

— **T H E** —
ROOKIE(2)
RETIREMENT™
— **P R O G R A M** —

A LIFETIME
BRANDING PROGRAM
DESIGNED FOR
PROFESSIONAL ATHLETES

WWW.TGAUNIFIED.COM

R 2 R



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#R2R PROGRAM SNAPSHOT

PROGRAM PURPOSE

THE ROOKIE (2) RETIREMENT PROGRAM™ IS DESIGNED TO ESTABLISH AND DEVELOP A DYNAMIC, ENGAGING AND RELATABLE BRAND FOR PROFESSIONAL ATHLETES NO MATTER WHAT JUNCTURE THEY ARE AT IN THEIR CAREER. OUR PROGRAM IS DEDICATED TO BUILDING A BRAND THAT EVOLVES THROUGHOUT AN ATHLETE'S CAREER AND RESONATES BEYOND RETIREMENT.

OUR NUMBER ONE GOAL, FROM DAY ONE, IS TO EDUCATE AND TRAIN ATHLETES ON BRAND IMPORTANCE WHILE WORKING CLOSELY WITH EACH ATHLETE TO CEMENT THEIR BRAND IN THE MINDS OF THE FANS, SPORTS INDUSTRY, CONSUMERS, CONSUMER BRANDS AND THE GLOBAL COMMUNITY.

TARGET DEMOGRAPHIC

THE ROOKIE (2) RETIREMENT™ PROGRAM'S TARGET DEMOGRAPHIC IS PROFESSIONAL ATHLETES IN ALL SPORTS ARENAS, DOMESTIC AND INTERNATIONAL..

- ATHLETES -COLLEGIATE & PROFESSIONAL
- NCAA
- NBA
- NFL
- XFL/CFL
- NHL
- WNBA
- MLB
- SOCCER
- GOLF
- GLOBAL MIXED GENDER BASKETBALL LEAGUE

TRAINING & EDUCATION OPPORTUNITIES

ATHLETES THAT ENGAGE WITH OUR ROOKIE (2) RETIREMENT™ TRAINING PROGRAM WILL BENEFIT FROM...

TRAINING & EDUCATION on the following

- Assessment and brand development through a defined framework.
- Training on how to develop your brand on and off the playing field in 3 easy steps.
- Strategies on how to develop provocative partnerships and collaborations for your brand.
- Steps to development business endeavors: entrepreneurship, foundation development, community service, personal brand expansion and endorsements.