

DEFINING SPORTS + SPORTS MARKETING AGENCY

HEROES IN SPORTS LEGENDS IN LIFE



THE HEADQUARTERS

DEFINING SPORTS + SPORTS MARKETING AGENCY



WINNING WITH INTEGRITY

We don't just market, mentor and manage pro athletes. We encourage them to live up to our slogan: "Heroes In Sports, Legends In Life." It's a great accomplishment to lead the league in scoring, rushing, tackles, blocked shots, and rebounds. It's a great feeling to hoist a trophy high above your head. But there is no feeling like knowing that you were able to use your platform to change someone else's life.

DJ FISHER

Founder | Defining Sports
Black Enterprise Interview



DJ FISHER

FOUNDER OF DEFINING SPORTS

A native of Wichita, Kansas, D.J.'s life has molded his reputation in sports and business into a successful and recognizable image, giving him the ability to connect and create with many.

In June of 2005, D.J. founded Defining Sports, a sports marketing agency managing current and retired NFL, NBA, WNBA, MLB, NHL and Olympic athletes and coaches. Fisher has represented a number of world-class athletes, including a host of McDonalds All-Americans, National Player of the Year recipients, NCAA Champions, 1st Round Draft Picks, NBA and WNBA Champions, NBA and WNBA Rookie of the Year selections, NBA and WNBA All-Stars, NFL Super Bowl Champions, Pro Bowlers, MLB All-Stars, Olympic Gold, Silver and Bronze Medalist and Hall of Famers.

Over the years D.J. has collected millions in sponsorships and endorsements deals as well as a ton of accolades, awards and recognition including, but not limited to being: Named 40 Under 40 by the Business Journal in 2015; Named Top 100 Most Influential Minorities In Sports; Received a Letter of Recognition from President Barack H. Obama; Received the Honorary Medallion from the City of Wichita Mayor, Jeff Longwell; Named 2017 Black Enterprise Modern Man.

HEROES IN SPORTS • LEGENDS IN LIFE

For some athletes, their role in the community is just as significant as their job on the court. Since 2005, Defining Sports has impacted the industry in representing the world's most prestigious athletes.

Our clients have gained legendary status not only due to their performance with their jersey on, but for their social status with their jersey off while creating an importance of building an image as a solid role model all the while encouraging the youth, building a stronger fan base, establishing a business and giving back to the community.

We take our time to get to know each athlete personally to ensure that we understand the values, personality, morals, and desires. We won't put one of our big name athletes in front of you to sell you a pitch nor will we sell you a dream. Straightforward, uncut and direct.

Our experience and connections allow us to place you in front of like-minded companies and opportunities that truly suit your individuality.



WHY CHOOSE US?

SINCE 2005

We understand that it takes work to get results and we won't just relay the inquiries from those who want to work with our athletes, but we create opportunities with those who never heard of our athletes.

BY THE NUMBERS

OVER
\$30 MILLION

in paid deals obtained for all
Defining Sports clients.

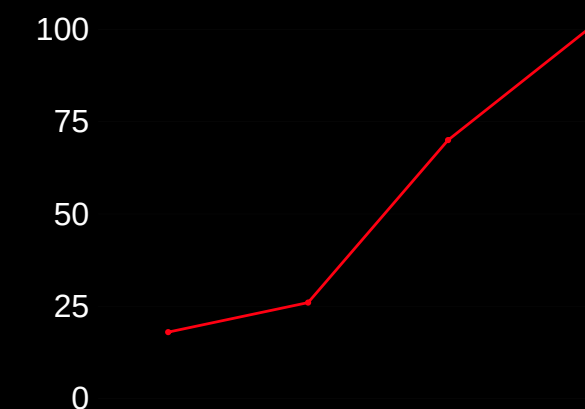
72%

increase in
opportunities for paid
social media post.

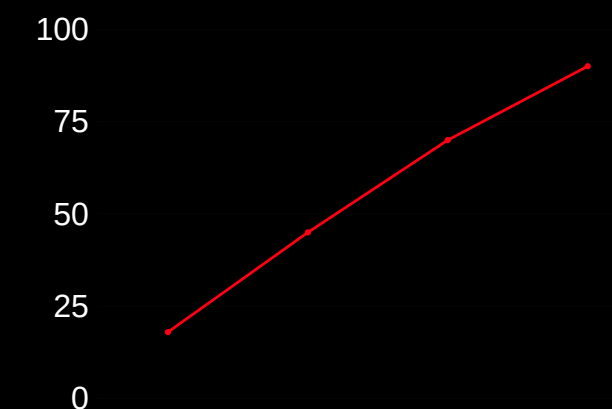
100%

Success rate of Defining
Sports clients who go into
business for themselves.

