



FROM JUST A PLAYER TO THE BRAND





BEYOND THE GAME, INTO **THE LEGACY**

We help athletes build brands
that live beyond the final whistle.



Executive Summary

E4 Brand Management is a full-service agency created to disrupt the current landscape of athlete branding and NIL (Name, Image, and Likeness) management. We empower athletes to become more than just players—we help them become brands, entrepreneurs, and long-term leaders in their space.

With **over 25 years of combined experience** in brand strategy, marketing, and athlete development, our team is uniquely positioned to guide student-athletes through every step of their NIL journey. From high school standouts to college stars, we equip them with tools, mentorship, and visibility to thrive—on and off the field.



\$1B+ Market

We are currently seeking mission-aligned investors who understand both the power and the untapped potential of this \$1B+ emerging NIL marketplace. E4 isn't here for the moment. We're here to lead the movement.

Mission Statement



To **educate, empower, and equip athletes for excellence**—on the field, online, and in life. At E4, we provide athletes with personalized NIL (Name, Image, and Likeness) guidance, content development, and brand-building tools designed to help them unlock their full potential.

We don't just help athletes get deals—we help them discover their purpose, define their personal brand, and develop a mindset that will serve them well beyond the game. Our approach ensures that every athlete we work with walks away with confidence, clarity, and a clear roadmap to sustained success.



Vision



To become the **#1 NIL brand management company in the country**, serving as the trusted bridge between athletes and the brands that believe in them.

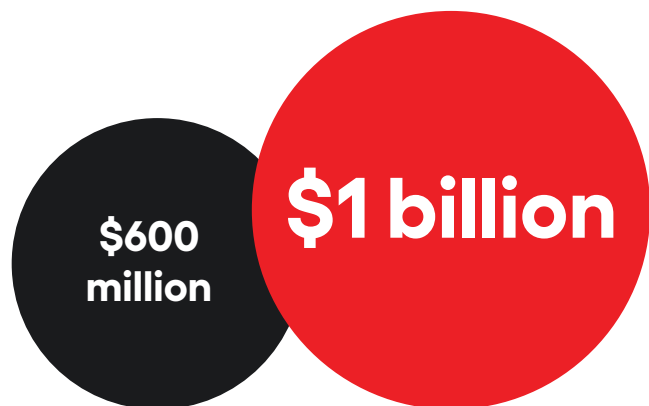
Our vision is rooted in three key pillars:

- **Equity** – leveling the playing field for athletes regardless of their visibility or ranking.
- **Access** – ensuring high-quality branding and NIL services are available to athletes at every level.
- **Opportunity** – cultivating long-term partnerships that support athletes' lives both during and after their careers.



We are building a new NIL era—one that focuses on impact, integrity, and long-term value creation. Whether an athlete is a nationally ranked star or a quiet grinder with local influence, we believe they deserve the tools to thrive in this space.

Market Opportunity



In 2021, student-athletes collectively earned over **\$600 million** from NIL deals.

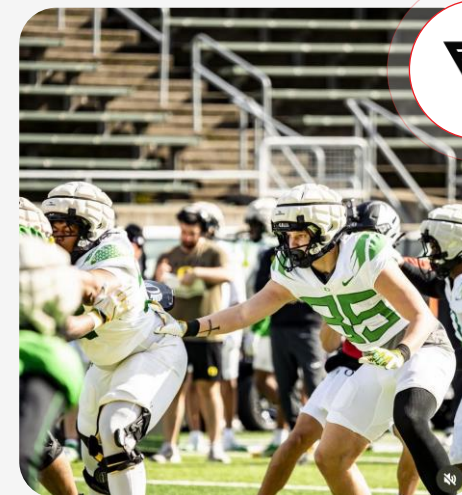
By 2025, that market is expected to **exceed \$1 billion**. But the current NIL landscape remains lopsided, with the majority of deals flowing toward a small percentage of 5-star athletes with headline visibility.

E4 is here to **disrupt that narrative**.

We're targeting the **most overlooked but high-potential market**—the 3-star and 4-star athletes. These are the consistent performers, the underdogs, the team captains, and the hometown heroes. They're often overlooked by traditional agencies because they don't yet have national clout—but they have something far more valuable: **authentic influence, community engagement, and a hunger to grow**.

These athletes:

- ⚙️ Have loyal, engaged followings within niche and regional markets
- ⚙️ Are more accessible, coachable, and open to brand-building
- ⚙️ Represent authentic alignment opportunities for brands seeking grassroots credibility
- ⚙️ Offer a better ROI for brands that want to make an impact without competing in the top-dollar NIL arena



E4 creates a path for brands to access this goldmine of underutilized talent—building trust, equity, and long-term value along the way.

