

WORK HARD

LIVE EASY

Story

It has been said that “it takes a village, to raise a child”. Not just the family but the whole village. What if that child becomes a professional athlete or entertainer? All of a sudden the pressures of being an adult and making adult decisions fall on the shoulders of that child because of their talents. All too often athletes and entertainers are expected to enter the industry with the business savvy of their team owners, label presidents, or casting directors. The bottom line is that the Sports and Entertainment industry is a business and regardless of age, race, religion or background the show must and will go on.

As a professional athlete or entertainer you have proven your talents to reach the top level. You are under the watchful eye of the public, the scrutiny of the media, and the pressure of leading a “normal life”. Let’s not forget, above all, you are always faced with the challenge of balancing celebrity status with the time and attention required to perform at the highest skill level as a professional athlete or entertainer.

Derrick W. Brooks, Founder & CEO of Artizen Management Group observed through his relationships with agents, managers, professional athletes, and entertainers the need to create a village for each and every talent. It is Derrick’s belief that in order to maximize their career growth, each athlete and entertainer should think of themselves as their own business. They should market their likeness as a brand and they need to have a strategic plan mapping their career and post career including time to enjoy the fruits of their labor. A critical part to the success of an athlete or entertainer is to have a distinguished team of professional advisors who collaborate for their benefit. Thus, the birth of Artizen Management Group; a talented, experienced, family oriented group of professionals who complete “the village”.

Our motto is “Work Hard Live Easy”. We create a comfortable atmosphere for the client, allowing them to focus solely on their craft. Under the Artizen Management Group umbrella are Sports, Business, and Entertainment Management divisions. Sports and Entertainment manages pre-draft preparation, post draft planning, and contract negotiation while Business Management focuses on “off field” opportunities in marketing, public relations, and concierge services. Picture yourself as a client of Artizen; and together we will achieve the success during your career and beyond. Become part of the Artizen story, our family, our village.

Team

In the competitive marketplace of Sports and Entertainment, it's vital to have a savvy, experienced team dedicated to making a clients dream a reality. Artizen Management Group is built on a foundation of trust, confidence, relationship building, and fostering a family atmosphere where our client can accomplish his/her career objectives and life time goals.

With over 70 years combined experience in sports marketing, entertainment law, and business development, the Artizen Team stands poised and ready to serve the interests of our clients.

DERRICK W. BROOKS: As Chief Executive Officer, Derrick has been connected to the Sports & Entertainment industry for over ten years. During this time, Derrick has worked with team management, players and their agents, as well as marketing, public relations, community action programs, corporate partnerships that helps drives the Industry forward.

GREGG N. COTLER: As Chief Operations Officer, Gregg has over twenty years of legal experience in Contract Law, Corporate Business Consulting, and Sports & Entertainment Management. He brings with him multiple awards, including the prestigious American Jurisprudence Award and the American Civil Liberties Award.

ERIC BERGER: As Chief Financial Officer, Eric has years of management experience from start up companies to national, and global corporations. Eric's unique capability to build successful companies gives Artizen access to resources and capital necessary to fund and grow the business.

JON RIVKIND: As Director of Operations, Jon brings an understanding of customer centricity which ensures clients receive the individual attention and service that is essential to their success. Managing the operating, internal infrastructure, and handling work flow process keeps systems running smoothly and efficiently.

ALLEN M. STERN: As Director of Marketing, Allen brings over twenty years experience in strategic marketing, branding, and media relations. Identifying corporate sponsors, structuring marketing partnerships, and highlighting client strengths, talents, and interests helps maximize endorsement opportunities.

