

Heroes,
IN SPORTS,
Legends
IN LIFE™



SPORTS MARKETING AND MANAGEMENT AGENCY



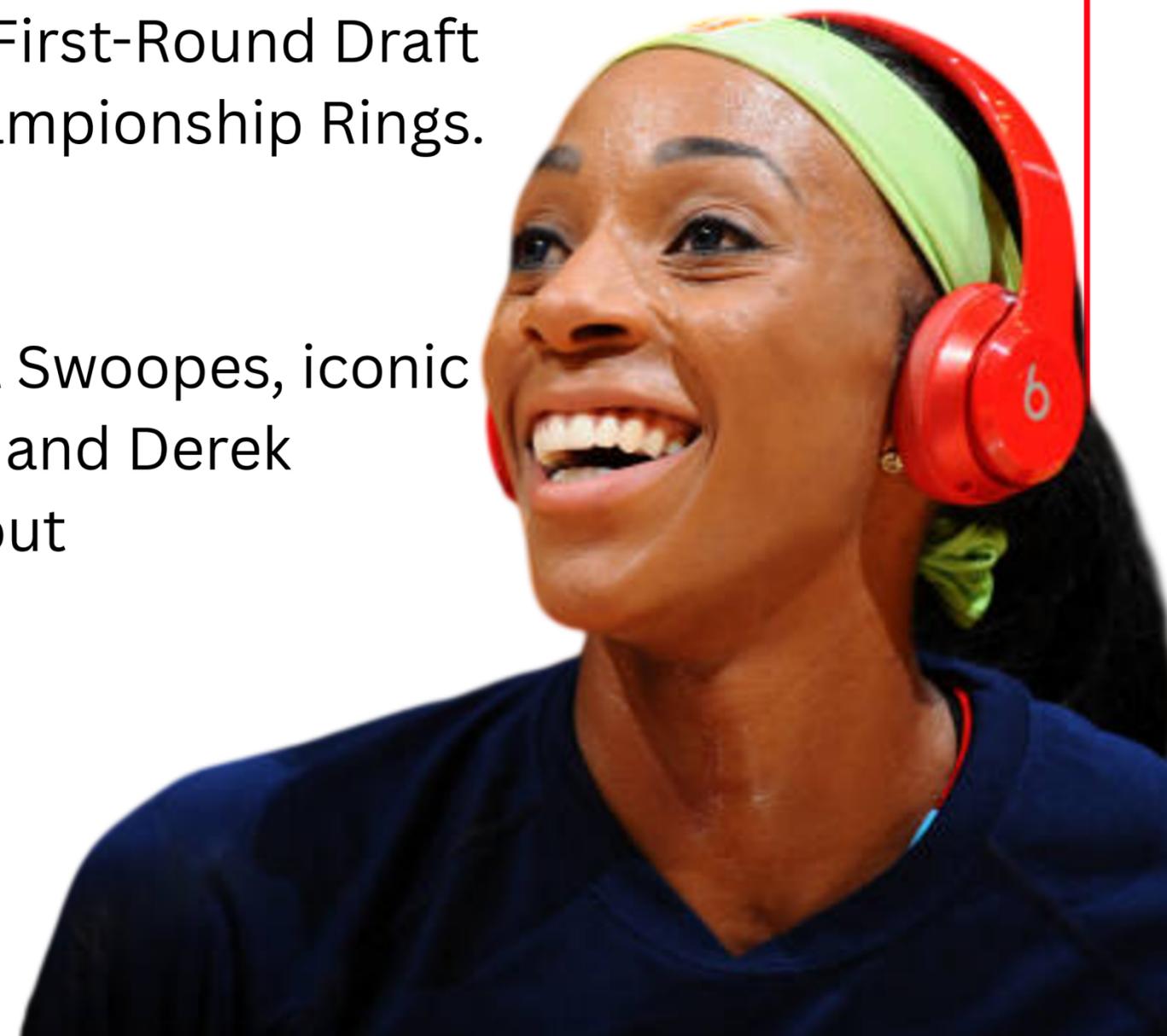
DEFINING SPORTS + SPORTS MARKETING AGENCY

NO HYPE. JUST RESULTS.

