



ELITE

Jrzy Elite

WHY PARTNER WITH YOUNG ATHLETES

Business Marketing
Insights



Traditional Marketing No Longer Works.

People trust people, not brands. The methods of traditional marketing are no longer effective, particularly on younger consumers. Younger generations are very adept and more comfortable with vetting brands through their own research, mainly through social media or online reviews. They are especially influenced by the opinions of those they know and trust.

Why Athletes Make a Difference:

- **Relatability:** Athletes connect with their audience like peers, not advertisers.
- **Trust Factor:** Fans know the athlete's story and values, making their endorsements more credible.
- **Efficiency:** While traditional marketing requires multiple touchpoints, athlete-driven posts can build affinity with just one or two interactions.



Market Directly to Your Target Audience.

Based on the sport the athlete plays, their location, and their age you already have a strong sense of the demographic and interests of their followers. Athletes with a strong online presence have also learned to brand themselves into niche markets other than sports (fashion, travel, cooking, etc.).

By identifying and collaborating with athletes who align with your business's product/services and message, you are able to put yourself in front of that athlete's highly engaged and dedicated community, which also happens to be your ideal target audience.



More Effective and Cheaper Influencer Marketing.

Student-athletes have an average social media engagement rate of 5.5% compared to the average influencer's 1-3%*.

This is because::

- Younger athletes have more loyal and niche followings.
- Younger athletes' storytelling comes across as more personal and authentic.

Unlike bigger influencers, young athletes interact with their followers just like they do with friends. By having these athletes tell your story, your brand can leverage the emotional connections that athletes have formed with their followers.

More so, young athletes aren't commanding the same price points that most influencers, or traditional marketing, do. Meaning you get better targeted marketing at a fraction of the cost.



Elevate Local Recognition and Credibility.

Young athletes are already local celebrities, frequently featured in community news and recognized by residents, which can't be said by regular influencers. By partnering with an athlete and showing that you believe in them, your local community is bound to take notice and express pride in supporting both the athlete and your business.

When others see you aligned with athletes who they know, like, and trust, they believe you stand for the same values and mission. This social proof immediately allows you to reach and establish credibility amongst new audiences.



Long-Term Growth Potential

These partnerships aren't just short-term marketing tactics; they represent long-term investments. If long-term success for the athlete is in sports, you have the privilege of forming early relationships with them before they make it big (when partnering with them becomes more competitive and costly). Also, by maintaining your relationship with them, you're able to grow your communities together, especially as theirs begins to enter larger markets.

If success for them lies outside of sports, you still get to play a critical role in their development. Through these partnerships, athletes are able to receive valuable experiences and build relationships in the business world that can propel them for success after sports. By immersing them into your business and industry, you're able to provide an unparalleled education to the future leaders of society...and maybe the future leaders of your company.





ELITE

**READY TO CONNECT WITH YOUR
COMMUNITY LIKE NEVER BEFORE?**

**CONTACT US TO EXPLORE HOW WE CAN
CONNECT YOU WITH THE PERFECT ATHLETE FOR
YOUR BRAND.**

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