



PREMIER TALENT SPORTS & ENTERTAINMENT

NAME, IMAGE,  
LIKENESS  
MARKETING



# ABOUT US



PTSE

Headquartered in New York City and operating internationally through representatives positioned throughout the country (including California, Texas, Florida, Mississippi, Connecticut, Alabama, Pennsylvania, Tennessee, Illinois, Kansas, Massachusetts, New Jersey, etc.) and Latin America.

Premier Talent Sports & Entertainment  
“PTSE” is a sports agency and entertainment management company focused on the representation of professional baseball players, entertainment personalities, NIL talent, and corporations.



# WHAT IS NAME, IMAGE, LIKENESS (NIL)?

Name, Image, Likeness (NIL) is an activity that involves the use of an individual's name, image and likeness for commercial or promotional purposes.



# NIL BACKGROUND

- NCAA has an interim policy in place that is in effect starting July 1, 2021 and which will stay in effect until such time there is either federal legislation or new NCAA rules are adopted.
- The interim NIL policy does not impact a student-athlete's financial aid. Compensation, including NIL compensation, remains excluded from NCAA financial aid limitations.
- Prospective student-athletes may engage in the same types of NIL opportunities available to current student-athletes under the interim NIL policy without impacting their NCAA eligibility. NIL opportunities may not be used as a recruiting inducement or as a substitute for pay-for-play. Individuals are encouraged to consider state laws, if applicable, and the rules of any relevant amateur governing bodies.



