

WELCOME TO

CAPTURE SPORTS AGENCY



FOUNDATION. ELEVATION. SUCCESS

OUR SERVICES:

- Contract Negotiations
 - Image Marketing
 - Brand Management
 - Website Design
- Foundation Development
- Philanthropic Opportunities
- Endorsement & Community Engagement Representation
- Post Career Strategic Planning

WHO ARE WE?

- We are a full service representation company based out of Fort Wayne, Indiana.



OUR MISSION

Our mission is to enhance the opportunities for athletes to grow and develop through meaningful and strategic partnership and inspirational community engagement. Capture Sports Agency is a recognizably different kind of sports representation firm.

OUR PRINCIPLES

Capture Sports Agency principles are Foundation, Elevation, and Success. Those are the three principals we want our clients to understand and what we offer our clients.

ABOUT CSA

OUR GOAL

To assist athletes through opportunities to advance financially, mentally, physically, and spiritually, while sharing their journey with the world.





LIFE AFTER COLLEGE

Becoming an NBA basketball player is a very difficult task. Even people with the talent and aptitude to make it to the NBA do not always make it because of the amount of training, mental toughness and opportunity it takes to play professional basketball in the world's preeminent basketball league. That's why here at Capture Sports Agency, in addition to the NBA we have other options that can help you fulfil your dreams.





State Farm

**HOW WILL
WE MARKET
ROB?**

MARKETING STRATEGIES

KEY LOCATIONS

Indianapolis, IN
Bloomington, IN
West Lafayette, IN
City of Pro Team

KEY OPPORTUNITIES

Public Appearances
Radio & TV Interviews
Media Exposure
Charitable Functions
Civic Movement

TYPES OF BRANDS

Energy Drinks
Water
Clothing & Apparel
Automotive
Soft Drinks



ENDORSEMENTS

OUR STRATEGY

We will start by finding the key areas where we should market. Once we learn more about you off the court we will decide what brands to target. Next, the Capture Sports Agency Marketing Team will come together to find what brands and appearances fit your schedule and marketing scheme best!



KEY APPEARANCES

- First Pitch at Indianapolis Indians game
- Autograph signing at local car dealership
- Appearance at Indy Fuel game
- Rob Phinisee Night at McCutcheon High School
- Autograph signing at Collector's Den
- Guest broadcast on B1G Network
- Podcast appearances
- Appearance at "Yogi's" in Bloomington
- Speech to McCutcheon basketball team



ROB'S MARKET

BLOOMINGTON

At Capture Sports Agency, we realize the endless love that Hoosier fans give once their players leave for the pros. We believe it will be important to market the Phinisee name to Bloomington.



EVOLUTION

When starting your professional career, endorsements will be slim. It is our job to get you appearances and endorsements. We will start with small endorsements in Indianapolis, Bloomington, and your professional city. Your market has the possibility to then evolve to bigger and National brands, such as Nike, Gatorade, and even more!

CARD DEALS & SIGNINGS

CARD DEALS

Card & memorabilia deals are a great way to make an off court income. It also helps build your marketability in the younger generation.



SIGNING APPEARANCES

There are tons of Memorabilia shops in Indianapolis and in Indiana in general. When those shops decide to have an in store signing, they usually have great turn outs. Signing appearances are also a great way to get your name out there to your fans. You can gain many fans from events like these.



HOW DO WE ENHANCE CAREERS?

TEAM RECRUITMENT STRATEGY

OUR GOAL

Our #1 goal is to get Rob on an NBA team. Every chance we get we will work towards that goal!



ALTERNATIVES

Although NBA is our goal, we have other alternatives lined up. This way you can showcase your game in other leagues to prove yourself for the NBA.





SCENARIOS FOR ROB



IF DRAFTED..

1. Negotiate contract with new team.
2. Take care of all necessary arrangements.
 - Housing
 - Weekly & Monthly Schedule
 - Meals & Therapies
 - Transportation
3. Find Marketing Opportunities
4. Make sure family is taken care of.



IF UNDRAFTED..

1. Contact NBA teams about being an undrafted signee.
2. Make sure resume looks professional.
3. Apply pressure to signing with G League or Overseas team.
4. Send film to G League & Overseas teams.
5. Find marketing opportunities locally.
6. G League tryouts in September

OUR SCHEDULE FOR ROB

1. Rob Declares for the Draft and signs with CSA.
2. Hire a Personal Trainer if no trainer already.
3. Gather all film and work on professional resume to send to NBA, G-League, & Overseas teams.
4. Educate Rob on the process.

