



**Catherine Eastman**  
**ADPR 5920 Spring 2023**

Photo by Zachery C. Kelly/UGAAA  
Photo by @UGAAA 2023

<u><b>Table of contents</b></u>	<b>Page Number</b>
<b>Situation Statment</b>	1
Client Outline	2-6
Key Message	7-8
Target Audiences	9-11
SWOT Analysis	12-16
<b>Deliverables</b>	17
Item Descriptions	18-19
Press Release	20
Media List	21
Traditional Pitch	22
Digital Pitch	22
Social Media Plan	23-32
Blog	33
<b>Notes</b>	34
References	35-36
Acknowledgements	37



# ***Situation Statement***



# **Client History:**



Classic City Collective was founded in March 2022. Led by CEO Matt Hibbs, the collective was formed to advocate for student-athletes that aren't necessarily center stage. Classic City Collective has chosen to maintain a small number of staff members to allow for money to go directly to student-athletes. Matt Hibbs was hand selected to lead Classic City Collective because of his vast experience working at Ohio State University, University of Tennessee Barstool Sports and University of Georgia Athletics. Classic City Collective highlights UGA football but is always expanding to other student-athletes to support the other 21 sports at the University of Georgia.



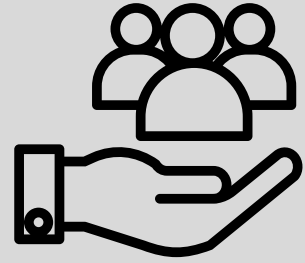
# Industry: **Spectator Sports**



Photo by Kari Hodges

Photo by Zachery C. Kelly/UGAAA

# **Services:**



Classic City Collective provides...

## **Opportunities:**

CCC provides NIL activities such as social media endorsements, in-kind promotion deals, appearances, meet and greets, autographs and digital content.

## **Education:**

CCC guides and advises University of Georgia athletes and Athens businesses to understand and get the most value out of Name, Image and Likeness.

## **Connection:**

CCC connects Dawg Nation, athletes and local businesses to engage and contribute to one another. They have many partners and sponsors they have developed relationships with.

## **Empowerment:**

CCC empowers student-athletes to take the steps towards bettering their futures and use NIL initiatives to enrich Dawg Nation's fan experience.



# **Team Members:**

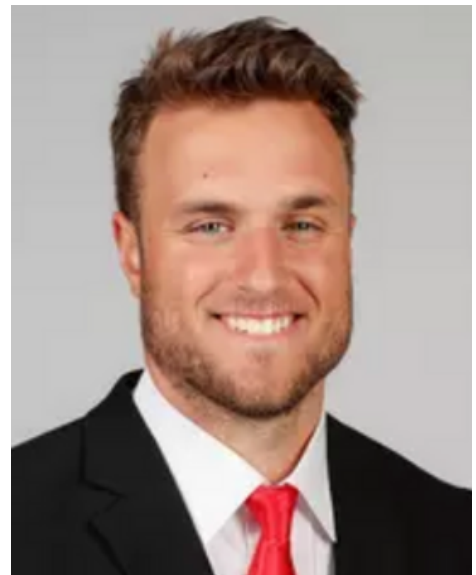


**Matt Hibbs**

**CEO**

**John Staton IV**

**Director of Operations**



**Tate Ratledge**

**Real Talk Podcast host**

**Ryland Goede**

**Real Talk Podcast host**

# **Competition:**

## Damn Good Dawg Fund:



- Provide Georgia fans from all around the country an opportunity to donate to five causes
- Hosts events frequently with the participation of athletes

## NIL Advisors:



- Provide help and support for athletes to take advantage of NIL opportunities through legal and marketing expertise
- Offer contract drafting reviews, entity creation, risk management, and compliance and reporting

# **Current PR Efforts:**

- ★ **Active social media presence:** Primarily Instagram and Tik Tok, allows CCC to engage/connect with donors, sponsors, athletes, fans and people from all over the world
- ★ **Podcasts:** Real Talk Podcast is hosted by two previous UGA football players, notable guests and interesting topics, more podcasts in the works
- ★ **Monthly Newsletter:** Highlights NIL campaigns and various related topics
- ★ **Events:** Raise awareness of new NIL era, showcase the importance of donating and engaging with student-athletes

# **Key Messages:**

**Support**

**Connect**

**Educate**



**Support:** UGA athletes are put first and encouraged to take steps towards bettering their future. All 21 sports are advocated for.

**Connect:** Student-athletes develop relationships with local businesses. These partnerships ultimately benefit the Athens community and members of the Dawg Nation.

**Educate:** Meaningful relationships allow athletes and businesses to learn more about Name, Image and Likeness. Athletes are advised and given the tools needed to achieve success in NIL.