Structure

Artizen Management Group



Sports Division

- Basketball
- Football
- Baseball
- Golf
- Hockey
- Soccer
- Boxing
- Tennis



Business Management

- Marketing
- Public Relations
- Concierge
- Operations
- Client Relations



Entertainment Division

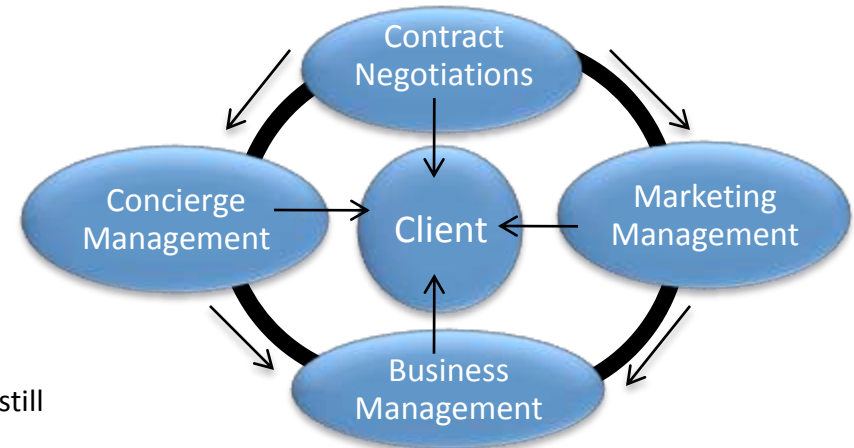
- Music
- Art
- Film
- Fashion
- Theatre

Client

Creating a positive, healthy, small family/big company atmosphere and attitude is a feeling our clients tell us they appreciate. We look at each client as an individual, with their own unique needs. To that end, we have developed a Client Profile Form which every new client completes so we have a clear idea of their objectives and goals from the start of their playing days and beyond.

Our client strategy is based on a building block foundation with six core principles:

- 1) Create a Client Profile that gives us necessary, detailed information about what makes you special so we can customize your Plan.
- 2) Generate ideas that mirror what the Profile says about you.
- 3) Formulate a Plan that is a written document of where we're going and why.
- 4) Implement the Plan, which is minimally a one year time horizon.
- 5) Measure success at defined intervals: How are we doing? What still needs to be done?
- 6) Monitor for feedback: What is the client thinking? What does the client expect?



We believe this “organic” approach to managing a career gives us and our clients the tools to monitor what is being done, and equally important, understand why a certain path is being taken. Moreover, because the life of an athlete/entertainer is unique, changes in contract terms, team management, moving, and family issues frequently arise and thus having a client strategy in place makes us proactive and welcome change as a potential opportunity to be embraced rather than a risk to be avoided. “Plan ahead, don’t fall Behind” is our advice to clients.

Services

Providing a full range of services lets our clients focus on what they do best.

Contract Services

- Pre draft negotiations
- Draft Preparations
- Preparation of contract
- Negotiation of contract

Business Management Services

- Business Venture Opportunities
- Real Estate Venture
- Company Research
- Community Relation Programming
- Image Branding
- Lifestyle Coaching
- Estate Planning
- Financial Planning

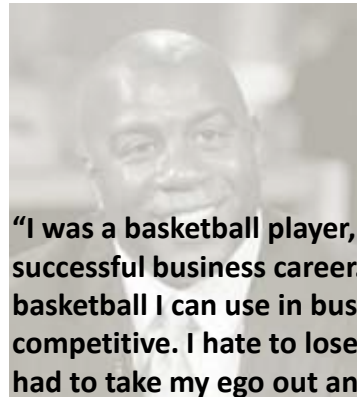
Marketing Management Services

- Endorsement Negotiation
- Sponsorship Negotiation
- Motion Picture and Film Negotiation
- Autograph Sessions
- Speaking Engagements
- Appearances

Concierge Management Services

- Comprehensive Home Administration
- Special Event Planning
- Destination Management
- Tickets and Attractions
- Item Purchases

Experience



“I was a basketball player, but I was setting up for a successful business career. Everything I learned in basketball I can use in business. Business is competitive. I hate to lose, but I learn from losing. I had to take my ego out and say Earvin, you don’t know business. So I went out and found people who knew more than I did. I approached successful businessmen. I concluded it takes the same effort to become a great businessman as it does to be great basketball player. Business is a fascinating world with its own language.”

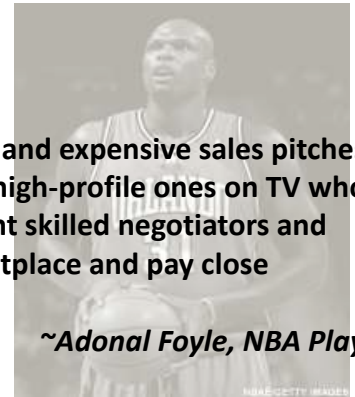
~ “Magic” Johnson, Business owner Former NBA player



“Professional athletes need to understand the business they are in. You don’t have to be an expert, but you need to know what’s going on. Too many agents want to keep their guys in the dark and dependent on their services. Agents and financial advisors should help prepare players for life, teaching them about business- how to pay bills, how to read and understand financial statements, how to negotiate. You can’t learn this stuff overnight, but you have to be willing to put in time reading and listening.”