Four Olympic Gold Medals. Over 20 McDonald's All-Americans. Twelve NCAA National Championships. More than 30 NBA and WNBA First-Round Draft Picks. Eight NBA Championship Rings. Twelve WNBA Championship Rings. Super Bowl, World Series, and Stanley Cup Champions.

Our legacy spans trailblazers like AJ Andrews and Sheryl Swoopes, iconic legends including Cecil Fielder, Ron Harper, Cheryl Ford, and Derek Anderson, and today's rising stars such as Royals standout Tyler Tolbert and UConn star Allie Ziebell.

Eight figures in endorsement deals and partnerships.
Two decades of elite results.
Results. Integrity. Legacy.





DJ Fisher

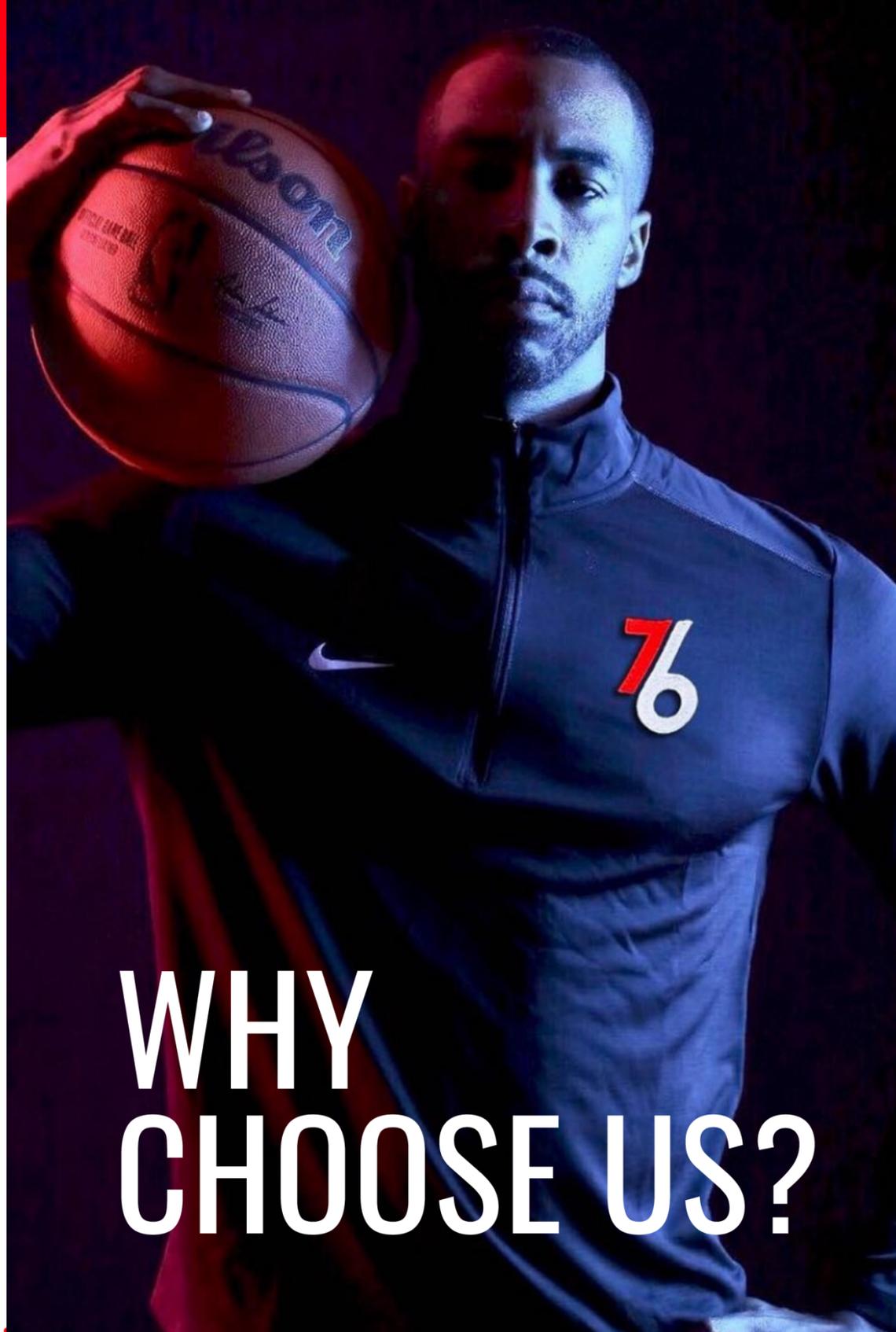
In June 2005, D.J. Fisher founded Defining Sports, a premier sports marketing agency representing current and retired athletes and coaches across the NFL, NBA, WNBA, MLB, NHL, NWSL and Olympics. Under his leadership, the agency has managed an elite roster that includes McDonald's All-Americans, National Players of the Year, NCAA Champions, 1st Round Draft Picks, NBA and WNBA Champions, Rookies of the Year, All-Stars, NFL Super Bowl Champions, Pro Bowlers, MLB All-Stars, World Series Champions, Stanley Cup Champions, Olympic Gold, Silver, and Bronze Medalists, and of course, Hall of Famers.