## **Key Message:**

**"At Classic City Collective we support our athletes, connecting them with Dawg Nation and Athens' businesses while ultimately educating and empowering them to achieve success in Name, Image and Likeness. "**



# **Target Audiences:**

1

## **University of Georgia Student-Athletes**

### **Amiya Taylor**

Age- 21

Gender- Female

Income- \$30,000

Location- University of Georgia

Primary language- English

Life stage- College athlete,  
succeeding in her athletic  
career, graduating soon

Interests- Basketball, giving  
back, being the best athlete she  
can be



Amiya is a senior forward on UGA's women's basketball team. Businesses have been contacting her recently wanting to do NIL deals. Amiya is hesitant because she is new to the NIL world and wants to protect her image. However, with graduation coming up, she wants to take advantage of any and all NIL opportunities to become eligible for the draft.

She hopes to give back to the community using NIL money by partnering with Project Safe, a local non-profit. She plans to share 20% of her NIL earnings with Project Safe. Amiya has approximately 5,000 Instagram followers. She posts gameday graphics, action shots of her playing basketball and photos of her philanthropic efforts.

# 2

## Athens' Business Owners

### Greg Thomas

Age- 44

Gender- Male

Income- \$200,000

Location- Athens, Ga

Primary language- English

Life stage- Single household,  
business is on the rise

Interests- Technology,  
sports, growing businesses



Greg has lived in Georgia all his life. He attended the University of Georgia and when he graduated, he moved to Atlanta to get a corporate job. He found himself to be unhappy and began the search for a greater purpose. He moved back to Athens in 2012, and shortly after he developed a business called "Roadie."

Roadie is a UPS company that works with small businesses and focuses on efficiency and personalization. It is based in Atlanta but Greg is looking for ways to strengthen its presence in Athens. His business has grown and expanded over the years. Greg wants to target UGA student-athletes and give back to his alma mater. He knows how busy student-athletes can be and wants to provide an easy delivery service for them. He hopes that promotional efforts like NIL deals will bring more business in Athens.



# University of Georgia Alumni

## Jonathan Back

Age- 39

Gender- Male

Income- \$175,000

Location- Athens, Ga

Primary language- English

Life stage- Father, husband,  
established businessman working  
in marketing

Interests- University of Georgia  
athletics, football, professional  
and collegiate sports, marketing



Jonathan is a father to two sons and a husband to his wife whom he met in college. He is busy on the weekdays as an established businessman. However, on the weekends, he hardly misses a University of Georgia sporting event. His sons have grown to be huge UGA football fans. He listens to ESPN radio on his commute to work in Lawrenceville. He stays updated on sports news and rankings.

He is looking for an alumni community where he can make connections with alumni, athletes and local business owners. He searches for alumni in the sea of tailgates on Saturday afternoons. He is very interested in NIL given his passion for sports and marketing. He is a dedicated supporter of Damn Good Dawgs and doesn't miss an event. He is always asking people at the events if they know of any other opportunities to support student-athletes.



# **SWOT Analysis:**



## **Strengths**

- Matt Hibbs as CEO
- Ownership of Real Talk podcast
- Athletes with significant NIL deals

## **Weaknesses**

- Small Athens' business
- Strong emphasis on football
- Low engagement

## **Opportunities**

- Diversify to other sports
- Amplify interactive events
- Expand the 21 Club

## **Threats**

- Athletes signing with other NIL organizations
- Georgia athletics becoming less popular
- NIL continuing to have negative backlash



# Strengths:



Matt Hibbs, CEO of Classic City Collective, has spent 13 years as a collegiate athletics administrator. One of which was the UGA Athletic Association where he helped develop and manage the NIL program. He has also worked as an agent for one of the top NFL agencies, Athletes First. In addition, he was a previous director of Barstool Sports. According to Business Wire, Hibbs has the knowledge and skills to make CCC the nation's foremost supporter-funded NIL facilitation program.

The Real Talk podcast brings much awareness to the collective, in my opinion. The hosts are two previous UGA football players. They are frequently posting (an episode a week) and get notable teammates on the podcast such as Nakobe Dean. Their most recent episode featured David Pollack.

Many of CCC's signed athletes have been given many NIL opportunities and are recognizable through NIL promotions. This makes the collective more desirable for student-athletes. Alumni and businesses are more likely to support the organization if they have heard of the athlete.

# Weaknesses:

Classic City Collective is exclusive to UGA athletes and local businesses only. This limits their market and clientele. They could expand to all student-athletes in the state of Georgia. This would grow the collective to sign, for example, Georgia Tech athletes and connect with Atlanta businesses. I think this would significantly grow their audience and social media engagement rates.

The majority of Classic City Collective's signed athletes are on the football team. This leads to a lack of engagement within other athletic teams. The more athletes CCC signs, the more they can achieve as an organization. This also leads to more networking opportunities and a potential increase in sponsors and partners.

Classic City Collective has a social media presence on Instagram, Twitter and Facebook. Instagram is their most successful platform where they have a following of approximately 2,500. They average 97 likes per post. Their Facebook engagements are the lowest of all three platforms, averaging at about five likes per post. CCC's target audiences are on these platforms so it's crucial they connect with their fans via social media.

# Opportunities:

The University of Georgia offers 18 NCAA-sponsored sports. Many of these sports teams have performed very well within the past few years. Athletes have been encouraged to use the NCAA platform to monetize their name, image and likeness.

Connecting with a wider variety of athletes would lead to a greater community of sponsors and partners. It would also lead to more event opportunities and promotional efforts.

