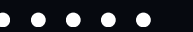


AGENCY PROFILE

MCRANETM

SPORTS GROUP

2023



WHO ARE WE?

Founded by industry veteran Bobby A McRae II, MCRAE Sports Group was conceived through a desire to create an agency where McRae could combine his extensive years of experience, nurtured industry relationships, and passion for helping athletes succeed to create an agency that is genuinely rooted in the ideology that every single piece of the puzzle matters. An agency where no detail is overlooked, all input is heard, and teamwork is at the forefront of a successful operations strategy. That vision birthed MCRAE Sports Group, a full-service sports management firm that provides athletes with high-quality managerial services. Our dedication to maximizing an athlete's business opportunities is accomplished through our commitment to integrity and hard work. We provide our athletes with opportunities and support that fulfill long-term goals beyond their playing careers, helping them develop lifelong relationships, ensuring security after their professional careers.



The background image shows two men in maroon athletic gear, including caps and jerseys, standing at a podium. The man on the left is speaking into a microphone, while the man on the right is smiling. The scene is set in a room with wood paneling and a red curtain in the background. A wooden railing is visible on the left side of the frame.

OUR MISSION

Our mission is to build partnerships, enrich lives, and propel success for collegiate and professional athletes on and off the field. MCRAE Sports Group provides clients with strategically crafted career blueprints uniquely tailored to the talents and visions of each individual we represent. We integrate career management, strategic marketing, and brand development in a collaborative process designed to ensure career longevity and success.

OUR SERVICES

CONTRACT NEGOTIATIONS

SPEARHEADING AND OVERSEEING ALL STAGES OF CONTRACT NEGOTIATIONS, WITH A DETAILED COURSE OF ACTION, ESTABLISHED COMPETITIVE ADVANTAGE, AND STRATEGIC APPROACH.

BRAND DEVELOPMENT

CREATING BRAND IMAGE STRATEGIES FOR OUR CLIENTS TO ENSURE THAT THEIR PUBLIC IMAGE PERCEPTION REFLECTS A HIGH DEGREE OF RECOGNITION, RESPECT, AND TRUST.

MARKETING AND ENDORSEMENTS

DISCOVERING, NEGOTIATING, AND FACILITATING BRAND SPONSORSHIPS, PARTNERSHIPS, AND AMBASSADOR OPPORTUNITIES THAT ALIGN WITH OUR CLIENT'S INTERESTS, GOALS, AND VISION.

OUR SERVICES



MEDIA RELATIONS

COORDINATING PROMOTIONS AND COVERAGE OF OUR CLIENTS ON RELEVANT INDUSTRY PLATFORMS AND POPULAR MEDIA OUTLETS.

PHILANTHROPY

ASSISTING OUR CLIENTS WITH THE DEVELOPMENT OF CHARITABLE FOUNDATIONS, PERFORMING ACTS OF COMMUNITY SERVICE, AND MAKING POSITIVE SOCIAL IMPACT.

POST CAREER COUNSELING

PROVIDING OUR CLIENTS WITH OPTIONS AND RESOURCES FOR UNEXPLORED CAREER PATHS, PROFESSIONAL DEVELOPMENT, AND CAREER SUPPORT AS THEY TRANSITION TO THE NEXT CHAPTER OF THEIR LIVES.

WHY MCRAE?

We describe MCRAE Sports Group as an industry game changer, prepared to shake up the status quo and introduce an innovative approach to athlete representation. We don't just pitch athletes to brands; we transform our athletes into their own brands, ensuring they are empowered with agency over the trajectory of their careers and futures. We are career architects dedicated to recognizing our clients' unique DNA and utilizing those identified strong points to highlight their value as we introduce them to the world. Our agency's passion is unparalleled, composed of a team of hard-hitters who are unapologetically willing to move mountains for our clients, creating endless career opportunities and illuminating the best paths to success. MCRAE is an agency that is revolutionizing the industry's landscape and improving the fundamentals of how agents and athletes work together.



