

SIMS

SPORTS MANAGEMENT



A C H I E V I N G Y O U R M A X I M U M P O T E N T I A L



SSM has been helping players like you transition from college to the NFL since 1988. Our belief is that this process does not have to be complex, but simple. Thus, we would like to give you a general idea of the services we will provide to you by breaking them down into 4 quarters, and then overtime. Of course each particular area of service will be geared to your individual and specific needs.

Your Reliable NFL Evaluation

- Bletso & National updated ratings & projections
- GM's and Scouts views of your strengths & weaknesses

Your Personal Pre-Draft Budget

- Never too early to learn to manage your time and money
- Establishing excellent credit

Combine & Pro Day Training Plan

- Deciding to train at school or with a private trainer?
- Establishing your workout schedule

All-Star Game Preparation

- Senior Bowl vs. East West Shrine vs. Hula Bowl etc.
- What's the difference between the games and which is best for you?
- Preparing you for NFL questionnaires & aptitude tests
- Will you need disability insurance?

At the All-Star Game

- Raising your stock during practice
- Interviews with teams & media
- Our Feedback from GM's & Scouts





All 32 teams will be eyeballing you at the combine, including owners, GM's coaches, scouts, and their medical staff. You will be front & center stage for the world to see on the NFL Network. **SSM** knows that your contact with NFL personnel at the combine and your pro day workouts will heavily impact teams' final analysis of your stock in the draft. Understanding this, we prepare you to project yourself at your absolute best and in the most positive light for the NFL's biggest audition.

Preparing for the NFL Combine & Your Pro Day

- Setting your performance goals
- Determining whether you need speed vs. strength training or both?
- Is position specific training necessary?
- Reviewing footage of past combines
- How we interact with your trainer
- Preparing you for drills, tests, interviews and your phys. exam.
- How we notify NFL teams of your workout dates
- Deciding how many private workouts to have

At The Combine

- Deciding which drills to perform at the combine
- Dealing with the media
- The combine pitfalls you must avoid.

At Your Pro Day

- Why you must perform well
- Presenting yourself to the NFL
- Raising your stock



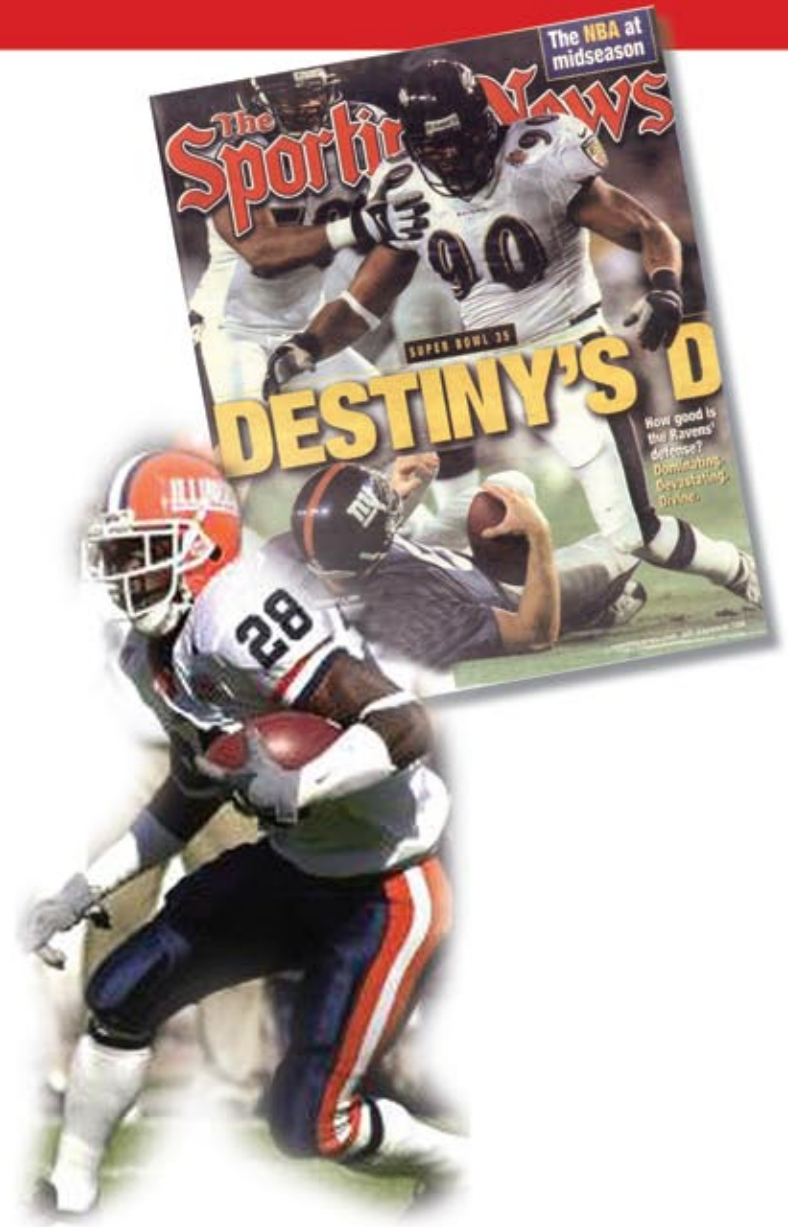
In the days leading up to the draft **SSM** continues its “NFL Marketing” of you to gain additional exposure by promoting your workout performances and down playing the performances of your competition. There is no time to relax for you or us. You may have radio, TV or other media appearances. We keep the pressure on and the heat up by developing creative ways to keep your name in the eyes and mouths of NFL teams and the media.