Classic City Collective has hosted a few interactive events such as a Building Champions Event, a baseball tailgate, and a meet and greet event at Alumni Hall. Putting a face to their name and offering incentives for their club members and community will likely lead to more engagement. With 21 UGA sports and Athens being a community of sports fans, there are many opportunities for live events.

The 21 Club is an exclusive club for committed contributors. They offer unique access to auctions and live events. The club members, compared to other contributors, benefit the most from CCC's efforts. Classic City Collective can grow its relationship with 21 Club members by communicating regularly via email and social media posts with sports updates, news and opportunities. These efforts can ultimately promote the club to get more members.

# Threats:

With Name, Image and Likeness changing the game for athletics, many athletes look to advisors and agents that can help them succeed. There are a couple of resources athletes can go to, leaving Classic City Collective at risk. For example, NIL Advisors offers more services and has a team of attorneys working with their athletes. Athletes may be more inclined to join NIL Advisors because of their marketing, legal and risk management assistance.

Although the University of Georgia's athletics are quite reputable and successful at the moment, there is always the risk of losing. If Georgia Athletics experiences a downfall, it is likely that sponsors will pull away from frequently donating. Athletes will also lose NIL opportunities because NIL capitalizes on the success of the athlete. Ultimately, this will take away from Classic City Collective's purpose.

Since the development of NIL in 2021, many concerns have arisen. Initially, there was a negative backlash behind NIL. Therefore, some fans as well as athletes try to avoid involving themselves in the initiative. For these people, CCC can be seen as a controversial enterprise.



# ***Deliverables***





# **Item Descriptions:**

**Press Release:** A press release is a news announcement, official statement or story that is prepared by a PR agency and sent to a media outlet to be posted. Press releases are important because they showcase the client's message, provide credible information, control the narrative, outline strategies and share the client's history. This press release for Classic City Collective is designed to announce an upcoming event with UGA basketball.

**Media List:** A media list is helpful in making sure that the right media outlets and audience receives the material. They define the target audience and create relationships with relevant sources. The media list that was developed for CCC highlights local UGA and Athens sports reporters.

**Traditional Pitch:** Pitches introduce a story concept to journalists, editors, bloggers, influencers, etc. They help develop a relationship between a PR agency and the source as well as bring awareness to your client. I pitched to the sports editor at The Red & Black in hopes they would publish a story on CCC's expansion toward basketball players.

**Digital Pitch:** Digital pitches are a more casual way to share a story concept with a journalist, editor, blogger, influencer, etc. They are one of the most obtainable ways to develop a relationship with a source. I pitched to a local podcast called UGA Sports LIVE because the two hosts are Georgia fans and they discuss all UGA sports news including upcoming events.

**Social Media Plan:** Social media has become the single most significant evolution in PR communication. It allows organizations to open two-way communication and encourages the participation of the public. I capitalized on three social media platforms that I thought encompassed CCC's target audience the most. I used varying features of these platforms to encourage greater engagement and keep the content evolving with the trends.

**Blog:** Blogs provide the client with a friendly, human face and are typically less formal. They introduce the audience to the client in a unique way, allowing readers to comment on and connect with the material. Blogs are very important because of their ability to capitalize on owned media and offer search engine optimization. The blog I made for CCC offers a new perspective on NIL. It shows the philanthropic efforts student-athletes have accomplished with the use of NIL money.

# **Press Release:**



FOR IMMEDIATE RELEASE

Catherine Eastman  
(949) 873-3293  
cre64953@uga.edu

## Classic City Collective to Expand to UGA Basketball

ATHENS, Ga., March 23, 2023 – Classic City Collective will host a meet and greet event with University of Georgia basketball players. The event will take place on March 25, 2023 at 3 p.m. at Saucehouse BBQ, giving fans an opportunity to eat a meal with and hang out with UGA basketball players. This event will provide members of Dawg Nation with a meal, an opportunity to meet, take a photo with and get an autograph from members of the UGA men's and women's basketball teams.

After a year of developing success with the UGA football team, Classic City Collective is evolving by empowering UGA basketball through NIL opportunities. The seven most recent additions to the collective are basketball players including Terry Roberts, UGA's top scorer.

“Classic City Collective is eager to develop opportunities for UGA basketball players to connect with Dawg Nation and gain valuable experiences advancing their success with NIL,” said Matt Hibbs, CEO of Classic City Collective. “Partnering with our sponsor, SauceHouse BBQ is a great way to give Dawg Nation an opportunity to contribute to the collective and get to know student-athletes.”

There will be an option to either give a one-time contribution by purchasing a meal, give a reoccurring contribution to a particular athlete or join the 21 Club which offers exclusive access to auctions and events.

For more information, please visit <https://classiccitycollective.com/contribute/>.

**About Classic City Collective:** Founded in 2022, Classic City Collective serves as a name, image, and likeness (NIL) cooperative for University of Georgia athletes. Classic City Collective is based in Athens, Georgia, and thrives off of Dawg Nation support and engagement. Various activities are available through the collective for athletes to capitalize on their NIL such as social media endorsements, media advertisements, appearances, meet and greets, autographs, in-kind deals for promotional activities and digital content. Additional information can be found on their website [www.classiccitycollective.com](http://www.classiccitycollective.com), Instagram (@classiccitycltv), Twitter (@ClassicCityCLTV) and TikTok (@classiccitycltv).

