

## **MANAGEMENT SERVICES**

At RockSolid Sports our aim is to assist talented athletes to achieve to their maximum potential while helping them plan a structure to their career, which will make them successful in their chosen sport. We do this with a personalised team approach to management allowing the athlete to ultimately decide his or her future based on guidance and support by our management team.

We offer a comprehensive set of services to allow all athletes to fully capitalise on both their performance and earning potential. At RockSolid we are dedicated professionals who are prepared to go to great lengths to ensure you attain your goals while allowing you to focus on the job at hand. Our focus is developing your career plans, personal and professional development, and financial planning and security, and post career development.

Our Services will include:

- Goal Setting
- Career Planning
- Assistance in Contract Negotiation
- Legal Advice
- Financial Advice
- Image Development

Ultimately our focus is you the athlete. We will dedicate our resources to enable you to focus on your performance while letting us take care of all the distractions.

With ongoing support programs in the areas of personal development we identify areas for improvement and then address them. We aim to make you as professional and confident as possible in your day-to-day life and hope that this will reflect in your athletic performances. Other areas such as financial advice and planning, sponsorship, media and public expectations are also part of these personal development programs and we constantly look improve these areas.

RockSolid Sports is about the athletes we represent. Our ultimate goal is to see these athletes succeed and be better people for the experience. With dedicated staff and a more personalised approach than ever seen before in this industry we believe we will achieve this goal.

## **Junior Development Program**

RockSolid Sports have identified the opportunity to offer talented young athletes and their parent's guidance as they enter the world of professional sport. So many times these young athletes are taken for granted due to their naivety and often sign contracts and scholarships under duress. RockSolid wish to offer these young athletes the opportunity to enter our Junior Development Program under no obligation and through a select list of services can gain an understanding of the industry. This will help them make firm, clear decisions, which will benefit their future. Once a part of this program athletes and their parent's will gain a clear understanding of the world of professional sport and can then make a decision to utilize the services on offer from Sports Management Division or leave and source these services elsewhere. The choice is theirs.

## **Sports Management**

Sports Management is an integral part of any athlete's development. It's a process that allows these athletes to remain focused on their chosen goals while ensuring their commitments outside competition are maintained while also focusing on the development of the individual. In the past managers/agents were employed to negotiate financial contracts on behalf of high profile athletes and in most cases this is still the case. At RockSolid we believe there is an opportunity to offer a far more comprehensive set of services to develop athletes, not only short term, but right throughout their career regardless of their level of achievement. By putting the right framework in place we believe we can help young athletes achieve their goals while also planning for life after sport. We offer a very personalised approach targeting areas for development for each individual.

The services we offer are formulated into a business plan designed to help athletes achieve their goals. We work with the athletes individually as well as putting together workshops where the athletes can interact to develop ideas and help each other. The business plan is broken up into four main areas detailed below.

## **Athlete Business Plan**

### ***Competitive Profile***

Here we consult with the athlete detailing their achievements to date while also putting together a career plan highlighting short and long-term goals. This process is essential regardless of what level or what stage of their career the athlete is at. By documenting this information the athlete is taking ownership of their career and understand fully what is required and what sacrifices are needed to achieve the goals they have set for themselves.

### ***Personal Development***

This is a key area in the progress of any athlete. Here we work with the athlete to develop an image that is reflective of their standing as a professional sports person. We look at areas such as their appearance, public speaking and their ability to mix with others for the purposes of sponsorship and endorsements. We also look at public expectations and how they are expected to handle the public when required for autographs and guest appearances.

### ***Business Profile***

This area is one of the most important management services we offer. Through individual consultation we target areas of income maximisation including sponsorship, endorsements and contract negotiations. Part of this service also includes taxation and legal advice through association with professionals in these areas. We then look at an athlete's career profile and target areas to build this profile within the media circle. Part of this process includes training to handle all forms of media including television, print and radio.

### ***Post Career Development***

Too often this area is forgotten during the career of so many athletes. Again through consultation we look at life after sport and then plan steps to ensure that financially athletes benefit from the spoils of their success through investment and financial planning. We also look at a career after sport and target plans that will enable the athlete to move into this career whether it is through study or gaining experience in the corporate world.

## **Conclusion**

These key services are important in the development of all athletes regardless of their level of achievement. With a good cross section of sports represented by RockSolid it presents a unique opportunity for elite athletes from many different backgrounds to mix and have an interest outside of their chosen sport. There is an opportunity for these athletes to support one another and feed off the success they each can achieve.

RockSolid Sport is also represented on the Internet through our own web site. This site is designed to develop the image of the athletes presenting athlete profiles, a gallery displaying newspaper clippings / photos as well as an area to profile the sponsors of each athlete. We also have individual email addresses for each athlete for fan mail and questions. This site will be continually updated with performance results, achievements and other relevant information.

Our whole management process is built around consultation and working with the individual allowing them to make the correct decisions that they are comfortable with. Our personalized approach allows us to see the needs of each athlete and put steps in place to ensure these needs are met leaving the athlete to focus on what they are trying to achieve.