This is not just about marketing athletes.

It's about building a legacy—for the athlete, for the brand, and for the communities they represent.

What We Do

E4 offers a 360° athlete support system that includes:

Athlete brand identity development



Logos, content direction, and public persona strategy.

NIL deal creation and brand partnerships



Matching athletes with brands that fit their image, values, and audience.

Content creation and social media management



Professional video/photo direction, reels, commercials, and digital storytelling.

NIL education, business mentorship, and life skills coaching



Teaching athletes how to manage, protect, and grow their personal brand.

Product placement via our Athlete NIL Boxes



A curated experience delivered to athletes to connect them with real brands and teach them content creation.

App development and athlete dashboards



Custom athlete portals to manage branding, deals, contacts, and milestones.

NIL Card System



A future-facing membership card offering athletes perks, sponsored access, and community brand exposure.



Athlete Outreach & Travel

Visiting top schools and talent markets to onboard athletes and deepen relationships with coaches and programs.

Brand Development & Corporate Outreach

Pitching and negotiating with national and regional brands aligned with our athlete roster.

App Development & NIL Card System

Building digital tools to connect athletes with NIL opportunities, perks, and trackable brand impact.

Event & Shoot Production

High-quality photo/video production, commercials, and launch campaigns for athletes and brand partners.

Use of Funds

Investor contributions will be used strategically across multiple business pillars:

NIL Box Creation

Production, packaging, and distribution of over 100+ NIL brand boxes to student-athletes.

Marketing & Paid Media

Ads, influencer partnerships, shoutouts, and social campaigns to dominate digital visibility.

Office Infrastructure & Regional Hubs

Establishing our headquarters and expanding into college hotspots.

Team Expansion

Hiring agents, videographers, social media managers, and marketing experts to scale execution.

Competitive Differentiator

What makes E4 different:



Holistic Athlete Development

We don't just secure deals—we build personal brands and long-term value.



In-House Creative & Strategy

We control the full branding process, ensuring high-quality output and consistency.



Access for All Tiers

We don't only work with 5-star athletes. We make the 3-star grinder just as marketable.



NIL Tools that Work

NIL boxes, our NIL card system, and an athlete app all combine for a unique athlete experience.



Purpose-Driven Leadership

Our founders lead with integrity and authenticity, creating real community—not just transactions.



Why Invest Now

The NIL space is young, fast-moving, and fragmented. E4 is positioned to lead by doing it the right way—with structure, strategy, and scalability.

Investing in E4 means you are:

- ❖ Backing a leadership team with **25+ years of brand experience.**
- ❖ Supporting an agency already **working with top athletes, schools, and national brands.**
- ❖ Fueling the development of next-gen tech tools like the **NIL Card and E4 Athlete App.**
- ❖ **Empowering underrepresented athletes** and reshaping the sports marketing landscape.
- ❖ Helping us build out a platform that **can expand into retail, content, education, and financial coaching.**



MEET YOUR E4 LEADERSHIP



Nicole Mathews

Director of Marketing
& Athlete Brand
Development

With over 25 years in brand strategy, marketing, and entrepreneurship, Nicole has worked with more than 5,000 brands—guiding small businesses to national success stories. She’s known for turning big ideas into real businesses, blending powerful storytelling with results-driven strategy. Through E4, Nicole is shifting the NIL space by focusing on what most ignore—education, legacy, and long-term positioning. Her mission is to help athletes build smart, sustainable brands that outlast the game.



Jacob Smith Sr.

Director of Athlete
Growth &
Development

Jacob brings 20+ years in education, leadership, and athlete mentorship. A former quarterback and award-winning educator, he’s dedicated to guiding athletes both on and off the field. He’s currently on track to become a certified sports agent, driven to make sure athletes—especially those from underserved communities—are protected, empowered, and prepared for life beyond sports. He’s the relationship-builder, the connector, and the heart of E4’s athlete-first mission.



Riley Alberts

Marketing Strategist,
Player Experience &
Recruiting Support

Riley brings a sharp eye for detail and a strong creative background to the E4 team. He specializes in marketing strategy, player interactions, graphic design, and recruiting support—playing a key role in helping athletes present themselves with confidence and clarity. Whether it’s visuals, content ideas, or behind-the-scenes prep, Riley ensures every athlete has what they need to stand out and stay ready.