# **Media List:**

Outlet	Contact	Title	Email	Phone	Social	Category
Traditional						
The Red & Black	John James	Sports Editor	jbjamesr7@gmail.com	(478) 320-7006	<a href="#">@jamesbjohn</a>	Sports
Athens Banner-Herald	Marc Weiszer	Staff Writer	mweiszer@onlineathens.com	----	<a href="#">@marcweiszer</a>	Sports
Digital						
On3Sports	Josh Newberg	Host of the Inside Scoop	social@on3.com	----	<a href="#">@josh_newberg</a>	Sports
UGASports.com	Radi Nabulsi	Publisher	radi@ugasports.com	----	<a href="#">@RadiNabulsi</a>	Sports

## *Justifications:*

**John James:** The Red & Black is always eager to cover anything relevant to the University of Georgia. They have a well-established sports desk and a sports NIL section on their website. They have covered coach Smart's opinion on the impact of NIL, athletes using NIL to their advantage, UGA's partnership with a NIL firm and specific player's NIL deals. The Red & Black could promote Classic City Collective as it is expanding by doing a feature story that explains who they are and what its mission is. I think they would be able to include interviews from the founders and athletes signed with the organization.

**Marc Weiszer:** Athens Banner-Herald covers UGA athletics from breaking news to practice reports to human-interest stories. Recently, Marc Weiszer published a story on the behind-the-scenes of NIL within UGA athletics. He has also written stories on how brands are striking deals with athletes and particular athletes' interesting NIL deals. These pieces are all within the past two months making this story very newsworthy and timely. Athens Banner-Herald could take an angle that elevates the organization by writing about its growing influence on athletes and the athletic program.

**Josh Newberg:** On3Sports is a database for fans, media, coaches and athletes with an emphasis on networking. "The Inside Scoop" is a playlist on On3's YouTube channel hosted by Josh Newberg that talks about somewhat controversial or exclusive topics. The University of Georgia's football team has been featured many times. College football recruiting is a common theme on this channel and NIL opportunities have become a huge part of recruit's decisions. I think it would be interesting to interview a player with many NIL opportunities such as Warren Brinson, and discuss the inside scoop of how Classic City Collective helps UGA players gain NIL success.

**Radi Nabulsi:** UGASports.com also known as uga.rivals.com is a popular news source that also has a LIVE Show podcast and large Twitter following. UGASports LIVE Show is hosted by two very influential people: Jim Donnan and Radi Nabulsi. They have strong ties to Georgia leading me to believe they would be happy to promote Classic City Collective. I think the best course of action would be to have a reputable athlete (such as Terry Roberts) signed by Classic City Collective speak on behalf of their experience. Their content includes many guest stars and interviews including an interview with Ryland Goede who is an involved member of Classic City Collective. On Twitter, they have reputable UGA alumni reporters such as Jed May who posts recruiting updates, game schedule updates and other sports news. His content leads me to believe he would cover a Classic City Event to promote the organization as well as athletes involved in the organization.

### *Email Pitch:*

To: jbjamesr7@gmail.com

Subject: Story Pitch: Classic City Collective to host a basketball team meet and greet

Good Afternoon James,

I am reaching out with a story on the upcoming Classic City Collective, which is a flourishing organization that promotes partnerships between student-athletes, Dawg Nation, local businesses and the Athens community through a wide variety of NIL initiatives, event on Saturday March 25th. The event will be held at SauceHouse BBQ at 3 p.m. and will give Dawg Nation the opportunity to meet, eat a meal with, take photos with and get autographs from recognizable athletes from the University of Georgia's men's and women's basketball teams.

NIL is a very pressing topic in the sports world. Writers at The Red & Black have previously covered how UGA athletes can use NIL to their advantage and the overall impact of NIL on UGA's athletic program. Classic City Collective is actively making a difference in the lives of athletes by giving them opportunities to benefit from NIL. I believe your readers would be interested because with the basketball season recently coming to an end and the upcoming NBA draft, sports fans' attention has shifted to basketball. During this time, Classic City Collective is shifting their focus to partnering with and elevating basketball players.

If you are interested, I am happy to offer an interview with Matt Hibbs, the CEO of Classic City Collective, quotes or high-resolution images.

I look forward to hearing from you soon,  
Catherine

Catherine Eastman  
Public Relations Specialist  
(949) 873-3293  
[Cre64953@uga.edu](mailto:Cre64953@uga.edu)

### *Social Media Pitch:*

Hi Radi! I am working with Classic City Collective which is an organization that supports University of Georgia athletics by connecting athletes to Dawg Nation through NIL activities such as meet and greets, autographs, digital content and more! There is an event this weekend at SauceHouse BBQ where UGA basketball players will be engaging with fans and other members of the Athens community. Please let me know if you would be interested in hearing more about this upcoming event. Thank you for your consideration and I look forward to hearing from you!