Throughout his career, D.J. has secured millions of dollars in sponsorships and endorsement deals for his clients, building powerful brand partnerships and long-term business strategies that extend far beyond the game.

His impact has earned him numerous accolades and national recognition, including:

- 40 Under 40 – Wichita Business Journal (2015)
- Top 100 Most Influential Minorities in Sports
- Letter of Recognition from President Barack H. Obama
- Honorary Medallion from Wichita Mayor Jeff Longwell
- Black Enterprise Modern Man (2017)
- Marketing Executive of the Year – Wichita Business Journal (2021)

D.J. continues to shape the sports marketing landscape by empowering athletes to maximize their influence, visibility, and legacy both on and off the field.



**WHY
CHOOSE US?**

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 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 businesses who never heard of our them.

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.

DEFINING SPORTS + SPORTS MARKETING AGENCY



RETRO RELEASE
Air Swoopes II



The Lego Movie 2:
The Second Part



Hoop With Swoopes
Basketball Camp



Jersey Retirement
Ceremony

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

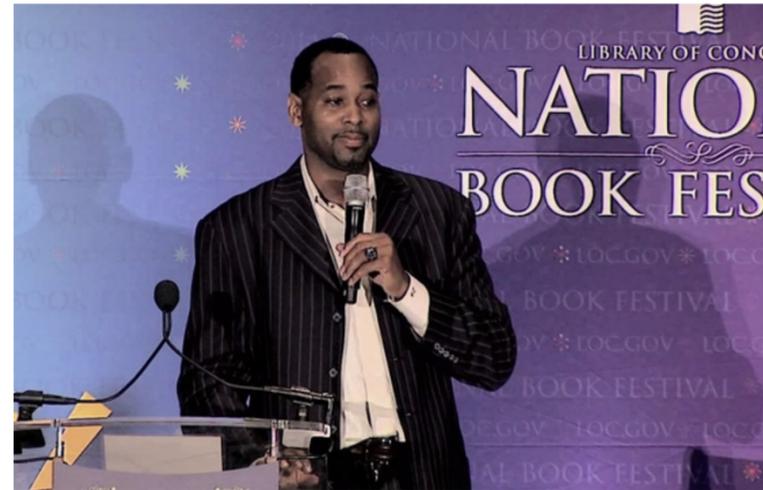
Defining Sports locked in a deal with Warner Bros. to secure a spot for Hall of Famer Sheryl Swoopes to be featured in the film The Lego Movie 2: The Second Part. Defining Sports also negotiated a deal to increase Swoopes' compensation by 250% to be featured in the film as herself.

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.



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 DeLeön Ramirêz, the hairstylist to celebrities: Ciara, Kylie Jenner, Kim Kardashian and Jennifer Hudson.





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.



DEFINING SPORTS + SPORTS MARKETING AGENCY



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.





