

ROCKIE(2) RETIRET

A LIFETIME BRANDING PROGRAM

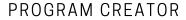
PROGRAM

DESIGNED FOR

PROFESSIONAL ATHLETES

W W W . T G A U N I F I E D . C O M

R 2 R



TARA GATES ANDERSON, MBA MS

BRAND EXPERT

CEO, TGA UNIFIED, LLC

 ${\sf TGA} @ taragates and erson.com\\$

240.491.2929





#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 THIER 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.

