



# TEAM

RIEGLING



SPORTS MGMT

HELPING ATHLETES SPREAD THEIR WINGS

HEART HUSTLE  
DOMINANCE

By: Jayce Riegling

# MEET THE MASTERMIND

## IU Bloomington '24

- Will be studying Sports Management/Marketing & Business at IU.



## Lakeland '20

- Interned at Capture Sports Agency learning basketball.

*Mentor: Chauntiel Smith*

- Interned at 4wrđ Sports learning football & baseball.

*Mentor: Jordyn Bontrager*



- 2019 NECC Home Run Derby Director.

- Has wanted to be an agent since 8th Grade due to Scott Boras & TV Show Ballers.

- 2x DECA President



# RIEGLING

## SPORTS MANAGEMENT



# WHAT AM I DOING NOW?

- Weekly calls with current agents about their career and how they started.
- Weekly assignments from *Mentor Jordyn Bontrager*.

- Contacting teams
- Learning CBAs
- Learning about other Agencies.
- Working through my *Mentor Chauntiel Smith*.
  - Scouting local athletes.
  - Making target lists.
  - Work on presentation for potential clients.
  - Contacting potential clients.
  - Attend games to meet local athletes.



# DOMINANCE

# HEART HUSTLE DOMINANCE

## OUR SERVICES:

- Personal Relations
- Social Media Management
- Financial Advising
- Marketing
- Player Branding
- Contract Negotiation
- Career & Character Development
- Foundation Development
- Investment Planning
- Post Career Strategic Planning
- Life Coaching

## WHAT DO WE DO?

- We are a full representation company located in Indianapolis, IN willing to go the extra distance to help a deserving athlete DOMINATE.



# WHY DO WE DO IT?

- Sports are our passion.
- We LOVE seeing athletes DOMINATE at the Professional Level.
- We strive to work endlessly to help and an athlete DOMINATE through HEART & HUSTLE!



HELPING ATHLETES SPREAD THEIR WINGS



# HOW DO WE DO IT?

- We achieve goals through our laptops, cell phones, & meetings.
- Always involved in ongoing calls, emails, & face to face meetings.
- Staying in contact with the athlete through the entire process so they are educated.



# WHO ARE WE LOOKING FOR?

- Up & coming athletes with a desire for DOMINANCE!
- Athletes ready to take their career to the professional level.
- Athletes with the HEART & HUSTLE to make it happen.
- Athletes ready to SPREAD THEIR WINGS!



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RSM



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## OUR MOTTOS

"Helping athletes spread their wings"

"Hard work forever pays"

# RSM BRANDING

## WHAT DESCRIBES RSM?

HEART

HUSTLE

DOMINANCE

ENDLESSLY MOTIVATED

DETERMINED

FEARLESS



**HUSTLE HEART**  
**DOMINANCE**

HELPING ATHLETES SPREAD THEIR WINGS

# INITIAL COSTS

**HEART**



## Advantage

Low Initial Costs

HELPING ATHLETES SPREAD THEIR WINGS

CFL Certification: \$791

FIBA Certification: \$250

Office Supplies: \$200

Apparel: \$100

Laptop: \$1000

Games each Week: \$25

Social Media: \$250

Total First Year: \$4250





# OUR FINANCIALS

- We will fund initial operations through Jayce's "Agent Money".
- All money Jayce makes through Agencies, go to separate bank account.
- Riegling Sports Management would make 5% of all clients contracts with teams.
- 20% of all endorsement deals.

## HOW BIG IS THE MARKET?

- There are 8,300 players within the NFL, MLB, MiLB, G-League & NBA.
- The average salary between the NFL, MLB, & NBA is \$5.3 Million.



# HELPING ATHLETES SPREAD THEIR WINGS

## COLLEGE PLAN:

- Go to Indiana Bloomington to study Sports Administration & Marketing.
- Continue to network in the industry & develop the company through college.



# INITIAL STEPS

## ONCE ESTABLISHED:

- Find office space. (*Preferred: outskirts of Downtown Indianapolis*)
- Create list of Indianapolis area talent worth recruiting.
- Create list of previously known athletes with talent to become professional.
  - Launch RSM website.
  - Create RSM social media pages.

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## YEAR ONE

- Set up LLC.
- Launch a RSM website.
- Start RSM pages on social media.
  - Order apparel.
  - Hire interns. (*Unpaid, help with recruiting/scouting.*)
  - Earn FIBA certification.
  - Earn CFL certification.
- Invest \$50 a month in marketing. (*Social Media, business cards, etc.*)

## YEAR TWO

- Hire a FIBA & CFL certified agents. (*Source: LinkedIn & Facebook Group HoopKinect*)
  - Earn XFL certification.
  - Earn NBA certification.
- Make sure to post about each new client on all platforms.
- Start studies at Sports Management World Wide.
- Slowly get registered as agent in each state.
  - Hire unpaid intern to handle marketing.

# FOUR YEAR PLAN





# FOUR YEAR PLAN (CONTINUED)

## YEAR 3

- Hire a CFL certified agent.
- Hire an NBA certified agent.
- Make all interns paid once money starts coming in.
  - Earn MLB certification.
- Graduate from Sports Management WorldWide.
- Decide which RSM agent deserves promotion to RSM VP.
- Start Sports Law class to earn certificate.
- Help RSM agents earn new certifications.

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## YEAR 4

- Hire MLB certified agent.
- Hire NFL certified agent.
- Slowly add 5-6 players a year through the 3 big sports.  
*(Baseball, Basketball, & Football.)*

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## **YEAR 5**

- Have 5-7 clients playing at the best or 2nd best levels in their sport.

*Baseball: MLB & MiLB*

*Basketball: NBA & G-League*

*Football: NFL & CFL*

- Have stand alone Riegling Sports Management office building in Indianapolis, IN.

# YEARLY GOALS & PLANS

## **YEAR 10**

- Have 10 clients in each sport playing at the top level.

*Baseball: MLB*

*Basketball: NBA*

*Football: NFL*

- Open RSM office building in one new city.

*(Atlanta, GA)*

- 2 certified agents in MLB, NBA, & NFL.

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## **YEAR 15**

- Have 40 clients in total playing at the best level of their sport.

- Open a RSM office building in one new city.

*(Phoenix, AZ, 3 in total)*

- Have at least 1 certified agent in each sport in each city. *(Indianapolis: Two, Four in total)*

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# HOW TO SIGN RSM's FIRST CLIENT

1. Go to college games around the area to scout top talent.
2. Once we target 4-5 players, go to game and introduce ourselves from RSM.
3. Set up meeting with athlete and their family to present what we intend to do to enhance their career.



## KEY COLLEGES

- Purdue
- Indiana
- Butler
- Notre Dame
- Kentucky

## KEY CITIES

- Indianapolis, IN
- Fort Wayne, IN
- Cincinnati, OH
- Chicago, IL
- Louisville, KY

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