~Danny Ainge, General Manager, Boston Celtics, Former NBA player

“Don’t be swayed by smooth, aggressive and expensive sales pitches. The best agencies aren’t necessarily the high-profile ones on TV who are getting quoted in the media. You want skilled negotiators and professionals who understand the marketplace and pay close attention to detail.”



~Adonal Foyle, NBA Player

- The career window for a professional athlete is short. Every moment counts. Every good decision and every mistake is magnified. Choosing the right team of professionals to help maximize the length of your pro career, your exposure, your quality of life, as well as the salary you earn will pay huge dividends for the rest of your life.

- Newsday reported that more than half of retired professional athletes believe they’ve lost their purpose. You were born to play sports – now what? Even if you had enough money to retire, your next venture could feel like a step down. Start making a plan during your career.

- As a professional athlete or entertainer you suddenly have more money and fame than you did before, and despite being young and inexperienced, you have to make decisions that will affect you and your family (present and future) for the rest of your life.

Selection

What I need to know to make such an important decision.

As a professional athlete or entertainer you should choose your representation just like your representation chooses you. Selection should be based on goals and interests as it pertains to your life. It should not be based on friendships, gifts or past/present icons involved with a company. The single most important thought in your decision making process should be “What is best for me and my family?” To increase the likelihood that you have made the right selection follow a checklist that speaks directly to your concerns.

What makes Artizen different from a one stop shop?

Artizen is centered on the phrase “WORK HARD LIVE EASY”. Our goal is to develop the complete athlete or entertainer by surrounding him/her with experts. We do not have one person burdened with all tasks allowing room for errors or mistakes. Our Agents work one on one with each client providing the best service in contract negotiations. The Marketing department works with each client specifically, finding quality endorsements, promotions etc. Our personal Concierge services assist our clients by creating a stress free life off the field.

What if I retire or get hurt?

Artizen is built on the idea that we are a Family. In the event that one of our clients will be retiring or faces the untimely misfortune of a career ending injury, we help explore new opportunities. With our extensive network, we work with you to secure alternate career paths to be enjoyed for years to come. Our goal is to have clients for life!

What if I am traded to another team?

Artizen is here to help you every step of the way. If you are traded to a new team we find realtors, schools, and even local dining and shopping locations. The easier it is for our clients to become adjusted to their new environment, the easier it is for them to concentrate on their profession.

Is any of my information shared with anyone else?

Artizen will not share any client information with anyone, unless specifically told otherwise by the client. That request will have to be submitted in writing.

Selection

Will I have input on what I would like to endorse?

Artizen encourages input on what services/products you would like to endorse and how much involvement you would like in the community. For example, if our client is handed multiple business cards after a game or event, we suggest saying “here, please see if any of these are worth my time”. After we research the opportunities, we provide an executive, written summary to see if there is interest and wish to move forward.

What kind of business opportunities are out there for a professional athlete?

Artizen has found that professional athletes and entertainers are a part of the special elite. We are flooded with opportunities for athletes and entertainers to become parts of new ventures that yield income over time. Based on the information given in the client profile, we can better evaluate what deals will be placed in front of you.

How will my playing time affect your efforts?

Artizen is here to create exposure for our clients. The more you play as a professional athlete the more fans have a chance to see you. At the same time, the more you play the more attractive you become to local/national advertisers. However, our clients playing time does not limit our efforts to create opportunities and exposure. We are relentless in making contacts and searching for deals that impact our clients positively. Realistic in our approach of securing deals, we take the necessary time to explain any limitations that may be placed on being a professional athlete.

What do you mean by WORK HARD LIVE EASY?

Artizen Management Group has created the tag line “WORK HARD LIVE EASY”. What this means is we want our clients to have the appropriate balance of life: work hard and achieve career goals, enjoy the championships, the awards, the MVP trophies, the all-star game appearances and the big negotiated contracts. But we also want to see the smooth transition to a new city, the closing of a dream home, the purchase of a new vehicle, the excitement of a first commercial, the ease of knowing the bills will be paid, and the time to sit back with family and friends to say “I work hard and Artizen helps me live easy.”



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