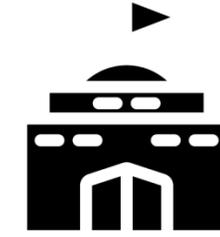
SOCIAL MEDIA MANAGEMENT



BUSINESS DEVELOPMENT



EVENTS



FAN ENGAGEMENT



ALMA MATTER ALUMNI RETURN

THE ATTACK

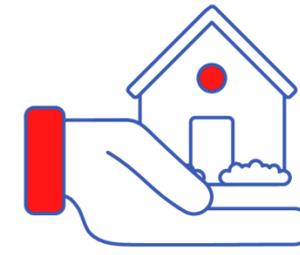
WHERE WE PUT IN THE WORK



ENDORSEMENTS



E-COMMERCE



PROPERTY INVESTMENT



COMMUNITY ENGAGEMENT



LIFE INSURANCE



FOUNDATION



MEDIA RELATIONS



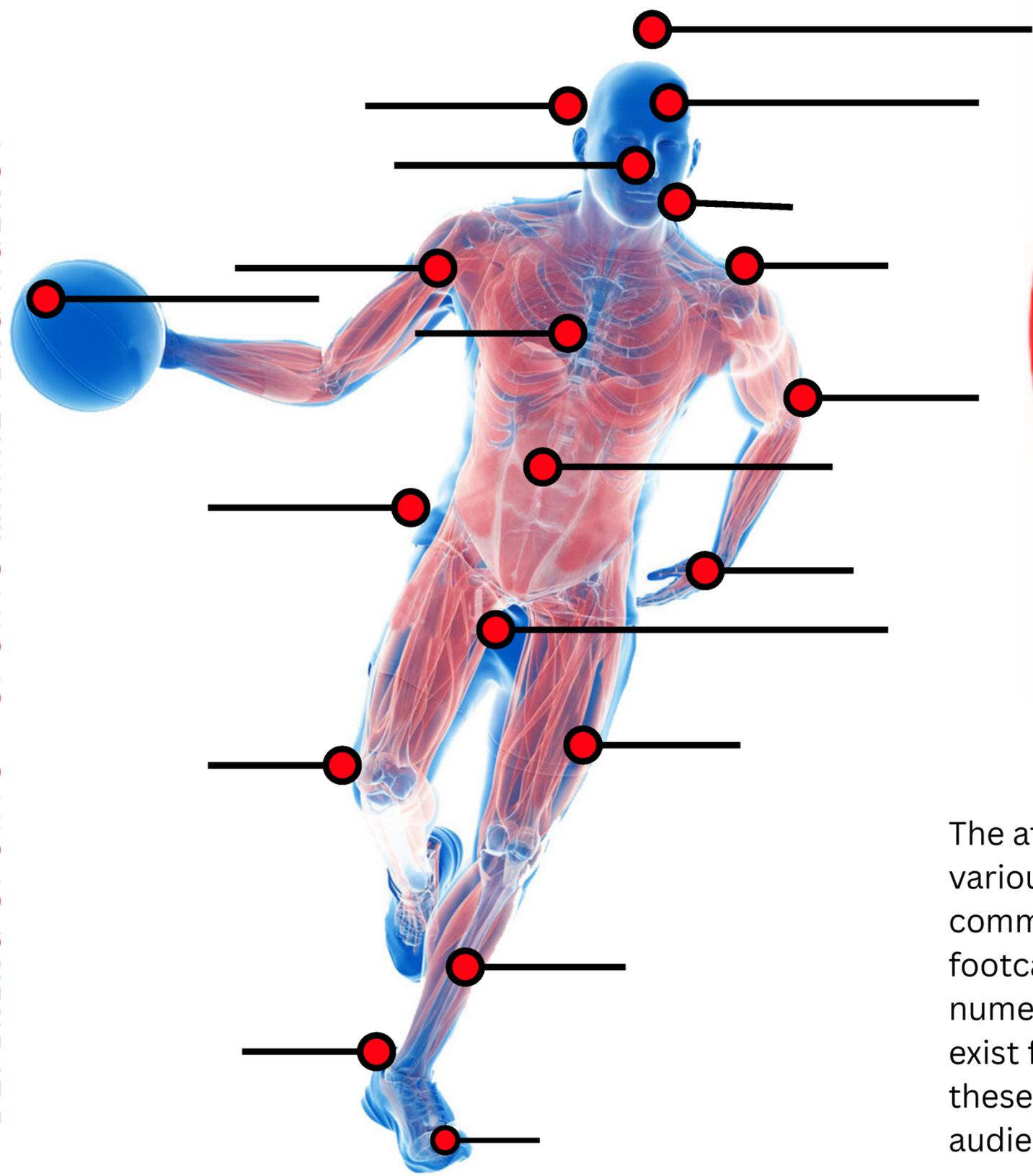
PHOTOSHOOTS



CAMPS AND CLINICS



CAUSE



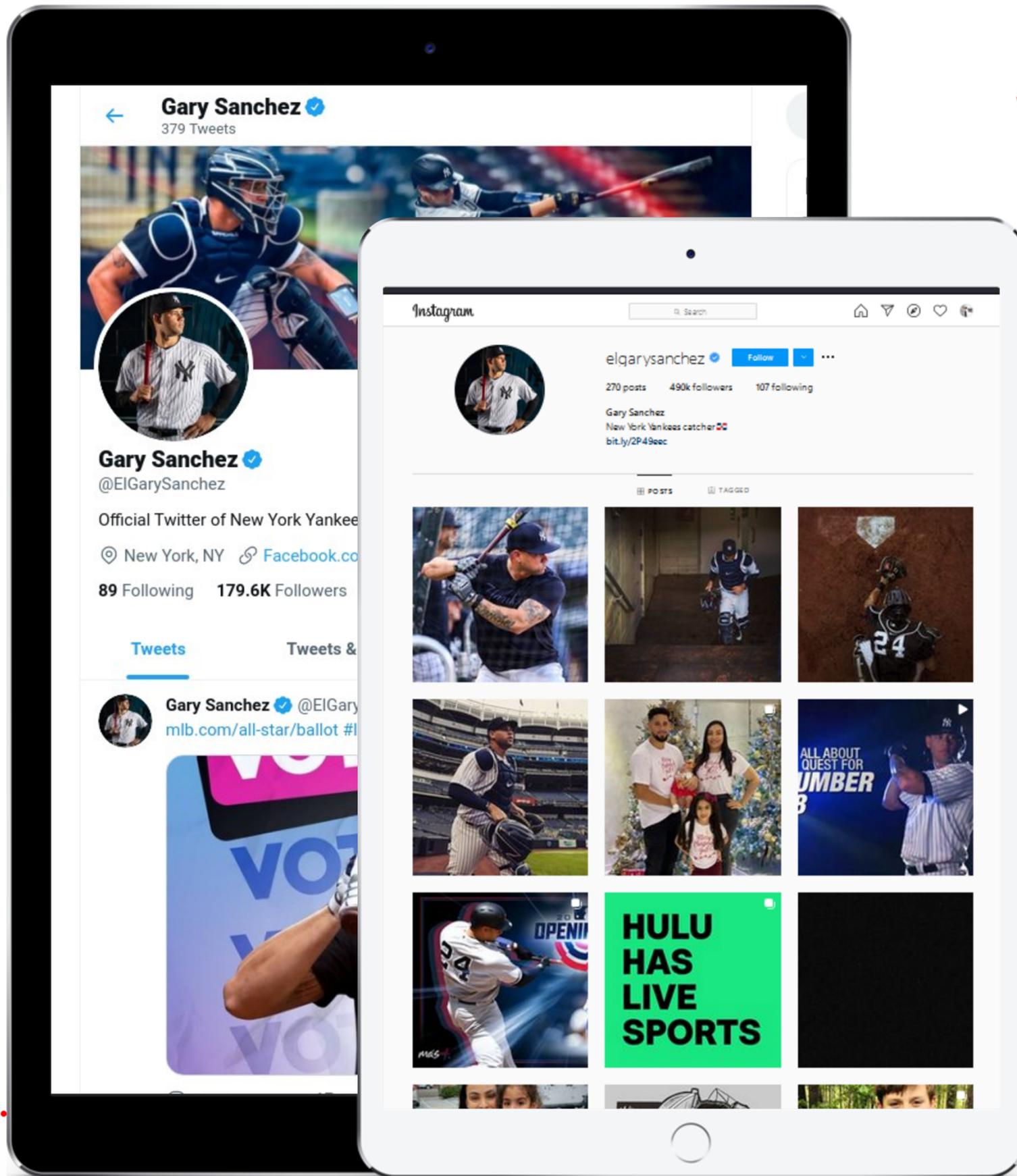
The athletic industry offers a vast array of products and services catering to various athletic sports needs, ranging from grassroots to big box stores and e-commerce platforms. These products encompass haircare, skincare, nailcare, footcare, vision, lips, dental, joints, compression, bras, protection, and more. With numerous competitors vying for market presence, approximately 20 alternatives exist for each. By us leveraging your platform, athletes can discover and access these diverse offerings, making it an ideal outlet for companies to reach their target audience and thrive in this competitive landscape.

