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Blueprint Sports Launches Name, Image and Likeness Campaigns in Las Vegas, Providing Athletes with Unparalleled Revenue Earning Opportunities

A car allowance program for UNLV men's basketball team will be the platform's first campaign

LAS VEGAS (October 5, 2021) – With extensive ties to the Las Vegas community and more than seven decades of collective sports and entertainment prowess, a new era for current and retired collegiate, professional and Olympic athletes has arrived with **Blueprint Sports (BPS)**.

On the heels of the landmark decision allowing intercollegiate athletes to earn compensation for their name, image, and likeness, BPS has officially launched its intuitive marketplace platform that brings athletes together with their local communities and national brands for a wide range of in-person or digital engagements. The Andre Agassi Foundation for Education (AAFE) is BPS' key investor.

"I'm a big believer in empowering our next wave of athletes and I see the incredible potential in what Blueprint Sports is delivering here," said Andre Agassi, eight-time Grand Slam champion and namesake of AAFE. "It's incredible to see and support this Las Vegas-bred technology. And, I know that Las Vegas is only the beginning."

"For the first time ever, we invite all college athletes to celebrate, take a bow and take advantage of this new and exciting stage," said Cami Levin, vice president of recruitment and strategy for BPS and a former student-athlete herself at Stanford University. "Our priority is the athletes as so many on the BPS team have either been in their shoes or have been engrained in the athletic world for quite some time. We are here to support their endeavors as athletes of all sports expand their brand and seek out revenue earning opportunities."

The marketplace platform allows businesses and brands to connect directly with their local athletes for marketing engagements, online influencer campaigns, local appearances, charity events and more. The BPS platform may be accessed at www.blueprintsports.com or downloaded via the [App Store](#).

Coinciding with its Las Vegas launch, BPS has unveiled its first major campaign for the men's basketball student-athletes at the University of Nevada, Las Vegas (UNLV) of the Mountain West Conference.

Effective October 5, Findlay Toyota, Logic Commercial Real Estate and other Southern Nevada supporters to provide every member of the UNLV men's basketball team with a \$500 per month car allowance for one year. BPS is facilitating the program that will allow each member of the team to use the car allowance to finance a vehicle through Findlay Toyota or for other monthly expenses that scholarships and financial aid do not cover.

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“Community supporters, like Findlay Toyota and Logic Commercial Real Estate, believe that student-athletes can make an immediate impact on and off the basketball court through charitable appearances, autograph sessions and youth sports coaching sessions,” Levin continued. “The car allowance program is an example of the Las Vegas business community rallying behind an idea which BPS can implement under the new NIL rules to support the men’s basketball team here in Las Vegas. The BPS platform will facilitate monthly community engagements for the members of the team.”

One of the first athletes to join the BPS platform, Marvin Coleman, UNLV men’s basketball point guard, adds, “This changes the game for college sports because it provides us players the next level opportunity to build our brands. I love giving back to the community and interacting with fans, so it’s really exciting to be working with a company like Blueprint Sports who will look out for us and bring these opportunities and other business prospects our way.”

About Blueprint Sports

Founded in Las Vegas in 2020, Blueprint Sports (BPS) bring athletes and their communities together. A management team possessing more than 75 years of college and professional sports agency and digital brand experience leads the company, including partner **Cisco Aguilar** and vice president of recruitment and strategy, **Cami Levin**. BPS delivers both local and digital revenue earning opportunities for all athletes in their markets and around the country as they manage their name, image, and likeness. For more information on Blueprint Sports, visit www.blueprintsports.com or its pages on [Facebook](#), [Twitter](#) and [Instagram](#).

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