## Instagram

Classic City Collective has the greatest number of followers on Instagram compared to any other social media platforms they use. They have approximately 2,500 followers. Many of their followers are University of Georgia athletes, UGA athletic team pages, UGA alumni, UGA athletics fans and current students. According to research, most Instagram users range from 18-24 years old. This is the age range of one of CCC's target audiences, current UGA athletes.

They post very regularly and never go more than a couple of days without posting on Instagram. Their posts vary from informational graphics, signed athlete announcements, upcoming sporting events, clips from the Real Talk podcast (a podcast done by two signed CCC athletes) and overall sports updates. According to their last 20 posts, they average about 97 likes per post. Their signing announcement posts get the most engagement in terms of likes and comments. I hope to increase engagement by posting stories, reels and announcing events.



**classiccitycltv**  
Classic City Collective

# Instagram Story Highlight

## Highlight Icon



### Classic City COLLECTIVE

“

"I'm excited to be connecting with fans and supporters through Classic City Collective. It has been a great way to earn NIL deals."

-Smael Mondon Jr.

”



Photo Courtesy of Greg Pardo

<https://www.bulldawgillustrated.com/Football/2022-Football-Season-Galleries/Georgia-vs-Tennessee-2022/Georgia-vs-Tennessee-2022-104246p4>



Activity



Create



More

### Classic City COLLECTIVE

“

"I am so thankful for Classic City Collective and their relationship with local businesses and contributors. CCC has shown me many opportunities for NIL initiates."

-Sophie Fischer

”



Photo Courtesy of Zachary C. Kelly



Activity



Create



More

### Classic City COLLECTIVE

“

"Classic City Collective has allowed me to get connected with businesses and fans in order to find the best NIL opportunities."

-William Mote

”



Photo Courtesy of Greg Pardo

<https://www.bulldawgillustrated.com/News/College-Football/2022-Football-Season-Georgia-vs-Tennessee-2022-104246p4>



Activity



Create



More

### Classic City COLLECTIVE

“

"Classic City Collective has opened so many doors for me. Coming from UCF to UGA, they have really helped me navigate NIL opportunities in the Athens community."

-Brittney Smith

”



Activity



Create



More

### Classic City COLLECTIVE

“

"Classic City Collective has been very influential for me and my career. I am grateful for the connections and relationships made within the Athens community."

-Mardrez McBride

”

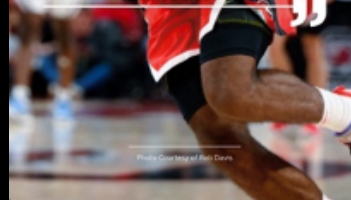


Photo Courtesy of Ben Davis



Activity



Create



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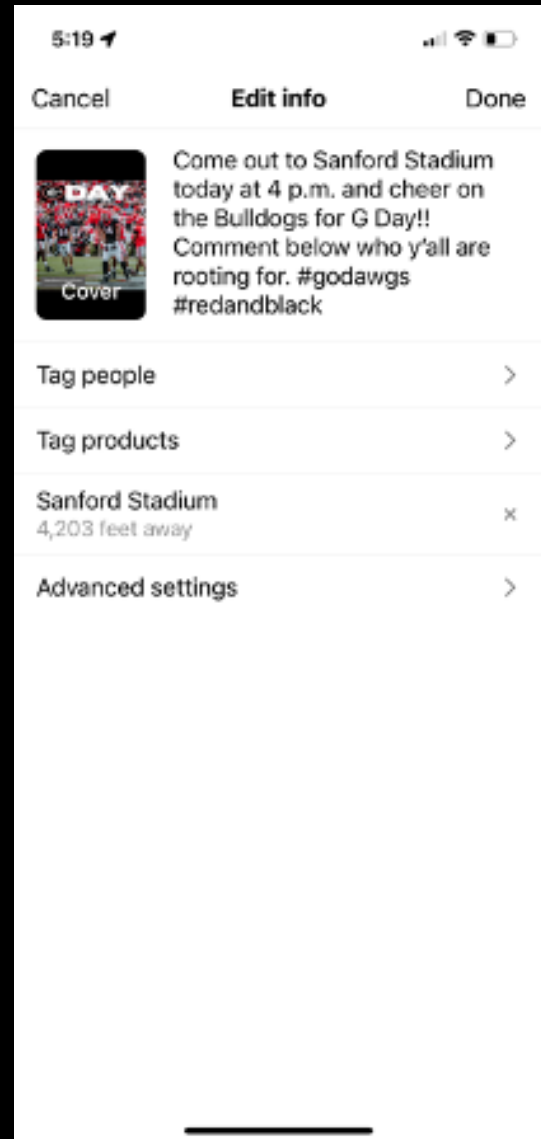
**Post rationale:** I decided to utilize Instagram story highlights to showcase what Classic City Collective has done for its signed athletes and its overall effect on athletes. I used notable players and fabricated these quotes. I did research on these players and their tone by checking out past interviews and social media posts to try to mimic what they would say if asked "Why CCC?". I also tried to vary in sport, gender and race to showcase the diversity within Classic City Collective. I used Canva to make the graphics and cited the SmugMug and BullDawg Illustrated sites that I used to get the photos.