SOCIAL MEDIA

Between Twitter, Facebook, TikTok and Instagram, an athletes collective followers can provide a new and untapped demographic for potential brands. The con is, your platforms are not as active, engagement is well below average in addition to your followers being lower than companies would like them to be.

Your social media should be able to bring in between \$500 to \$1,500 per sponsored post. With lots of work, publicity and activity, this can increase to \$2,000 to \$5,000 or more.

We do not want you to just be another athlete. We see you, we know what you're capable, as a talent. However, we are focused on you as a person, the legend and not the hero.



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, campaigns and more.

Every month we will provide opportunities for our athletes to accept or reject. All opportunities are sensitive to sleep time, practice time, travel days and your personal care time. It is our responsibility to keep our athletes active and engaged. It is the athletes choice to capitalize.

We will literally pave the way to help your transition develop from a hero to a legend.

October

2020



T-SHIRT SALES
4,000 Units is the goal to profit \$32K+ for the year. That is an average of 500 per (5) t-shirt design.

PUBLICITY AND EXPOSURE
Radio, Television, Blog, Magazine, Newspaper interviews are extremely important for sales, endorsements and more. We need you to be willing and active in your engagement with the media.

COMMUNITY INVOLVEMENT
The people of the community are the ones that buy game tickets, jersey, shoes, t-shirts, hats and attend your camps, clinics, speaking engagements and events. Direct engagement is a MUST!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
● GAME	🏀 PRACTICE	🛌 REST			1	2
	4 MAGAZINE / NEWSPAPER INTERVIEW	5 COMMUNITY APPEARANCE	6	7	8 SOCIAL MEDIA PROMO	9
	11	12 SOCIAL MEDIA GIVE-A-WAY	13	14	15 SOCIAL MEDIA PROMO	16
	18 MAGAZINE / NEWSPAPER INTERVIEW	19	20 COMMUNITY APPEARANCE	21	22 SOCIAL MEDIA PROMO	23
	25	26 SOCIAL MEDIA GIVE-A-WAY	27	28	29 SOCIAL MEDIA PROMO	30
						31



BASKETBALL CAREER

He went to high school at Keller Central High School in Fort Worth, and chose Weber State for college despite interest from larger schools such as Clemson, Auburn and Florida State. During his college career, Bolomboy became the all-time leading rebounder in Weber State and Big Sky Conference history. He as well as the league's Player of the Year and Defensive Player of the Year.

On June 23, 2016, Bolomboy was selected by the Utah Jazz with the 52nd pick in the 2016 NBA draft. Traded to the Bucks in 2017.