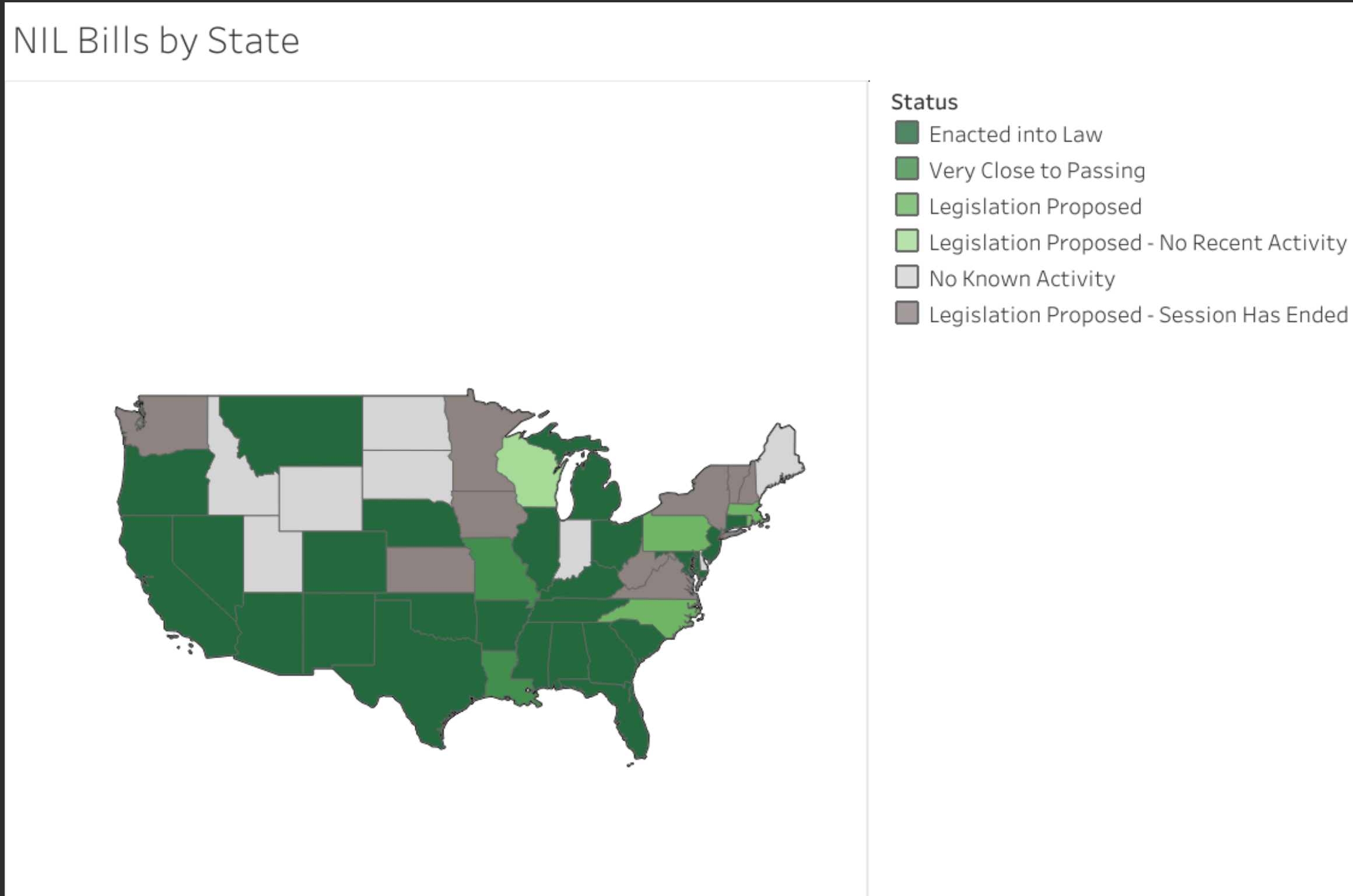
# NIL BACKGROUND

Examples of what student-athletes could now be paid for:

- Their autograph
- Developing and/or modeling athletic and non-athletic clothing apparel
- Promoting products and services
- Making personal appearances



# NIL BACKGROUND





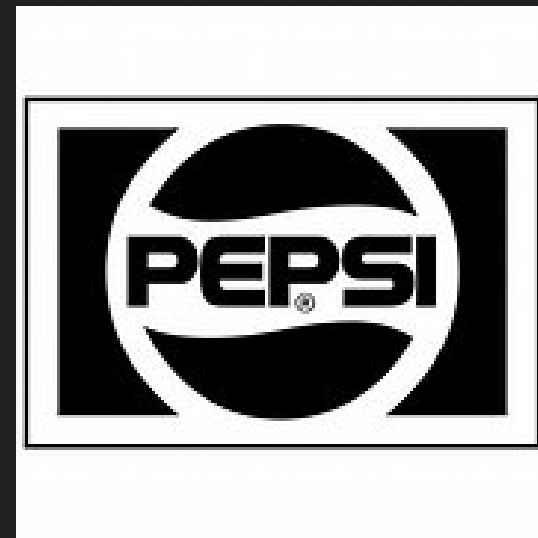
# PTSE MARKETING ADVANTAGE

Our accomplished staff brings deep expertise in creating 360° marketing partnerships through branded packaging, sponsorship sales, content creation and distribution, public relations, social media, digital, experimental marketing and asset valuation/ROI analytics. PTSE's mission is to capitalize on our knowledge and relationships to forge brand relevance for our clients.

Understanding the merger between your brand and the sports and entertainment industry is our duty.



# PTSE EXPERIENCE – CORPORATE







# PTSE EXPERIENCE – INDUSTRY COLLABORATIONS





# PTSE EXPERIENCE – CARDS & MEMORABILIA

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# PTSE – CHIEF MARKETING OFFICER



JUSTIN TAGLIENETTI

- Former Director of Marketing, Boras Corp.
- Former VP of Marketing, Rep1 Baseball
- Sales/Marketing, Philadelphia Phillies
- Sales/Marketing, Los Angeles Angels
- Certified MLB Agent
- Over 20 years experience

- Worked on behalf of 200+ MLB Players on all 30 MLB clubs.
- Conducted over \$1 Billion in negotiations
- Negotiated \$500 Million in on-field contracts
- Relationships with top brands
- Industry Insider



# PTSE – CHIEF MARKETING OFFICER



BRYCE HARPER



JOHNNY DAMON



PRINCE FIELDER



JASON VARITEK



ADRIAN BELTRE



CARLOS PENA



IVAN RODRIGUEZ



ANDRUW JONES



STEPHEN STRASBURG



JACOBY ELLSBURY



MANNY RAMIREZ



JAYSON WERTH



RAFAEL DEVERS



ELOY JIMENEZ



STARLIN CASTRO



NELSON CRUZ



AROLDIS CHAPMAN



LUIS SEVERINO



# PTSE – SALES STAFF



*Melanie Rescigno*



*Michael Areephituk*



*Joseph Petry*

# FOLLOW US



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*@PTSEMGMT*



*Premier Talent  
Sports and  
Entertainment*

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[Kevin@PTSEmgmt.com](mailto:Kevin@PTSEmgmt.com)