I used my research from following many social media accounts of sports agencies and collectives to come up with the idea to do a story highlight of quotes from signed athletes.

# Instagram Reel



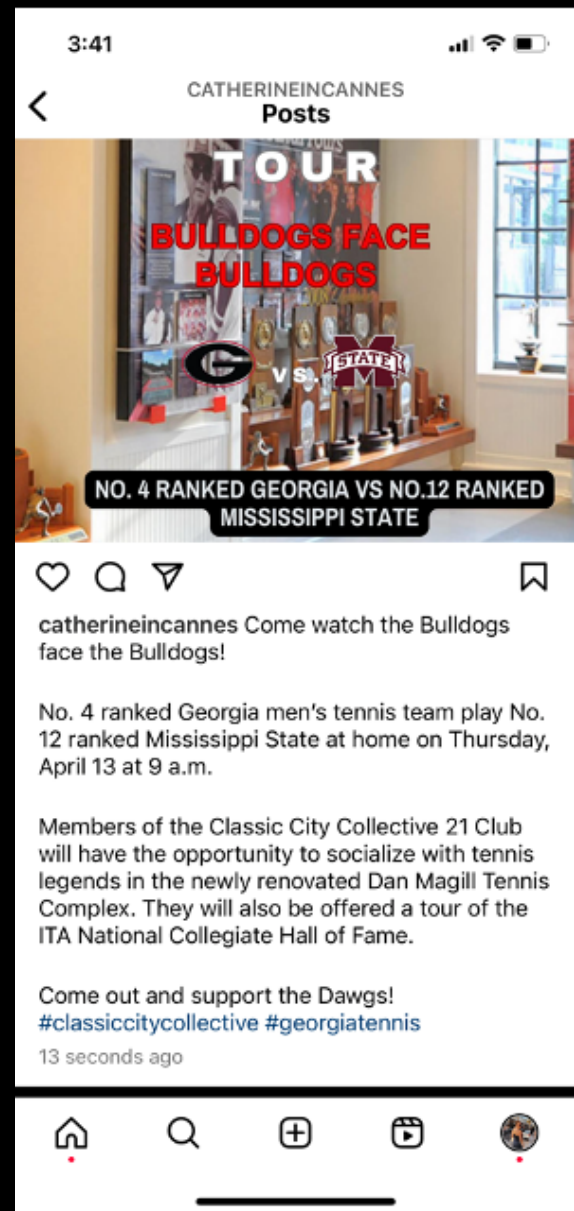
[https://www.instagram.com/reel/CrEkXqKAtws/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MTIyMzRjYmRlZg==text](https://www.instagram.com/reel/CrEkXqKAtws/?utm_source=ig_web_copy_link&igshid=MTIyMzRjYmRlZg==text)



**Post Rationale:** Classic City Collective posted something similar to this but used past photos of games and unoriginal content. It was also posted earlier in the week but this one was posted as the game was starting. I wanted to make this reel unique and from the perspective of a fan. This was important to me because CCC places much emphasis on its appreciation of the Dawg Nation.

I used original content that I was able to get at G Day and then pieced together my first Instagram reel.

# Feed Post



**Post Rationale:** This was my concept overlap post. I created a graphic to catch people's attention and provided information in the caption. I see many Instagram accounts do this and it seems to be effective. I used my research of learning CCC's tone and language on social media to create my caption. I also used hashtags to keep the content engaging and get the event on the radar of other Instagram users.



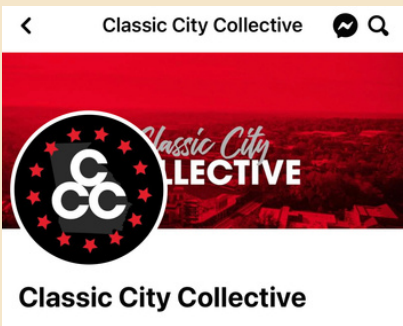
## Facebook

The largest population of Facebook users average from the ages 25-34. Another large population of users ranges from the ages 35-44. This demographic taps into the target market of sponsors and alumni. The Classic City Collective Facebook page has 266 followers, and they average about five likes per post.

Their posts hardly differ from their Instagram posts, however, their followings on each platform are drastically different. I would recommend applying a more promotional tone and including upcoming events and ways to get involved with the organization on its Facebook page. One of their most liked posts was an informational post explaining the significance of the title of the 21 Club. I thought this was a great way to call people to join and spark interest in new viewers.

Facebook is a great resource for Classic City Collective to rely on. Their main target audience is the prime user of this platform. Facebook events, in particular, are very beneficial for CCC to use to promote their events and get the best result. Stories and timeline posts are also a great way to keep CCC on people's radars and keep the Dawg Nation community updated.





Post Rationale: I utilized the story aspect of Facebook to continue to produce content because, given that this is a brief mention, it didn't need to be posted as a timeline. I used Canva to create this graphic and really leaned into my research of CCC's social media to mimic what they would post if they were to mention the Masters. This is also important because CCC has been signing athletes from the men's and women's golf teams recently.



