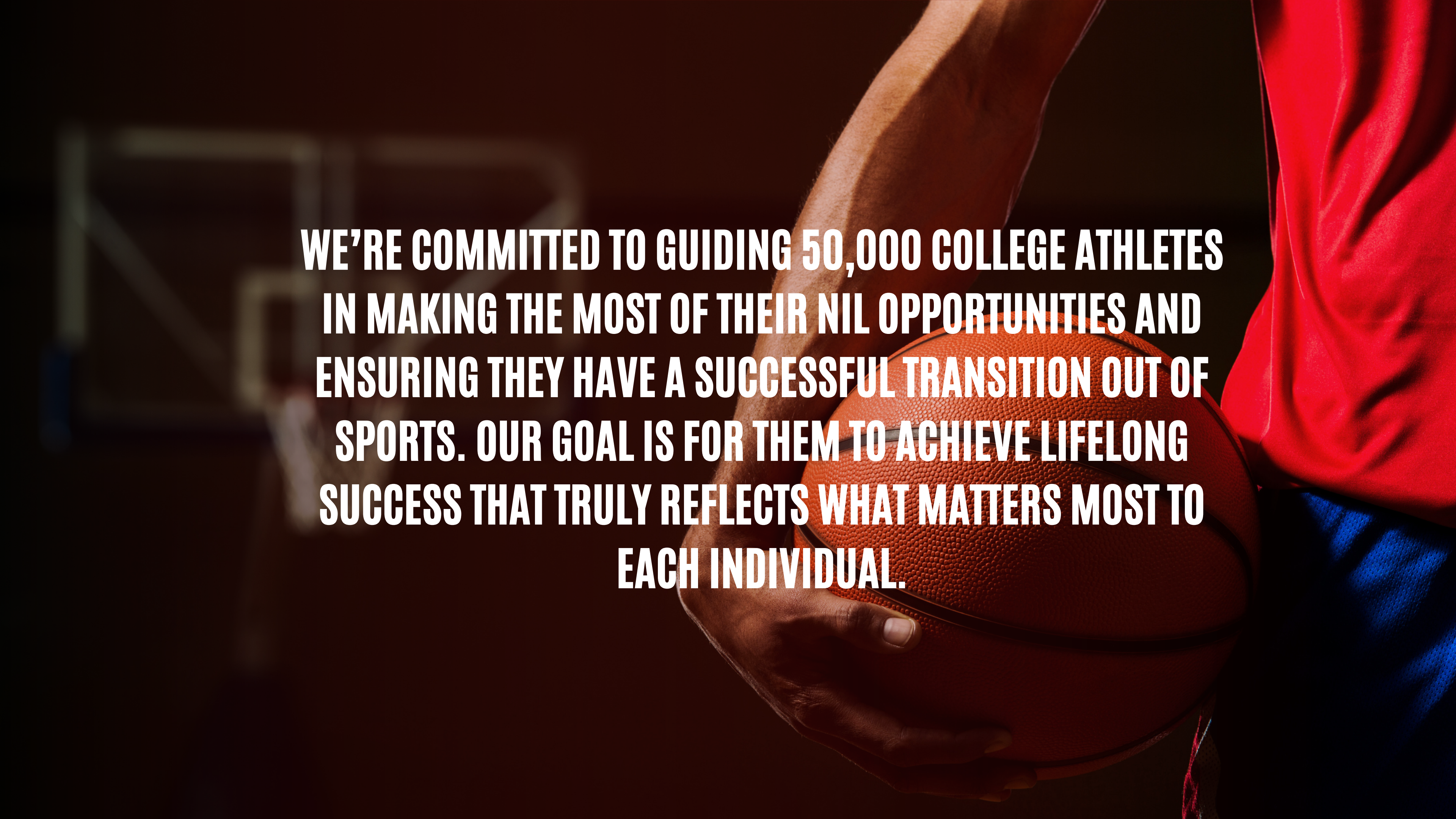
**SMALL BUSINESS  
SPONSORSHIP DECK**



A close-up photograph of a basketball player's hands holding a basketball. The player is wearing a red jersey and blue shorts. The background is dark and out of focus, showing a basketball hoop and backboard. The text "OUR PURPOSE" is overlaid in white, bold, sans-serif font across the center of the image.

**OUR PURPOSE**





**WE'RE COMMITTED TO GUIDING 50,000 COLLEGE ATHLETES  
IN MAKING THE MOST OF THEIR NIL OPPORTUNITIES AND  
ENSURING THEY HAVE A SUCCESSFUL TRANSITION OUT OF  
SPORTS. OUR GOAL IS FOR THEM TO ACHIEVE LIFELONG  
SUCCESS THAT TRULY REFLECTS WHAT MATTERS MOST TO  
EACH INDIVIDUAL.**



