ROOKIE (2) RETIREMENT™

A Lifetime Branding Program for Professional Athletes

PRESENTS THE BRANDING EDUCATION FORUM

FOR THE LA DODGERS MINOR LEAGUE ATHLETES AND TEAMS

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Program Purpose

The Rookie (2) Retirement™ program is designed to develop an engaging and relatable brand for athletes and the organizations they represent. No matter what juncture an athlete is at in their career, our program is dedicated to building a brand that evolves throughout their career and resonates beyond retirement.

Our number one goal, is to build our clients reputation and increase their visibility, while working closely with them to cement their brand in the minds of their fans, the sports industry, consumers, consumer brands and the global community.

ROOKIE (2) RETIREMENT™

BRANDING EDUCATION FORUM

The Rookie (2) Retirement™ Branding Education Forum provides athletes and organizations with an interactive educational experience that explores the key factors that go into building a strong brand.

Through the lens of a researched based athlete branding model, athletes will learn how to create their brand on and off the field to connect with their fans, community and brands.

Key Education Factors

Branding

Learn what branding is and the importance of branding

Training

Receive training on how to develop your brand on and off the field in 3 easy steps.

Assessment

Assess your brand and develop and create strong personal brand through a defined framework.

Creative

Learn strategies on how to engage in provocative partnerships and collaborations for your brand.

Responsibility

Learn steps to create business opportunities, entrepreneurship, foundation development, social justice and community service, and personal brand expansion and endorsements.

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BRANDING EDUCATION FORUM

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