Post Rationale: I thought this was very timely given that the draft is in the next two weeks. CCC posts mainly about Georgia football and given that we have 13 Bulldogs in the draft, I wanted to prioritize posting something showcasing who will be participating in the draft. This is perfect for a Facebook timeline post because I can utilize the media feature to share the graphic I made as well as create the caption giving an overview using CCC's typical language. I also cited each image.





# Event

The screenshot shows a Facebook event page for "Tennis Match & Tour" at the Dan Magill Tennis Complex. The event is scheduled for tomorrow at 9 AM - 12 PM. The cover image features a tennis match and the text "TENNIS MATCH & TOUR BULLDOGS FACE BULLDOGS". The event details include: 1 person going (Catherine Eastman), event by Catherine Eastman, location at Dan Magill Tennis Complex, COVID-19 health and safety requirements (outdoors), duration of 3 hours, and a private invitation. The description mentions the Georgia men's tennis team playing the Mississippi State team, and a social gathering for the 21 Club members. A map shows the location near the University of Georgia. The page also includes a "Promote your event" section with options to invite guests and start a discussion, and a "Recent Activity" section showing the event was created by Catherine Eastman.

**Tennis Match & Tour**  
Dan Magill Tennis Complex

**Details**  
1 person going, including Catherine Eastman  
Event by Catherine Eastman  
Dan Magill Tennis Complex  
COVID-19 health and safety requirements:  
• Outdoors  
[Learn more](#) about COVID-19 guidelines  
Duration: 3 hr  
Private - Only people who are invited

Bulldogs face the Bulldogs!  
Come watch the No. 4 ranked Georgia men's tennis team play the No. 12 ranked Mississippi State.  
21 Club members of the Classic City Collective can socialize with tennis legends at the newly renovated Dan Magill Tennis Complex as well as tour the ITA National Collegiate Hall of Fame.  
[#classiccitycollective](#) [#georgiatennis](#) [See less](#)

Athens, Georgia

**Promote your event**  
Get the word out and engage your community about your event.  
0 of 2 steps completed  
Invite Guests  
Reach out to friends so they know about this event  
Start discussion  
Build excitement by getting a conversation going

**Dan Magill Tennis Complex**  
518 D W BROOKS Dr, Athens  
Home of the UGA National Champion Tennis Teams

**Post Rationale:** The Facebook event feature is the ideal way to announce an upcoming event. I was able to include a graphic, time, location and description. I wanted to create an event that involved Georgia's tennis team given the success and newsworthiness of the men's team. This also offers an incentive for people to join the 21 Club. This is definitely an event CCC would put on given my research of their past events.



## Twitter

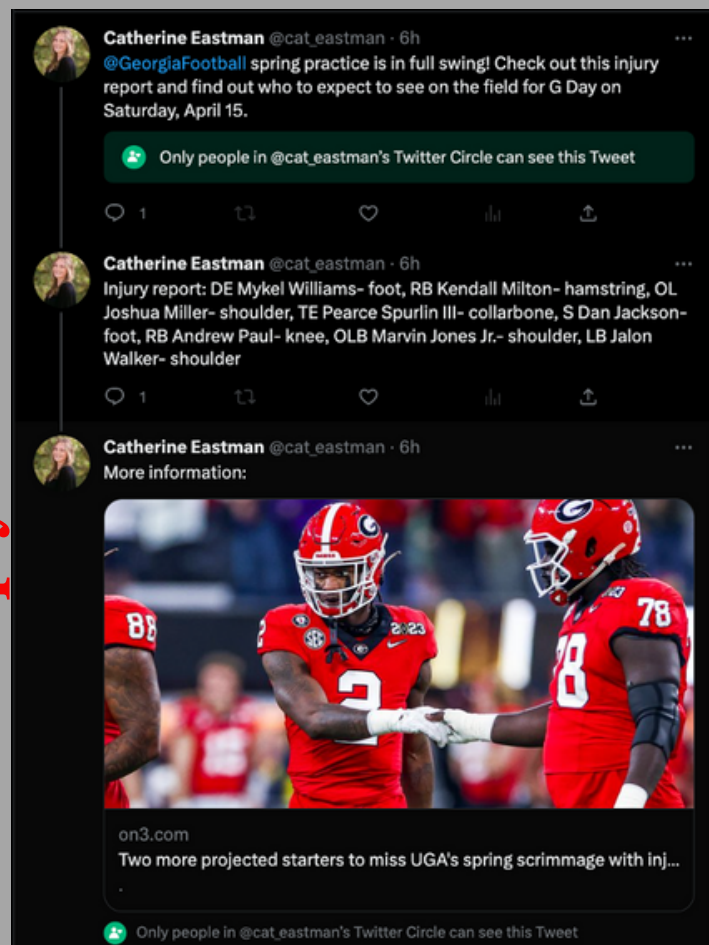
Twitter is one of the greatest resources for all things sports related. It is simple and quick and can be the best way to announce any breaking news or anything worth sharing.