F O U N D E R



B O B B Y A M C R A E I I

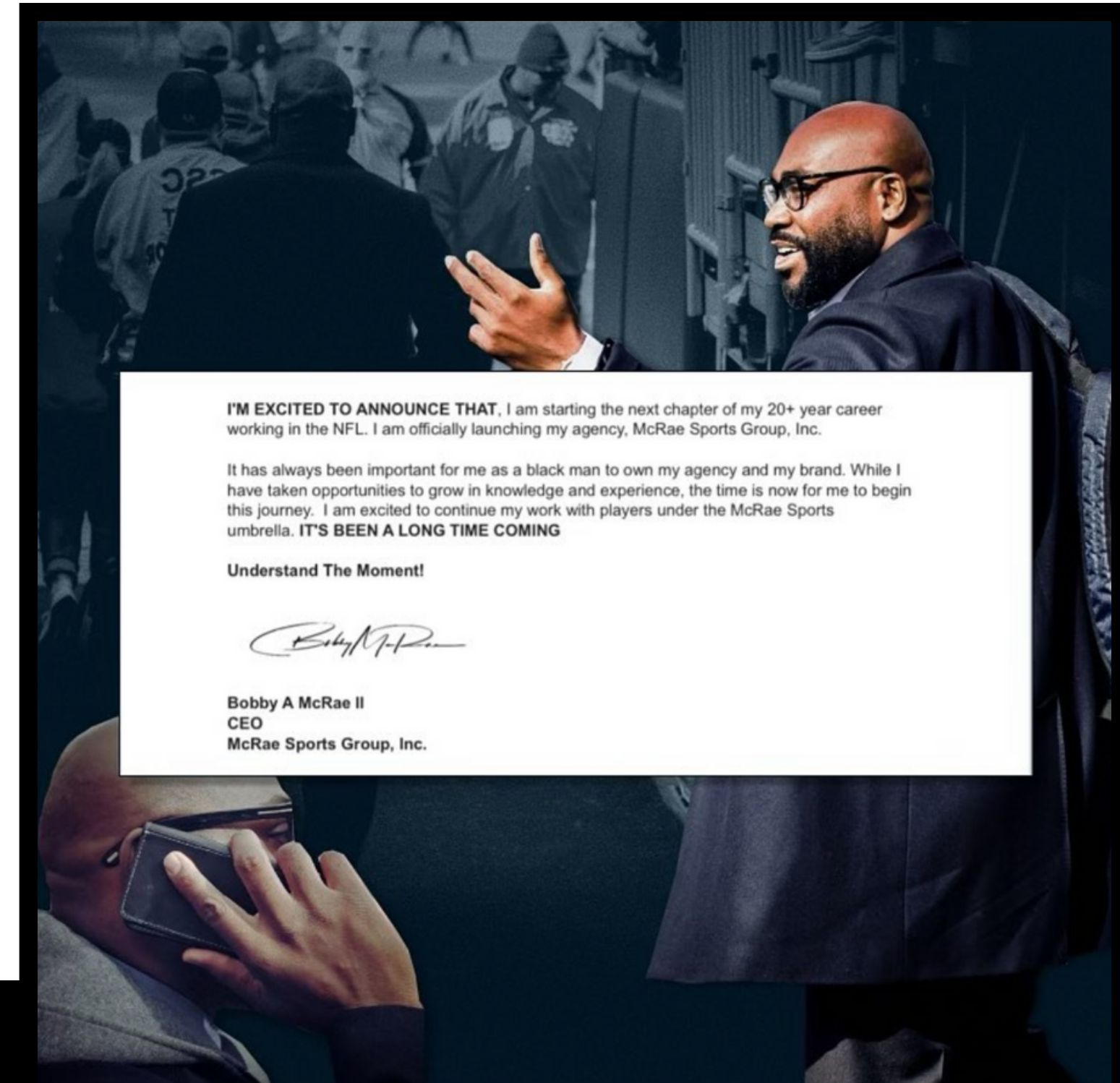


C E O



THE FOUNDER

With over two decades of industry experience, CEO Bobby A McRae II specializes in management/marketing and advisory for a diverse portfolio of clients in the sports industry. He works to forge strong relationships with each and every stakeholder, earning their trust and acting as a key player in endorsements, branding, and professional development. Beginning his career focused on business development with Twenty10 Sports Management Group and Temple University, Bobby has carried his passion for financial, physical, and mental wellness into his work in professional sports. He puts athlete development at the forefront of each decision and builds a deep personal relationship with his clients as he helps them establish and fulfill professional and personal goals. His commitment to his clients has allowed him to successfully negotiate contracts and establish relationships with Fortune 500 companies, government agencies, and a range of the country's leading media outlets, including NBC, CBS, and Fox Sports.



THE TEAM

Our team is composed of talented individuals who are regarded as authorities in their respective fields. They are business professionals, industry experts, dynamic storytellers, compelling marketers, and top-tier agents, all working in a symbiotic manner, unified in their commitment to ensuring our client's success. From brand image to career development to partnership negotiations, no area of business development isn't overseen by an individual dedicated to assuring that our athletes are cared for in the best manner possible. Each staff member is full of ambition, a unique vision, and the confidence that the possibilities for our clients are limitless. They are all equipped with the capacity to handle the complexities and nuance that come with negotiations and do so with the utmost integrity, ensuring that ethical and fair practices are at the forefront of all endeavors.

BRAND PARTNERS



After spending over 20 years nurturing relationships with major global brands, MCRAE Sports Group is proud to offer our clients access to an impressive database of organically cultivated relationships with like-minded companies that are eager to partner with established and emerging athletic leaders.



GQ



SPRAYGROUND



NASCAR

PAST PARTNERSHIPS

PAST PARTNERSHIPS

Our team has produced and managed a wide variety of diverse athletic partnerships for major league and collegiate clients. A few past projects include the cultivation and support of partnerships between NFL quarterback Terrelle Pryor and GQ, NFL cornerback Baushad Breeland and major fashion brand Sprayground, and NIL ambassador opportunities with Nascar. We prioritize creating, maintaining, and enhancing long-term relationships with a diverse portfolio of major brands, recognizing the advantage we offer clients due to our industry contacts. We aim to work with athletes we sincerely champion, committed to discovering new opportunities that align with their individual values, interests, and goals.



DESEAN JACKSON
FOUNDATION

YOUTH CAMPS

YOUTH CAMPS

YOUTH CAMPS

DESEAN JACKSON F.A.S.T. YOUTH FOOTBALL CAMP

YOUTH CAMPS

With multiple successful youth camp projects in our portfolio, the MCRAE Sports Group team has extensive experience providing the support and resources to develop, market, and successfully run youth athletic camps. Our team recognizes the immeasurable career and personal benefits athletes gain from leading youth athletic camp initiatives; therefore, we are always eager to collaborate with clients who envision themselves developing youth camps.





UNDERSTANDING THE MOMENT

Our slogan, "Understanding the Moment," is the concept by which we function. To fully "Understand the Moment," one must be able to understand what is happening, see it from all angles, recognize opportunities, then take strategic initiative. We succeed in "Understanding the Moment" through our dedicated efforts and unwavering teamwork. Motivated by our belief in the importance of teamwork on and off the courts and fields, we implement the same principles required when developing a winning athletic team in our agency; dedication, hard work, consistency, commitment, and communication.

CONTACT US

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