# OUR MISSION







**WE HELP STUDENT-ATHLETES CREATE LONG LASTING  
POTENTIAL WITH ACCESS TO KNOWLEDGE AND RESOURCES.  
WE'RE FOCUSED ON BREAKING DOWN BARRIERS THAT ARE  
PREVENTING STUDENT-ATHLETES FROM CAPITALIZING OFF  
THEIR NAME, IMAGE & LIKENESS - ULTIMATELY SETTING UP  
A STRONG FOUNDATION FOR SUCCESS IN THE FUTURE.**



# WHY WE'RE THE BEST

*The Visionary:* **Sivonnia DeBarros, Protector of Athletes**®

As seen in: **FOX34** **abc7** **O2** **WGN9** **Daily Herald** **SHOUTOUT LA** **Forbes**





# WHY WE'RE THE BEST



The Visionary: **Sivonnia DeBarros, Protector of Athletes** ®

Have Taught:



“

**Lynn Speer, Parent**

*"If we had not come into contact with this presentation - this virtual book launch - nine times out of ten, we would have met it, possibly on the back end on the wrong side."*

“

**Kim Brady, Former Athlete & Biz Owner**

*The power of the collective group of professionals and the class act process Sivonnia put together was top notch. I loved it from start to finish and feel honored to be a part of it.*

**Lauren King**  
student-athlete

Thank you for hosting and creating such an amazing event with so much valuable information! It really was one of the best educational events I've been to in person and online. I loved hearing you speak so passionately about everything!





A close-up photograph of a basketball player's hands holding a basketball. The player is wearing a red jersey and blue shorts. The background is dark and out of focus, showing a basketball hoop and backboard. The text "ABOUT THE EVENT" is overlaid in white, bold, sans-serif font.

# ABOUT THE EVENT



# DEMOGRAPHICS

Parents



Athlete (pro/Former)



Student-athlete



Entrepreneur



## STUDENTS

13-18 - Middle School to High School

18-21 - College Age

Desire to understand NIL

Desire to procure Brand deals

## PARENTS / GUARDIAN

Have a desire to see their child flourish

Desire to understand NIL

Desire to see their child flourish in school, business, and beyond

## ATHLETIC DIRECTORS/COLLEGES & UNIVERSITIES

Striving to provide cutting edge information for their student-athletes where they are unable to provide directly.





# EVENT DATE & STRUCTURE

## **JULY 27TH**

Student-Athlete Brunch  
Sponsor/Partnership Dinner

## **JULY 28 -29TH**

NILCOMBINE Conference Days

## **JULY 29TH**

Night Cap Social



**EVENT INFO :** **CHICAGO, ILLINOIS**

JULY 27TH  
STUDENT-ATHLETE BRUNCH





**EVENT INFO:**

**CHICAGO, ILLINOIS**

JULY 28-29TH

NILCOMBINE CONFERENCE DAYS





**EVENT INFO:**

**CHICAGO, ILLINOIS**

JULY 29TH

NILCOMBINE NIGHT CAP SOCIAL





# TOPICS TO BE COVERED

- Branding
- Niching
- NIL Deal Making
- Resilience
- NIL Legal Protections
- Metaverse
- NIL Statute, School Guidelines, & Compliance Matters
- Monetizing Your Skillset
- How to create financial wealth with your skillset
- Building wealth with insurance
- Proper Legacy Building with Estate Planning for Student-Athletes
- College Coaching in the NIL Era
- Lessons from Professional Athletes
- Marketing
- The Role of Agents in NIL





A close-up photograph of a basketball player's hands holding a basketball. The player is wearing a red jersey and blue shorts. The background is dark and out of focus, showing a basketball hoop and backboard. The text "SPONSORSHIP OPTIONS" is overlaid in the center in a bold, white, sans-serif font.

# SPONSORSHIP OPTIONS





# BENEFITS

## Overall Benefits:

- Get your company's name in front of the top industry experts.
- Promote your organization before, during, and after the event on marketing materials.
- Ability to network with your target audience and build community.





**FINANCIAL SPONSOR**  
**STANDARD OPTIONS**





# FINANCIAL SPONSOR MVP OPTION

ASK: \$2,500

*Valued at: \$10,500*

- Half-Page Ad in the AMM Attendee Book
- Sponsor Banner Displayed at event
- Logo on step & repeat
- 1min-short impact film to be shared during the event
- Promote your organization in marketing materials & What Are You Sporting About? podcast
- 2 Free Event Tickets





# FINANCIAL SPONSOR ALL-STAR OPTION

ASK: \$1,500

*Valued at: \$5,000*

- 1/4QTR-Page Ad in the AMM Attendee Book
- 30-second commercial at the event
- Promote your organization in marketing materials & What Are You Sporting About? podcast
- 1 Free Event Tickets





# FINANCIAL SPONSOR ROOKIE OPTION

ASK: \$500  
*Valued at: \$2,500*

- Business Card size Ad in the AMM Attendee Book
- Promote your organization in marketing materials
- 1 Free entry to the event for Sponsor



**LET'S GET  
STARTED**

**ADMIN@ATHLETESMAKINGMOVES.COM**

**SUBJECT LINE: SPONSOR INTEREST**

**ATHLETESMAKINGMOVES.COM**

