

NEW ERA
SPORTS & ENTERTAINMENT



PREPARED EXCLUSIVELY FOR...

REGGIE BUSH
"THE PRESIDENT"



"FOR WHOEVER EXALTS
HIMSELF WILL BE HUMBLD,
AND WHOEVER HUMBLD
HIMSELF WILL BE EXALTD."
- MATTHEW 23:12



NEW ERA SPORTS & ENTERTAINMENT IS THE PROFESSIONAL ATHLETE'S CHOICE.

New Era Sports and Entertainment has established itself as an all-inclusive advisory firm. We have an excellent track record due to our dedication to clients needs and unshakeable standards of excellence. Our fusion of creative strategy, confidence, and thorough knowledge of the industry has proven to be a winning combination evidenced by unparalleled contract negotiations.

Though our clients' needs may differ, the framework of our working process remains consistent. NEW ERA professionals skillfully design a fully customized integrated plan to boost our clients pre- and post-draft status through physical and mental assessments, public relations and marketing. In this fiercely competitive and unforgiving industry, it is imperative that each and every athlete be offered the services of seasoned professionals; both impeccable in their decision making, and committed to employing all resources to market you, our product, in the best way possible.

New Era Sports and Entertainment was formed with the understanding that what must always come first is unconditional commitment to our clients' best interests. With this in mind, NEW ERA has added strategically selected resources that enable us to offer a full array of first-class services to meet your professional and personal needs.

Led by results-oriented partners, New Era Sports and Entertainment has the depth to competently negotiate player contracts as well as create comprehensive marketing/endorsement programs for each and every client. We have created an enviable network in the industry – a powerful advantage for you, the athlete – our client. And that translates into high-yielding results and programs that promote your personality and help promote the financial security and welfare of you and your loved ones.

One clear focus guides everything we do: **the client**. We build long-term, evolving relationships with our athletes, and make certain that their needs **always** come first.

WE EMBRACE THE OPPORTUNITY TO DEVELOP LIFE-LONG PERSONAL AND BUSINESS RELATIONSHIPS WITH YOU AND YOUR FAMILY.





SUMMARY OF SERVICES

New Era Sports and Entertainment provides a comprehensive array of services and capabilities to take full advantage of professional athletes' opportunities. We provide our clients with signature services to best fit their needs on and off the field.

The New Era Management Team possesses over 35 years of reputable experience in personal and business management including career decisions, contract negotiations, tax and finance management, marketing, public relations and endorsements. At NEW ERA, our commitment is to devote our time and efforts to enhance and secure our clients' careers and their futures.

NEW ERA CAREER-RELATED SERVICES

All Contract Negotiations

NEW ERA provides paramount expertise with a track record of success in negotiating NFL contracts. We have built a reputation for negotiating superior contracts structured to receive maximum compensation and guaranteed payment. NEW ERA has negotiated some of the richest contracts in the NFL, including contracts for the top three draft picks and record-breaking free agent deals.

New Era Pre-Draft Preparation

NEW ERA is dedicated to employing all available resources to help our clients increase their draft status. We complement this draft preparation with our relentless efforts to give our clients a great deal of publicity and exposure prior to the draft. We use our years of experience to help guide players through the long and sometimes grueling draft process. Much can be done from the time the college season ends until the NFL Draft to really intensify a player's draft status.

New Era Media Relations

NEW ERA understands the importance of an athlete's image as it affects his or her marketability and value to potential endorsers. Building a strong public image for each of our clients is a critical part of their career development, both on and off the playing field. We will promote that image through all available avenues of public exposure including print, television, radio, film, access to VIP events and parties, and charity functions.

New Era Marketing and Endorsements

NEW ERA recognizes the new opportunities athletes have today and has the resources to capitalize upon them. Our marketing campaign planning will enable us to find you corporate and entertainment alignments, raise awareness of your personality, and dramatically increase your marketability. A strong portfolio of "off the field" revenue opportunities can be the greatest complement to your career on the field. We have unparalleled clout, expedience and access to Hollywood and leading companies in the sports marketing world.



New Era Hollywood and Entertainment

We effectively capitalize upon our clients' opportunities of being professional athletes and take advantage of the crossover into the entertainment world. One of New Era's many affiliated Hollywood arms, Blue Rider Pictures offers our clients the clout, experience and reach of Hollywood at a level unmatched by any other agency in the sports management industry. Hollywood film producer Walter Josten augments the power of the entertainment arm of NEW ERA.



New Era Financial and Tax Services

In line with our full-service philosophy, NEW ERA is dedicated to providing a comprehensive array of financial services to our clients. NEW ERA has aligned deep partnerships with the nation's only "financial architectural" firm, as well as with established asset management firms to ensure that our clients receive an unparalleled range of financial services and tax elimination strategies throughout their careers.

New Era Legal Advice and Assistance

NEW ERA assists with player or family legal needs. We offer advice and services concerning matrimonial problems, real estate transactions, living will preparation, business matters, and insurance-related issues.

Representation at all NFL Injury Grievances, Hearings or Appeals

Injured players released by their NFL clubs who are unable to play due to an injury suffered while playing for their club are represented by New Era during all phases of their case.

Second Medical Opinions

The CBA gives an injured player the right to get a second medical opinion from a physician other than their NFL club physician. NEW ERA arranges for second medical opinions with the foremost physician specialists in sports medicine.

Obtaining Termination or Severance Pay

Players who are terminated because they failed to exhibit the level of "good faith effort" expected by their NFL club and are not provided termination pay are fully represented by NEW ERA.

Collection of Career-Ending/Disability Insurance Proceeds

Players injured while playing for their NFL club may be entitled to monetary benefits under states workers' compensation statutes. Players are also eligible for "Line of Duty" disability benefits. This benefit is paid in addition to any workers' compensation benefits the player may receive.



New Era Post-Career Planning

Post-career planning is an area where our clients can substantially benefit from the alliances under the NEW ERA umbrella. NEW ERA's goal is to build your network of contacts with an eye toward your post-sports career. As NEW ERA clients, players have the opportunity to be exposed to an unprecedented network of corporate executives, Fortune 500 companies, film and television producers, broadcasting networks, entertainment venues, entrepreneurs and post-sports career opportunities.

New Era Retreat

At NEW ERA, our clients are family, and each year we bring that family together for a retreat. The retreat is an opportunity for our players and their significant others to strengthen their relationships with NEW ERA, as well as with their financial advisors, accountants, and other key people. The retreat takes place at Singing Hills Resort and Country Club in sunny San Diego for a week of business and pleasure.