*Contact number*

877-454-PTSE

**Work  
with us**

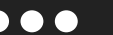


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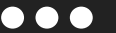
56%

of total sales come from social media

Make sure you do enough research to support your points. It's also a good idea to pair data with visual aids like charts, graphs, or images. Remember to keep your presentation easy-to-read.





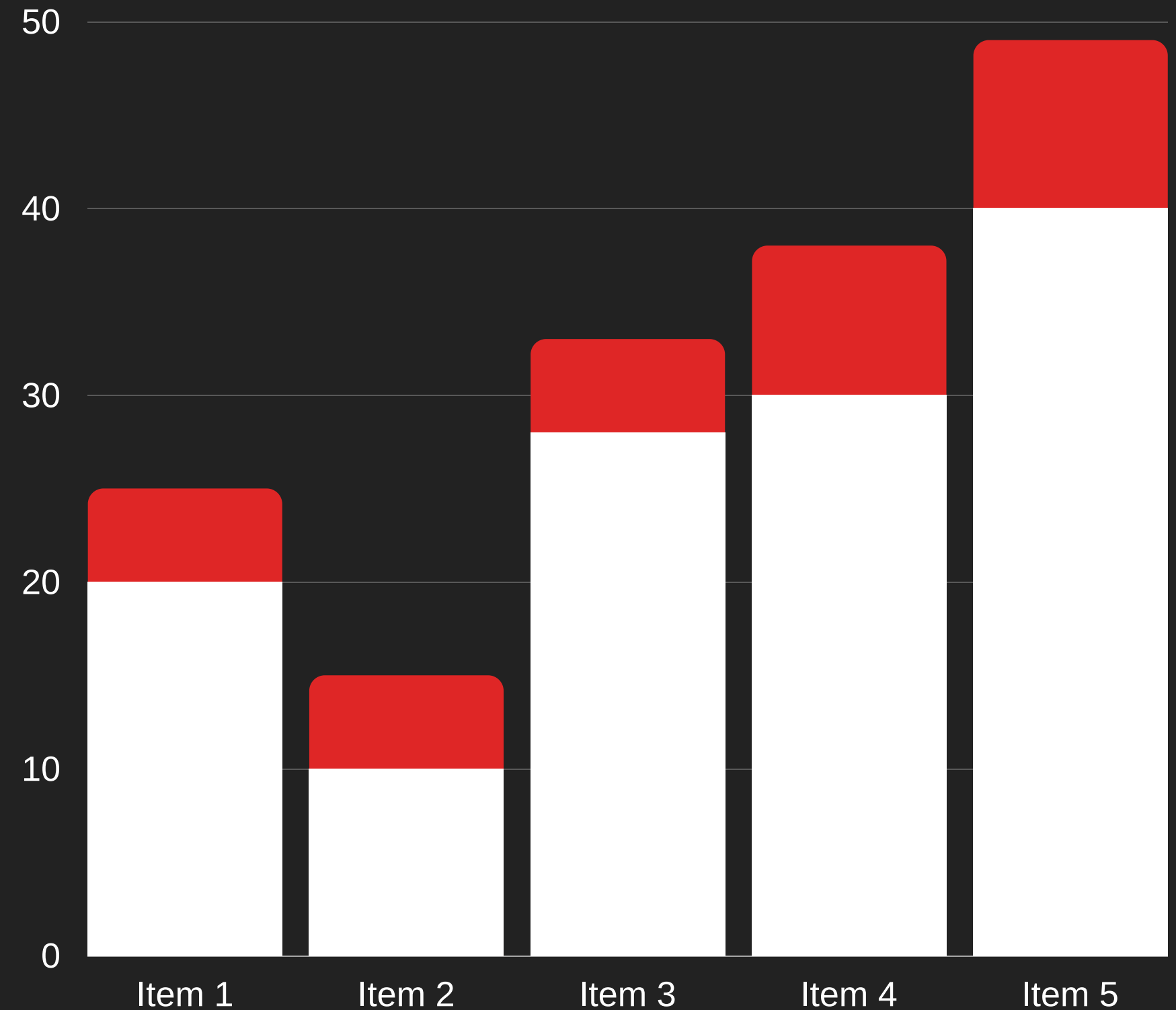


# Newly acquired markets

08