Creating More NFL Exposure

- Promoting your strengths, skills, character to the NFL teams
- Promoting your combine & pro day results
- Hying your workout results & performances
- Coordinating team requests for workouts, visits, or physicals.

The Draft

- Pre-draft team visits
- How you can still raise your stock
- Any need for damage control
- Congratulations! What’s next?





Congratulations! Now that you've been drafted we can handle some other business matters before training camp. At whatever entry level you come into the NFL, you'll be making a lot of money. SSM's goal is help you properly manage your money for short and long term financial security.

Financial Management

- Selecting a financial adviser

Tax Matters

- Selecting a certified public accountant
- Drafted by a no state income tax team?

Insurance Review

- Making sure you're adequately insured (life, health, auto, disability)

Mini Camps, OTA's & Off- season workouts

- Knowing if, when and what you can, must or should participate in with your team as a rookie during the off-season before your contract is negotiated.

Your NFL Contract

- The game plan, goals & negotiation timeline
- What you can expect your contract value to be
- Establishing the contract parameters with your team
- Protecting you during mini camps & off season workouts
- Coordinating your contract with your financial & tax advisers
- Work with CPA on any necessary residence change for tax purposes
- Understanding the structure, terms, & length of your deal
- It's a done deal. Now what?

Training Camp Basics

- Show up in excellent condition
- Paying your bills
- Arranging for housing
- Transporting your auto

Anderson lands \$32M extension with Falcons

By Larry Womack
USA TODAY

Jamal Anderson's first spiral of training camp ends at the bank. Atlanta's record-breaking running back agreed Wednesday to a five-year contract extension worth \$32 million that includes a \$7.5 million signing bonus and puts him among the NFL's best paid at his position. He'll be on the practice field today, his helmet just an unopened mystery.

"I was willing to move it, I would've got the date by the 12th. That's a month before the opener with Minnesota," he said. "This one sounds like six weeks of training camp to get ready."

Anderson, 26, set an NFL

record last season with 402 rushing attempts. He finished second in the league with 1,948 rushing yards on the Falcons' second-year Super Bowl for the first time in franchise history. "Carrying the load has never been a problem for me," said Anderson, who has 652 yards for 2,063 yards over three seasons as a starter.

Four hours of face-to-face negotiations in Greenville, S.C., where the Falcons train, led to the agreement after Anderson missed 14 days of camp and racked up \$70,000 in fines.