SOCIAL MEDIA POST



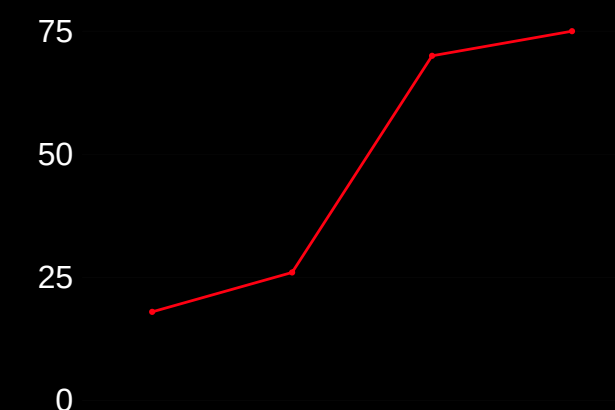
BUSINESS DEVELOPEMENT



WORLDWIDE IMPACT



APPEARANCES AND AUTOGRAPH SIGNINGS



ENDORSEMENTS



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RETRO RELEASE
Air Swoopes II



Hoop With Swoopes
Basketball Camp



Jersey Retirement
Ceremony



The Lego Movie 2:
The Second Part

CASE STUDY SHERYL SWOOPES

Naismith Memorial Basketball Hall of Famer

THE AIR SWOOPES II RETURNS

Defining Sports teamed up with NIKE for the retro release and return of the Swoopes II; The shoe was SOLD OUT Worldwide. The shoe retail price was set at \$140 and over 20,000 units were released. The shoe is currently being sold in Foot Locker.

JERSEY RETIREMENT AND COURT NAMING

Defining Sports reached out to Sheryl's high school to set up a jersey retirement, court naming, autograph signing and teamed up with local sponsor "Resound Network" to place Swoopes on a billboard promoting the company as well as the historic honor.

SWOOPES HITS THE SILVER SCREEN

Defining Sports locked in a deal with Warner Bros. to secure a spot for Hall of Famer Sheryl Swoopes to be featured in the film The Lego Movie 2: The Second Part. Defining Sports also negotiated a deal to increase Swoopes' compensation by 250% to be featured in the film as herself.

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CONCIERGE

We will have you on the Red Carpet at exclusive events, networking and socializing with the best of the best; while also managing your day-to-day and providing you with a monthly schedule to keep your needs met and your expectations satisfied...

COMMUNITY RELATIONS

...or we will have you roll out the Red Carpet for your community as you give back and leave a lasting legacy and influence those that look up to you and come from situations that closely align with yours or worse.





JERSEY RETIREMENT

We will have your jersey and/or number retired and the possibility of basketball court or football field at the high school renamed in your honor...

BEAUTY AND FASHION

...Tattoos, Fades, Braids, Hair, Nails and Makeup to Fashion forward outfits. No matter what city you are in. We have connections to the very best in the industry. That is Glory Johnson, getting her hair done by César DeLeón Ramiréz, the hairstylist to celebrities: Ciara, Kylie Jenner, Kim Kardashian and Jennifer Hudson.





PUBLIC + MEDIA RELATIONS

We maximize relationships, provide media training, coordinate outreach, create and execute – special events, media moments to help tell a client's story.

CHARITY + BUSINESS DEVELOPMENT

We are proud to facilitate your success off the playing field to help turn your passion into your purpose. Helping you start a non-profit, starting a business, investing and buying property and land which will strengthen your foundation long after your career.





SPORTS MARKETING + ENDORSEMENTS

All brands need an athlete who commands a high degree of attention amongst the fans in efforts to reach a target market and demographic to bring awareness and revenue to their product and/or service.

APPEARANCES

Athletes are a proven marketing vehicle for generating publicity, creating company awareness, and increasing sales. Celebrity golf events, casino appearance, charity basketball games, carnivals and conventions. If it is within one of your target markets - we've got you taken care of.



