

FORMER ATHLETE REPRESENTATION

OUR DELIVERABLES

Our former athlete representation initiative is designed to deliver values long after you have retired because we are of the belief that medals never retires... here are our key deliverables:

- Help you get the notoriety you deserve
- Help you plan your future after active competition
- Help you identify revenue streams you never thought was possible

WE HELP OUR ATHLETES PREPARE FOR LIFE AFTER COMPETING

Our former athlete framework is designed to help you develop a strategy that will enable you to continue to generate revenues long after active competition, but it takes a comprehensive and planned approach to ensure effective implementation.

WHO COULD BENEFIT

Our former athlete framework is available to you if you have accomplished a high level of success in your sport of endeavor, especially if your achievements enabled you to be nationally or internationally-recognized

FORGING RELATIONSHIPS WITH STAKEHOLDERS AS A DELIVERY STRATEGY

We are continuously forging relationships with stakeholders and partners to ensure that we will be able to deliver successes for you. Our goal is to always create a win-win situation for all parties involved in the process.



www.wcamgllc.com

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We are among a handful of sports agency in the track and field industry that helps former athletes continue to advance your careers long after active competition, even when research shows that very little alternatives exist for you to continue to earn a good living, but we're here to help change that.

Let's talk so we can tell you more!

317.319.9371

FORMER ATHLETE FRAMEWORK

OUR IMPLEMENTATION PLAN FOR FORMER ATHLETES

Our implementation plan for former athletes includes a comprehensive and planned approach to strategizing your future... it is a four-step process that includes the following:

- Development of your personal branding strategy
- Development of your high-visibility strategy
- Development of your personal marketing strategy
- Identification of new revenue streams

Some, or all of the aforementioned may require the transformation of your current brand

POTENTIAL FUTURE OPPORTUNITIES TO IMPROVE HIGH-VISIBILITY

- Social media and digital presence
- Speaking engagements
- Billboard advertising
- Podcast channel
- Write a book or memoir

DEFINING YOUR PERSONAL BRANDING STRATEGY AS A FORMER ATHLETE

WCAMG Sports Agency's goal is to develop a strategy to take your reputation and career from relative obscurity to high-visibility.

- It describes where you stand today
- What level of visibility you want to achieve in the future
- Then it lays out in detail the tactics, tools and skills you will need to attain your goal

THE HIGHER YOUR VISIBILITY, THE MORE YOU'LL BE ABLE TO CHARGE

The reason why you will be able to charge more is that customers are willing to pay a premium for experts they believe in. They are willing to shell out extra for the confidence that you will bring more things, bring new ideas to the problem at hand, and increase the credibility of the products and services you embrace.

POTENTIAL REVENUE GENERATING OPPORTUNITIES FOR FORMER ATHLETES

BREAKING DOWN SOME OF THE POTENTIAL REVENUE STREAMS WE WILL PURSUE ON YOUR BEHALF:

- Endorsements
- Sponsorships
- Speaking engagements
- Corporate appearances
- Modeling
- Brand ambassador
- Merchandizing
- Book or memoir
- TV analyst
- Guest appearances
- Naming rights
- Licensing
- Patents
- Trademarks

Once personal branding and high-visibility are achieved, your earning potential becomes more clear and can now be better marketed or pursued... let us help!

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