Abril Fuentes

College Relations & NIL
Compliance Coordinator

Abril serves as a key connector between athletes, colleges, and E4’s internal teams. She manages scheduling, recruiting communication, and ensures NIL activities stay compliant with evolving guidelines. Her role is rooted in precision and clarity, helping athletes stay organized while making sure every move aligns with the rules. Abril is also a voice of calm in the chaos, supporting athletes and families every step of the way.

Why Invest Now

The NIL space is still in its early evolution—and E4 is positioned to lead the next phase of growth. While most agencies focus solely on securing quick brand deals with top-tier athletes, E4 is building infrastructure, tools, and a sustainable model that elevates all athletes—not just the few who make headlines.

We're building an ecosystem for long-term success, combining education, brand strategy, content production, and corporate partnerships into one streamlined, mission-driven agency. This is about more than NIL—it's about transforming lives, careers, and communities.



E4 is:

- Rapidly expanding into top athletic programs across the country
- Developing original technology that will reshape how athletes manage and monetize their brand
- Creating scalable content, NIL activations, and branding tools
- Serving overlooked, high-impact athletes who deliver value to brands but remain underrepresented
- Building a team of agents, strategists, and creative professionals who understand the athlete from the inside out



With the right capital, we can grow our reach, deepen our athlete impact, and take market share in a space that is still defining itself. Now is the time to invest in the team that's building the future—not chasing the trend.

Use of Funds

Investor funding will be deployed across high-growth initiatives that will directly expand our footprint, strengthen our infrastructure, and increase visibility for our athletes and partners.

Athlete Outreach & Recruitment

- National travel to meet with athletes, attend camps, and build relationships
- Direct onboarding of athletes from high school through college into our NIL system
- Showcases and events to recruit brandable talent early in their careers

Brand Partnership Development

- Dedicated brand acquisition and relationship team
- Scalable systems for brand activation and contract negotiation
- Expansion into industries beyond sports, including wellness, tech, grooming, and consumer goods

NIL Box Production & Distribution

- Curated boxes to help athletes learn how to work with brands
- Hands-on education in product seeding, unboxing, and content creation
- National rollout to athletes who are not yet on major NIL radars

App & NIL Card Development

- Athlete dashboard for deal tracking, deliverables, and brand engagement
- Launch of the E4 NIL Card—a physical perk card for athletes that gives them discounts, access, and visibility
- Brands pay to participate; athletes use it to unlock offers and benefits

Content & Media Creation

- High-end commercial shoots, UGC training, and brand content production
- In-house creative team, studio builds, and mobile production kits
- Content used to build athlete credibility and attract brand interest

Paid Media & Amplification

- Social media marketing, athlete campaigns, and influencer push
- NIL campaign visibility tools across Instagram, TikTok, and YouTube
- Targeted campaigns to attract new brand partners and talent

Staffing & Infrastructure

- Onboarding agents, brand managers, and NIL educators
- Building a centralized HQ and regional hubs in key athletic markets
- Internal systems to manage athlete growth, partner deliverables, and revenue tracking



How to Invest in E4 Brand Management

E4 Brand Management is more than a company—it's a movement positioned to shift the landscape of athlete branding and NIL engagement. We are inviting strategic investors, vision-aligned partners, and philanthropic supporters to join us at this pivotal moment as we scale our operations, technology, and athlete impact nationwide.

We are currently offering the following entry points for involvement:

Seed Investor

\$5,000+

- Entry-level investor access
- 2% return on investment quarterly for 24 months
- Early access to reports, updates, and brand development rollout

Growth Partner

\$15,000+

- 5% ROI quarterly for 24 months
- Investor roundtable participation
- Recognition across select brand materials and campaigns

Executive Investor

\$50,000+

- 10% equity participation (negotiated based on contribution)
- Quarterly profit-share payouts
- Featured partner access to NIL Card & App Beta
- Invitation to investor summits, events, and NIL activations

Angel Supporter (Non-Equity Donor)

- We also welcome support from individuals or organizations who align with our mission but are not seeking direct ROI. These contributions help fund athlete development programs, NIL boxes, travel, mentorship, and educational access.

Support Tiers

\$500



Community Contributor

Recognition on website and social

\$1,500



Athlete Sponsor

one athlete's NIL launch kit

Sponsor

\$5,000



Regional Supporter

Fund a local showcase, NIL Box run, or athlete content day

All angel supporters will receive quarterly updates on the impact of their support and be recognized for helping shape the future of collegiate athlete success.

To begin the process or schedule a discovery call:

We're excited to welcome value-aligned partners who are ready to build something extraordinary alongside us. Let's transform the NIL industry together—one athlete at a time.



Contact Jacob Smith Sr.

 301-997-3789

 jacob@e4brand.com