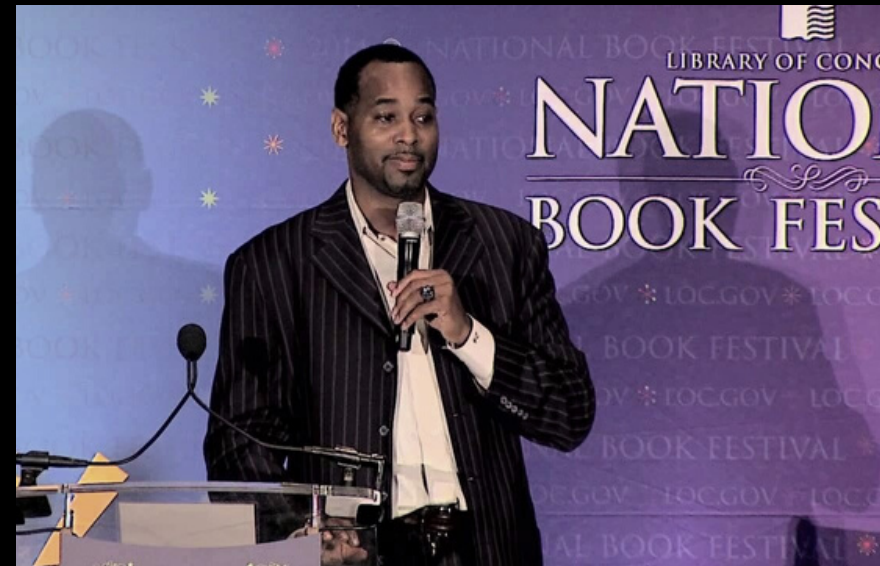
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FROM MOVIES TO MAGAZINES



THE LEGO MOVIE 2: THE SECOND PART

Reached a deal with Warner Bros. to feature Naismith Memorial Basketball Hall of Famer, Sheryl Swoopes.



NATIONAL LIBRARY OF CONGRESS

Reached a deal for NCAA & NBA Champion, Derek Anderson's book 'Stamina' to be placed in the Library of Congress.



ESPN THE MAGAZINE BODY ISSUE

Softball phenom A.J. Andrews became the first woman to win a Gold Glove and featured in the ESPN Magazine The Body Issue.

CLIENT CALENDAR

Defining Sports athletes are provided a monthly calendar. The calendar would provide detailed information on appearances, signings, speaking engagements, media request, photoshoots, practices, game day, travel, hotel, vacations, rest, social media contest and more.

Every month we will provide opportunities for our athletes to accept or reject. It is our responsibility to keep our athletes active and engaged. We will literally pave the way to help your transition develop from a hero to a legend.





Home & Land Ownership

\$1,500 a month x 12 months x 8 years = \$144K. This provides options for rent and flip for resale, which creates consistent revenue. The only overhead is preservation and property taxes.



Community

Ethan and 199 other young athletes can convince their parents to pay \$50 to be apart of your sports camp and learn from the best. \$10K.



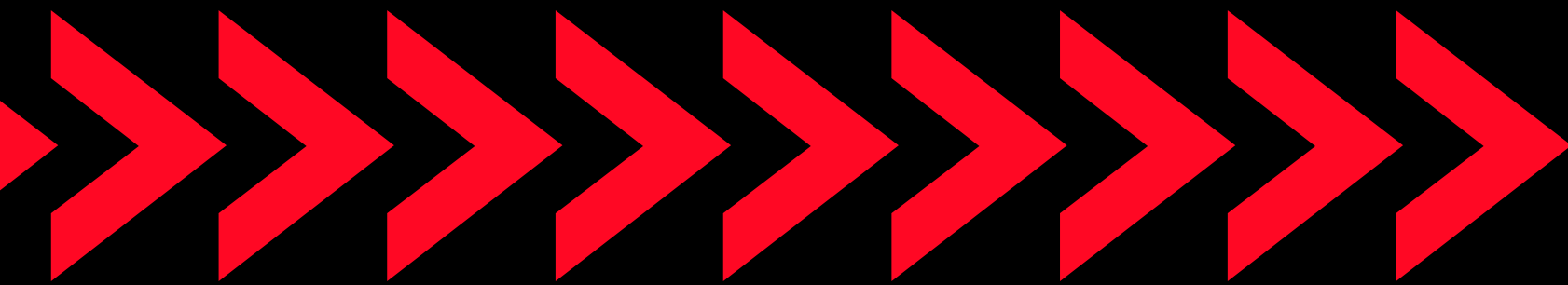
Business Opportunities

An average of 3 consumers per hour to spend \$20 per day is \$400; multiplied by 7 days a week is \$2,800, multiplIED that by 4 weeks a month is \$11,200 and multiply that by 12 months, that is \$134K a year