Classic City Collective has a similar number of followers to its Instagram account (2,349 followers). Most of their followers are credible news sources, current University of Georgia students and alumni. These followers make up the entirety of CCC's target audience. However, they are not getting nearly as much engagement as they do on Instagram. According to their last 10 posts, they are averaging about 27 likes per tweet and about 2 retweets per post.

Twitter has many assets that make it a great resource for CCC. The ability to retweet is very beneficial in proving CCC's credibility and getting more followers. Not only should CCC continue to incorporate retweeting but they should also create threads with comments to start a conversation and make their handle stand out more. CCC can post as often as they wish and use a casual tone to keep their followers engaged and interested.



**Post Rationale:** Classic City Collective has begun posting about upcoming games as they try to expand their audience and gain other athletes from various sports. They have yet to sign baseball players so I thought it would be beneficial to shout out an upcoming baseball game. This is a great use of the Twitter platform because it is a quick announcement of an upcoming event, but the graphic makes it eye-catching and gives you all the information you need. Again, I used my research to mimic the tone and language of CCC's social media presence.



**Post Rationale:** This is a new initiative for Classic City Collective to take. I decided to include an injury report because my research shows that CCC's audience is mainly football fans who want more insider knowledge and a closer look at the Bulldogs. I utilized a thread tweet, here, where I posted an initial tweet then followed up with more information and a link.





## Thread Post



**Post Rationale:** This was my concept overlap post. I decided to keep it casual and retweet a UGA men's tennis official post and put the event information in my retweet. This is effective because people will see the credibility of the official Georgia Tennis Instagram and then their eyes will catch the event details listed above. This matches CCC's typical and relaxed social media presence.



## **Dawg Donations: Using NIL Money for a Greater Cause**

*Reading time: 5-minute read*

In 2021, the [NCAA](#) passed a [policy](#) allowing athletes to make money by utilizing their name, image and likeness. As a result, college football reached a whole new level of competition. Many fans worried this would ruin college football and give these athletes an alternative motive for playing. Others worried about the dangers of unfair competition within athletes and athletic programs. The University of Georgia football program has broken these barriers by taking initiatives to spark positive utilization of NIL.

Here at Classic City Collective, we believe in celebrating these NIL activities and empowering athletes to make the right NIL choices.

### **Continued funding for charities**

Founders of the [Damn Good Dawg](#) fund have been raising money for causes close to their hearts since 2021. All of the money DGD fund receives from fans is evenly split between five organizations. Each of these causes hit very close to home for these athletes, inspiring a passion for donating NIL money.

There are five founders, each with unique stories that led them to the cause they have chosen. Payne Walker, a snapper for Georgia football who graduated last year, has a passion for children and adults with special needs. Stetson Bennett, Georgia's star quarterback who has been drafted by the Rams, was taught as a young boy to always give back to children to help better their future. Owen Condon, an offensive lineman who recently transferred to Southern Methodist University, lost his grandfather to ALS. John Staton, a former walk-on linebacker for the Bulldogs, lost one of his best friends to suicide and is dedicated to funneling NIL money to charities, especially charities that benefit mental health and suicide awareness. John Fitzpatrick, a former tight end who is now signed with the Atlanta Falcons, lost his grandmother to a brain tumor disease called Glioblastoma.

The five causes include:

- [Happy Feat](#)
- [The Boys and Girls Club of America](#)
- [The ALS Association](#)
- [Mental Health and Suicide Awareness](#)
- [American Brain Tumor Association](#)

### **Helping hands during the holidays**

Many players tapped into the season of giving by coming together as teammates and donating money to children in the Athens area.

- Micah Morris, an offensive lineman, bought over 100 gifts for the Boys and Girls Club of Athens last year.
- Stetson Bennett partnered with the ESM sports agency and a local clothing shop, Onward Reserve, to gift 10 children their own \$200 gift card.
- Malaki Starks and Brock Bowers took 16 children shopping at Dick's Sporting Goods, giving each kid a \$300 gift card.

These efforts totaled over \$7,000 spent on children of the Athens community. We are very proud of these young men and how they have chosen to allocate money to the community. We will be hosting many events in the future, around the holidays, to uphold a tradition of giving back to Athens.

### **Supporting teammates**

The All-American and star tight end for the Bulldogs, Brock Bowers, strayed away from using funds from the Georgia collective and found a way to [financially support his teammates](#). This is extremely important for the team as NIL money can be funneled to other key players. Ultimately, Bowers is leveling the playing field. I believe this is a mature act for a young man in a high-pressure environment. It is admirable for a star athlete to take advantage of NIL in a way that gives all of his teammates equal opportunity.

Classic City Collective works to better the lives of student-athletes as well as the Dawg Nation community. We focus on making meaningful connections while educating athletes and businesses on all things NIL. We are so proud of these young men and women for using NIL for the greater good. We strive to support them in their endeavors and give them the resources to flourish. As an organization, Classic City Collective is building a legacy of a successful ecosystem. Join [Classic City Collective](#) today and become a member of one of our many clubs to access benefits such as giveaways and events.

*Key word(s):* NIL, Georgia football, Classic City Collective, fund, charity



# ***Notes***



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