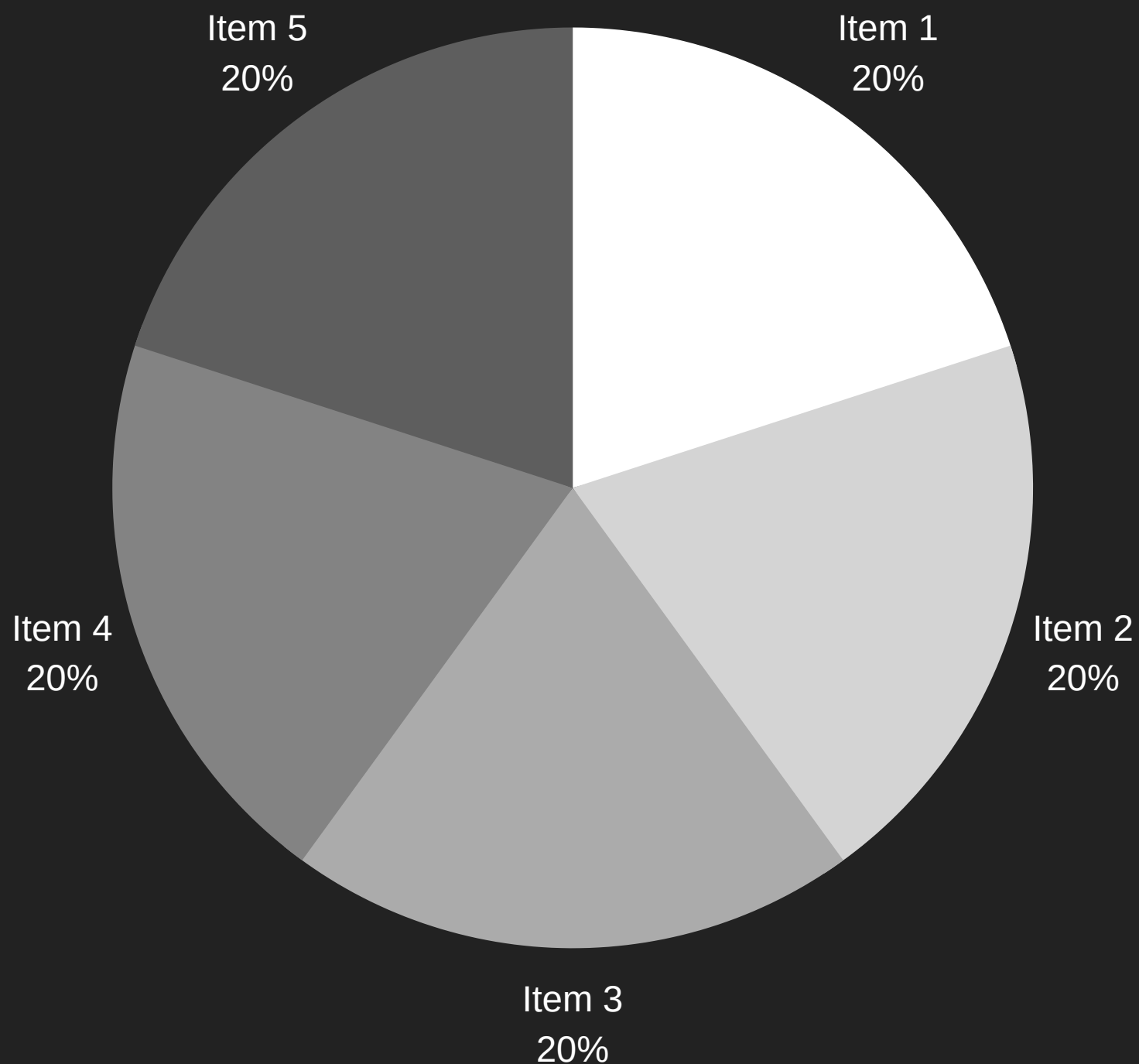
Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Based on last year's targets





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# Types of **revenue** we get

All from social media channels



# What are **people saying** about the brand



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**Tabitha Howland**

**Fashion Critic**

Presentations are communication tools that can be used as demonstrations, lectures, and more.



