



Umbrella

Sports Management

CASE STUDY

The Agglomerate Group Scales Athlete Success with Umbrella Strategic Management Systems



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GOALS

- Help NBA, FIBA, NCAA athletes streamline their management and development.
- Empower agents with the tools to maximize NIL opportunities, while enhancing player performance on and off the court.

RESULTS

- Increased scheduling efficiency by **X%**, leading to more successful athlete-brand partnerships and stronger business outcomes.
- Ease of navigating complex NIL agreements and contract negotiations for athletes and agents.
- **X%** of athletes reported enhanced coordination between training, sponsorships, and personal brand development.
- **40 hours a month saved** from handling administrative tasks with the help of AI-driven solutions.

APPROACH

- Integrated training schedules, NIL planning, and contract management.
- Leveraged AI tools to automate key administrative tasks like contract reminders, real-time updates, and automated task scheduling.
- Provided athletes with an easy-to-use platform to manage their schedules, endorsements, and training.



WHY UMBRELLA WORKS

- **For the athletes** // Delivers a structured management system that balances athletic development and NIL engagements, allowing athletes to focus on their performance while maximizing their earning potential.
- **For agents and managers** // Reduces complexity by centralizing athlete management tasks, improving efficiency, and enhancing athlete-brand partnerships.





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TESTIMONIAL

“Umbrella has been a game-changer for us. One of our top athletes, an NCAA basketball player, was juggling a full academic schedule, practice, and multiple NIL opportunities. Before using Umbrella, we struggled to keep everything organized, and he almost missed a key sponsorship event. Since implementing Umbrella, the AI-driven scheduling and real-time updates have allowed us to stay ahead of the game, and he’s seen a 50% increase in NIL deals. We wouldn’t have been able to manage his commitments this efficiently without Umbrella.”

NAME, TITLE, THE AGGLOMERATE GROUP