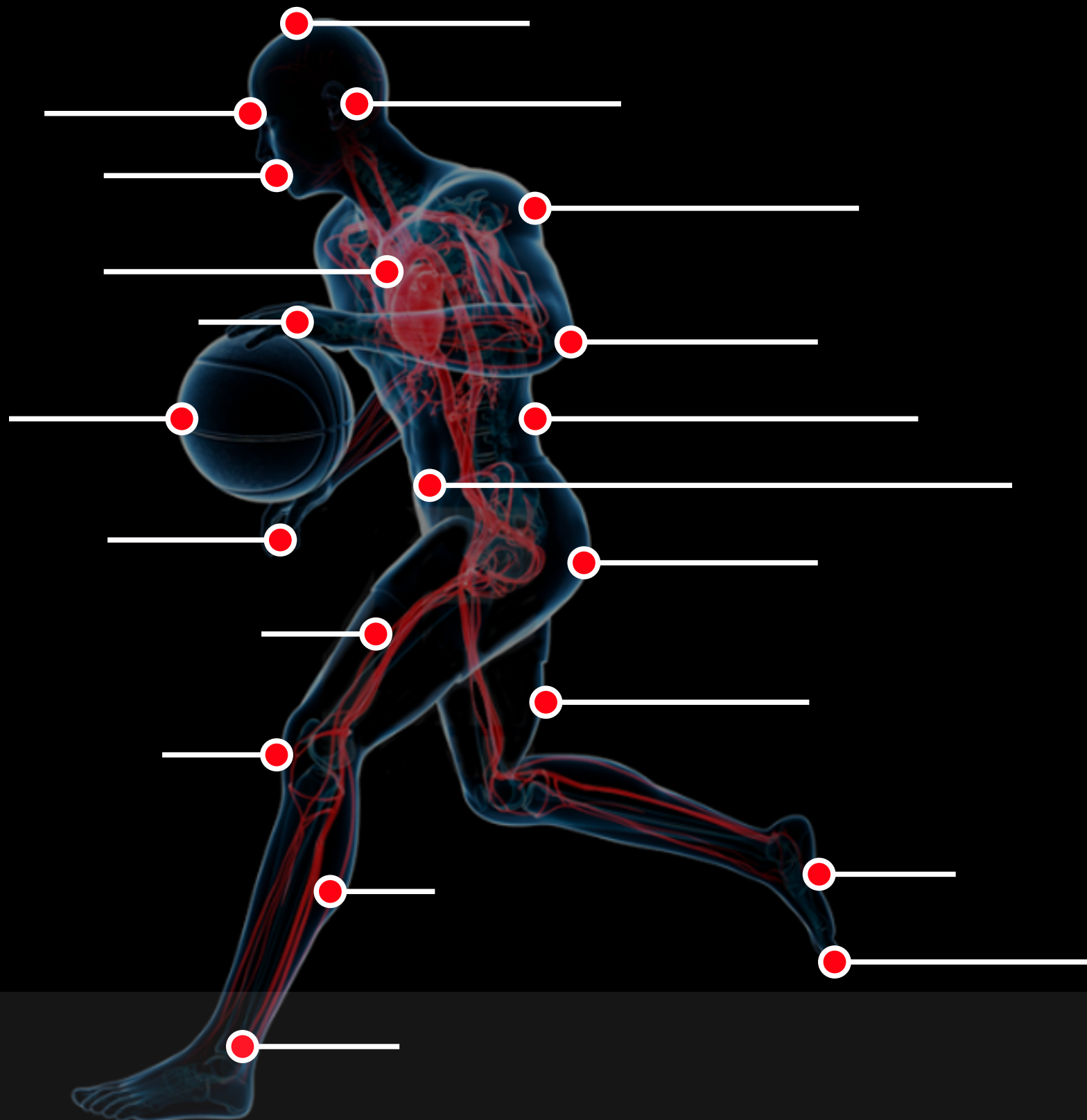
Life Insurance + 401K

A \$1 Million 10-year term for a healthy non-smoking male or female in excellent health. Rates range between \$20 to \$35 a month.



SIXTY THOUSAND DOLLARS

OFF FIELD/COURT EARNINGS



Brands realize how much sports fans love their sports heroes and are willing to put up a lot of money to get their brand in front of those cheering and loyal fans. Being a professional athlete, your fan base opens new and untapped markets and demographics for these brands for their products and services. As an athlete, you have 20 main points of aligning yourself with brands towards getting their product and/or services out to the consumer, which is your fan base, in your target markets. Your hometown, college town and professional.

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To generate buzz for a new line of luxury cars to be promoted through a previous Super Bowl campaign, Mercedes Benz wanted an endorsement from a big name in sports but not necessarily the biggest. They weren't looking for the heaviest hitter, but rather someone that was highly engaged with their fans on social media. In part to reach a younger, more tech-savvy demographic, they turned to baseball player. At the time, he had had some luck on the field, but most of his star power was thanks to his huge effort in building up his personal brand online.

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