Permissible Participation & Related Expenses

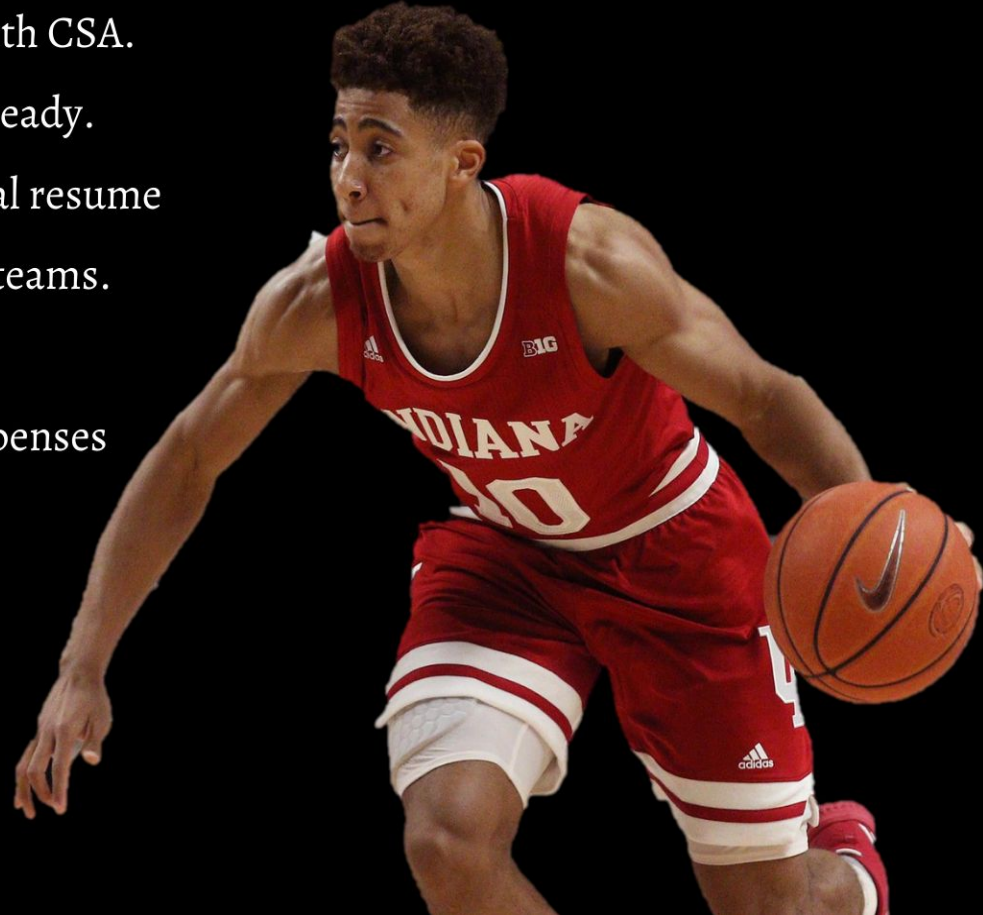
Exhausted Eligibility

Underclassman

NBA Combine

Individual Team Tryouts

Portsmouth Invitational



SCHEDULE CONTINUED

4. Take care of all necessary arrangements

- Practices
- Accommodations
- Meals
- Therapies

5. Prepare Rob for handling media

- Come up with 2-3 talking points

6. Set up an interview with not so-popular media outlet to practice.

7. Educate Rob on NBA Draft Timeline

- G League Elite Camp
- NBA Draft Lottery
- NBA Draft Combine
- NCAA Early Entry Deadline
- NBA Early Entry Deadline



POST CAREER

STRATEGIC PLANNING

Many athletes nowadays retire either broke or struggling financially. One of our goals as a company is to make sure our clients retire financially set. We will sit down with you and create a plan so you are set after your playing days are over.

INVESTMENTS

Investment opportunities don't just stop once you retire. You will still be able to invest in what you would like. The opportunities are endless.

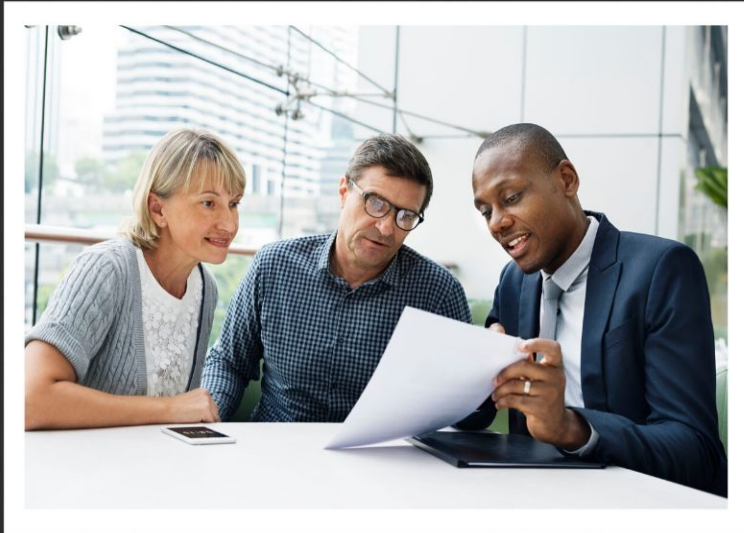
POST CAREER OPPORTUNITIES



"WE ARE HERE FOR THE LONG TERM!"

INSURANCE & FINANCE ADVISORS

Capture Sports Agency has a list of advisors that we can recommend or you can have your own. We want to make sure you are comfortable with your advisor. Whoever you decide to choose, they will sit down with you to create a financial and insurance plan to make sure you are set.



FOUNDATION DEVELOPMENT

Create your own
Foundation to raise money
for benefits of your choice!



SOCIAL MEDIA PLAN

WHAT TO DO

- Post images of you around West Lafayette, Indianapolis, Bloomington, & professional city
 - Go live and chat with fans.
- Show some behind the scene pics of you and your teammates.
 - Talk about what you believe in!
- Do competitions to giveaway memorabilia.
 - Communicate with fans!

HOW DOES IT BENEFIT

- More followers
- Better marketability
- Turns into more endorsement opportunities and more money for you and your family!



CHAUNTIEL SMITH

WNBA & FIBA Agent

(260) 312-7846

Csmith@capturesportsagency.com



CONTACT US