**Allyana Orata**

**Fashion Designer**

Presentations are communication tools that can be used as demonstrations, lectures, and more.



**Juliet Ross-Kilner**

**Fashion Stylist**

Presentations are communication tools that can be used as demonstrations, lectures, and more.



# How can we solidify the brand's online presence?

By expanding to different platforms.





Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.



## Assets from latest social media campaign

To create a stunning presentation, it's best to simplify your thoughts. Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing.





# Social Media Metrics



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## Brand Mentions

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

## Audience Engagement

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

## Brand Reach

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

## Participation

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



# Automated Customer Service

Projected to **increase** customer retention

It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.







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# Better, More Relevant Content

To create a stunning presentation, it's best to simplify your thoughts. Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing.

Projected to foster brand loyalty





# Adopt **Social** **Media** Trends

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## Visual style

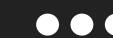
Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

## Voice

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

## Niches

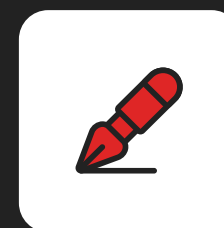
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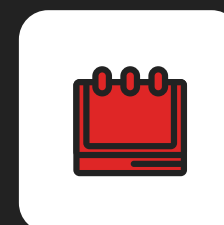
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# Marketing New Content

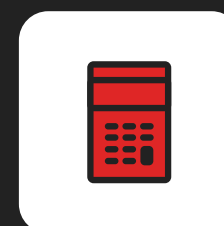
Upgraded guidelines



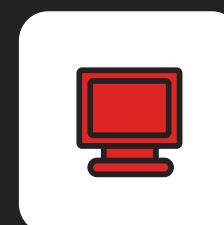
Aesthetics



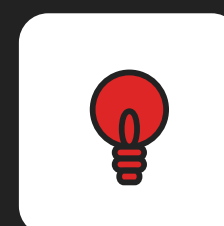
Tone of Voice



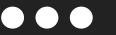
Mobile Platforms



New Apps



Micro-Influencers



# Increasing Engagement

## Publishing

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

## Monitoring Data

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

## Narrowing Down Content

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



# More Insights



## By Gender

Presentations are communication tools that can be used as demonstrations.

## Decreasing Engagement vs. Higher Sales

Presentations are communication tools that can be used as demonstrations.

## Location

Presentations are communication tools that can be used as demonstrations.

## Higher Clickthroughs vs. Time of Day

Presentations are communication tools that can be used as demonstrations.

## Age Groups

Presentations are communication tools that can be used as demonstrations.

## Increased Reach vs. Decreased Engagement

Presentations are communication tools that can be used as demonstrations.





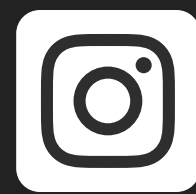
# Social Media Links

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Facebook

Presentations are communication tools.



Instagram

Presentations are communication tools.



Twitter

Presentations are communication tools.





# The Next Steps

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## July

To create a stunning presentation, it's best to simplify your thoughts.



## August

To create a stunning presentation, it's best to simplify your thoughts.



## September

To create a stunning presentation, it's best to simplify your thoughts.



## October

To create a stunning presentation, it's best to simplify your thoughts.

For the coming months





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# The Social Media Group

Meet the team

**Tilly Marden**

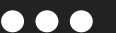
Head of Social Media Management

**Cameron Boysen**

Aero Actives Team Leader

**Petra Hollis**

VP of Marketing







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# Contact Us

For questions or concerns

## Phone Number

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## Email Address

hello@reallygreatsite.com

## Website

www.reallygreatsite.com





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I don't design clothes.  
I design dreams.

Ralph Lauren