"I don't agree with what I'm not able, but he knows that," coach Dan Brown said. "He did what he did, but he's here on."

Anderson had one year left on his old contract, with a

\$2.8 million salary that he wanted that the previous management would keep him from the free-agent market by naming him their franchise player and agreed to sign out of camp to take advantage of his leverage.

The Falcons ultimately worked their offer to make it more palatable, coming up about \$300,000 in starting bonus and moving some of the money from later contract years to the front end. Anderson can earn more than \$10 million in the first three years.

"I don't have a little shell-shock," agent Ron Sims said. "But he's happy."

► Percele starts over? DC
► Falcons column, SC
► Other trades ahead, SC



Go to page. Jamal Anderson signed for 1,000 games per year on a \$6.5 million ATO contract. His extension includes a \$7.5 million bonus.

Star running back becomes highest-paid player in Atlanta history

By PAUL NEWBERRY
The Associated Press

Highest-paid players by position

The figures used to compute the one-year contract offers to franchise players and transition players. The 10 highest-paid players at each position in 2011:

Player	Team	Salary
Colin McElroy	New York Jets	\$4,455,125
Ricky Watters	Seattle	\$3,000,000
Maxwell Faulk	Indianapolis	\$4,362,700
Jamal Anderson	Atlanta	\$3,000,000
Samuel Winder	San Diego	\$4,793,000
Top 1 average		\$3,000,000
Corey Dillon	San Francisco	\$4,400,000
James Braxton	Baltimore	\$4,300,000
Mike Adams	Tampa Bay	\$4,064,000
Samuel Davis	Denver	\$3,774,700
Samuel Davis	Washington	\$3,528,375
Top 10 average		\$4,763,000



JAMAL ANDERSON

YEAR	BASE	ROSTER BONUS	WORKOUT BONUS	SIGNING BONUS	CAP TOTAL
1999	\$1,900,000	\$0	\$25,000	\$1,500,000	\$3,425,000
2000	\$1,100,000	\$500,000	\$500,000	\$1,500,000	\$3,600,000
2001	\$2,800,000	\$500,000	\$500,000	\$1,500,000	\$5,300,000
2002	\$5,000,000	\$500,000	\$500,000	\$1,500,000	\$7,500,000
2003	\$5,200,000	\$5,000,000	\$500,000	\$1,500,000	\$12,200,000
SIGNING BONUS \$7,500,000					
1 YEAR	2 YEARS	3 YEARS	4 YEARS	5 YEARS	
\$9,400,000	\$9,900,000	\$11,500,000	\$15,300,000	21,300,000	32,000,000



The Times-Picayune Glover can put money in sacks

By Ted Lewis
Staff writer/The Times-Picayune

Highest-paid players by position

The figures used to compute the one-year contract offers to franchise players and transition players. The 10 highest-paid players at each position in 2001:

Defensive tackles	
Warren Sapp, Tampa Bay	\$5,930,000
Sean Gilbert, Carolina	\$5,760,000
Bryant Young, San Francisco	\$4,909,811
Lafayette Glover, New Orleans	\$4,576,000
Darrell Baxter, Oakland	\$3,873,334
Top 5 average:	\$5,608,000
Travis Hall, Atlanta	\$3,828,571
Dan Wilkinson, Washington	\$3,587,500
Keith Hamilton, New York Giants	\$3,157,285
Luther Ellis, Detroit	\$2,705,010
Ceward Warren, Cleveland	\$2,681,866
Top 10 average:	\$4,116,000

"It's a beautiful thing," said Glover, whose next sack would earn him an additional \$1.3 million for next year. "But I'll never let that interfere with the team goals and our team concept."

Glover's first sack of Jake Plummer was Glover's 11th of the year, earning the defensive tackle a \$700,000 roster bonus for 2001. Glover's second sack was his 30th in the past three seasons, meaning Glover can void the final year of his contract after next season and perhaps become one of the prime free agents on the market.