JAZZ: 3yr / \$2.5M

BUCKS: 1yr / \$630K



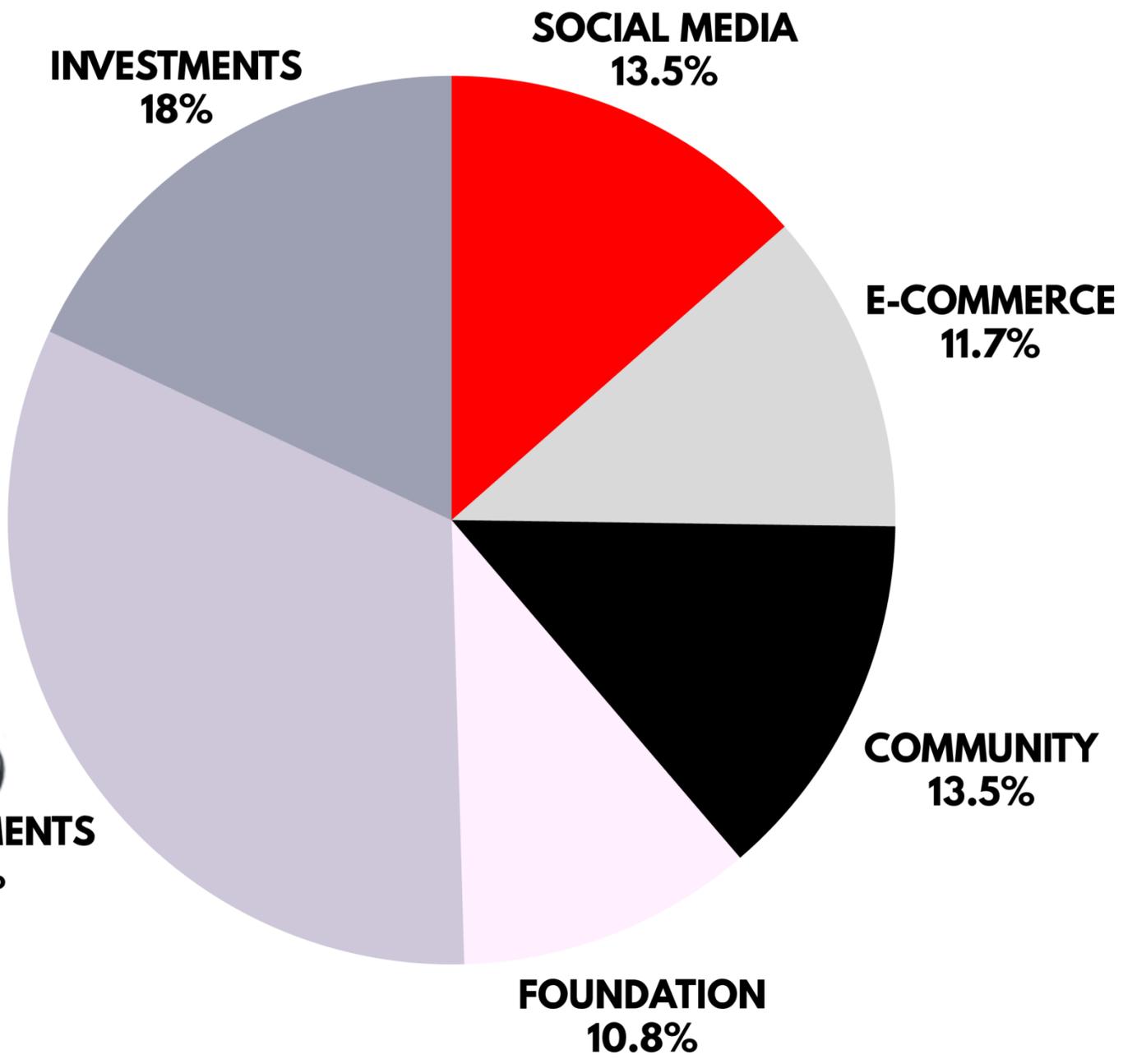
BUSINESS SUCCESS

Now a seasoned leader with over eight years of expertise in acquisitions, asset management, and operational strategy, with a proven track record of driving growth through strategic investments in multifamily real estate, cash-flowing businesses, and diversified assets. Committed to generating lasting impact.

Now the CEO and Founder of Business Junkies Inc.; Joel owns two restaurant chains, and several multi-family housing complexes and other real-estate. All still while playing abroad in Europe, after a term in the NBA.

Our strategic planning positions clients to earn an average of \$100,000 per year through six diversified revenue channels, allowing them to invest in their legacy, build sustainable wealth, and avoid reliance on short-term game checks.

Because the game can end at any time, but what will last is how you gave back, impacted and engaged with your community and the fans.





We are proud to say that in over 20 years of business, we have never been fired nor had a client leave us. That consistency speaks to the trust, results, and relationships we build.

At Defining Sports, Inc., we are committed to being not only effective, but accessible and understandable. We work closely with each athlete - from NIL to the Pros, we are providing clear guidance every step of the way.

Our payment structure is flexible and designed to fit your needs. We offer:

- A monthly retainer
- A percentage-based structure on secured deals
- Or a customized combination of both

Together with you and your representation, we determine the structure that makes the most sense. One way or another, your satisfaction and success remain our priority.

WELCOME ✨
to the TEAM



Allie Ziebell
McDonald's All-American
Ranked #7 Nationally
2025 NCAA Champion

YOU'RE ON THE CLOCK

We've provided you with our history of results, we've provided you with a plan of action and how we will handle things for you as our client. You're on the clock, we have everything it takes for you to be apart of our family.

Are you ready to sign?