LA'ROI GLOVER

YEAR	BASE	ROSTER BONUS	WORKOUT BONUS	SIGNING BONUS	CAP TOTAL
1998	\$228,000	\$0	\$0	\$640,000	\$878,000
1999	\$1,600,000	\$2,000,000	\$50,000	\$640,000	\$4,290,000
2000	\$3,960,000	\$0	\$50,000	\$640,000	\$4,650,000
2001	\$5,000,000	\$0	\$50,000	\$640,000	\$5,046,000
2002	\$5,200,000	\$0	\$50,000	\$640,000	\$5,482,000

SIGNING BONUS \$3,300,000

1 YEAR	FEB-00	2 YEARS	3 YEARS	4 YEARS	5 YEARS
\$1,438,000	\$5,438,000	\$7,088,000	\$11,098,000	15,504,000	20,346,000



NFL Draft 2000

Denver nabs O'Neal with 15th pick

By Steve Meyer

It was a beautiful thing, said Glover, whose next sack would earn him an additional \$1.3 million for next year. "But I'll never let that interfere with the team goals and our team concept."

The Denver Broncos signed O'Neal to a seven-year contract worth \$9.1 million that included a \$4.55 million signing bonus. The deal voids into a five-year, \$6.5 million contract.

"I watched the first nine picks and then I couldn't take it," O'Neal said Saturday afternoon from the Oakland home of his agent, James Sims. "I was upstairs, I was downstairs, I was sitting in the bathroom looking myself in the mirror. Then I saw the mailman go by and thought, 'Okay, I'll go check the mail.'"

That was his rationalization for pacing the front lawn, a process that was interrupted when Sims called him with word that Broncos general manager Neil Dahlen had tabbed O'Neal as the man.



Cal cornerback DeSha O'Neal gives the Denver Broncos a valuable offseason pickup and a first-round thrust in one package.

Big bonus part of O'Neal's deal

By Adam Schefter
Denver Post Sports Writer

Before the Broncos kicked off training camp today, first-round draft pick DeSha O'Neal signed a seven-year voidable contract worth \$9.1 million that included a \$4.55 million signing bonus. The deal voids into a five-year, \$6.5 million contract.

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CLUB	PICK	PLAYER	POOL 1	POOL 2	AVG./YR.	SIGNING BONUS	YRS.
NEW YORK JETS	13	JOHN ABRAHAM	1,140	21.22	1,510	2,000	5
GREEN BAY PACKERS	14	BURBA FRANKS	1,243.75	28.2	1,259	4,670	5
DENVER BRONCOS	15	DESHA O'NEAL	1,181	28.46	1,579.25	4,550	7
SAN FRANCISCO 49ERS	16	JURIAN PETERSON	1,257	24.47	1,265.21	4,520	6
OAKLAND RAIDERS	17	SEBASTIAN JANIKOWSKI	1,027.25	40.19	1,216.25	2,000	5



SSM has been representing players like you as an attorney for over 20 years. He can protect your interests and assist you in all legal aspects of your NFL and post NFL future, including a marketing brand that will lead to endorsement and promotional opportunities, as well as goodwill in your community. He will ensure that all contracts and agreements you enter into will provide you with the maximum protection and benefits.

Building Your Marketing Brand

- Prepare your marketing bio & package.
- Securing shoe and/or apparel contracts.
- Seek miscellaneous endorsements & promotions.
- Facilitate appearances and autograph signings.
- Develop marketing strategy in your team city.

Protecting You Legally

- Contract review of all endorsements, proposals, insurances, etc.
- Legal review of all auto, home, lease or rental agreements.
- Business formation (i.e. corporation, LLC or partnership).
- Charitable foundation formation.
- Handle all grievances and fine appeal matters with the NFL.
- Negotiate and structure any injury settlements.
- Advise concerning your workers compensation rights.
- Draft pre-marital agreements.
- Handle child support and/or custody matters.

ENDORSEMENT AND MARKETING OPPORTUNITIES



**RADIO INTERVIEWS
TELEVISION APPEARANCES**



SHOE AND APPAREL OPPORTUNITIES



MERCHANDISE AND PRODUCT OPPORTUNITIES

