

# What is **MILLIONS** for Athletes?

The Value You Get With the MILLIONS Platform

**MILLIONS**

# What is MILLIONS?

MILLIONS.co is a social commerce platform, and is the leader in WatchParties for sports. The platform allows athletes to save time and money and easily build a brand and channel to leverage their fanbase to make money - whether they have 1000 fans or 1 Million fans.

We make it easy, and free to thousands of athletes of all sports. We cater to collegiate, professional, elite, and alumni athletes. Once an athlete uses our platform to get set up, our team assists in marketing your brands to fans to help you leverage and grow your PR, NIL, and Revenue + we'll connect you with brands for sponsorships!





# Here to Help **YOU**

MILLIONS is here to make **YOU** money.

MILLIONS doesn't require the same time, resources, team, or finances to be able to launch a brand; on average we'll have your brand built and ready to promote in under 72 hours!

It's a completely unique platform - combining the world's best technologies and offering **YOU** the value to build **YOUR** brand through them and through several product types - no matter what stage of career you're at.

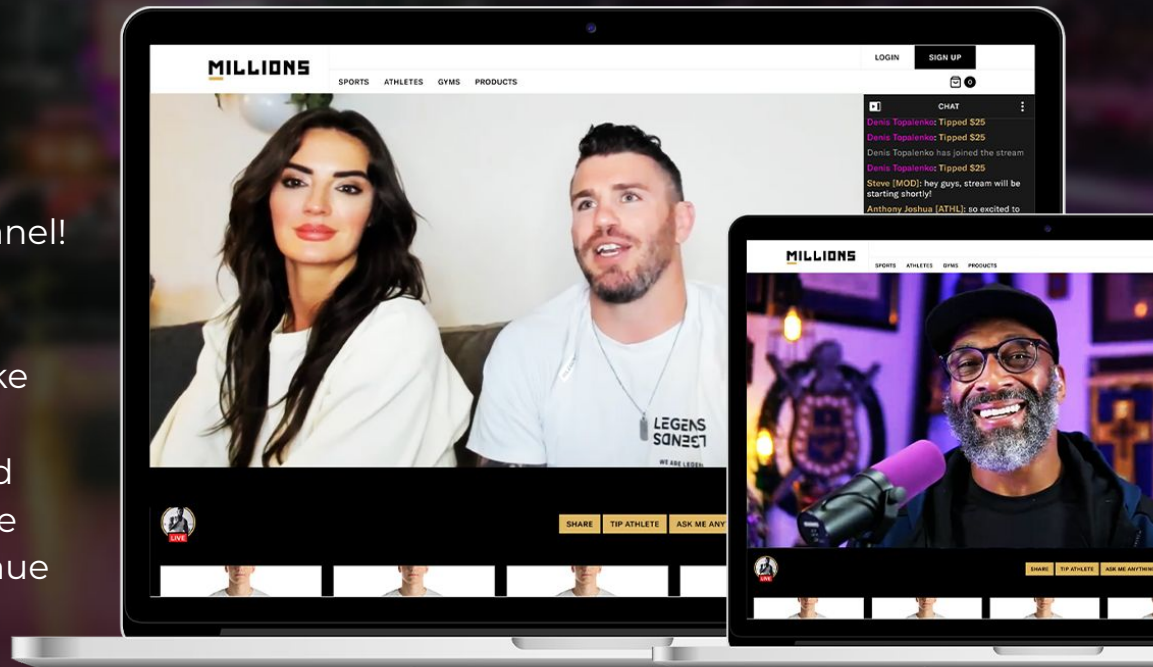




# Grow **YOUR** Brand & Following

Don't just build a brand, build your channel!

We help YOU connect with fans and **grow your following**. We help YOU make content, promote yourself, go viral, and in the end build more awareness around your name, image, and likeness to create more value, more press, and more revenue around YOU!





# Or, Start With The Basics & Get Sponsors / Followers

*What if I don't want to, or I'm not ready to, offer e-commerce products or stream?*

No Problem! When you sign up, you get a basic listing profile. This has your name, a profile photo, and a bio.

The basic listing profile allows brands to send in booking inquiries and allows your fans to follow you.

Brands see no public pricing and instead have to give a budget and explain their inquiry. Our team will vet and verify the inquiry before bringing it to you.


When your following surpasses a threshold, we notify you as it creates a great reason and opportunity to enable temporary or permanent e-commerce products **if you choose to do so.**

As a basic profile, your athlete can take advantage of sponsorship opportunities without needing to offer products.

MILLIONS

HOMEATHLETESGYMSHOPWATCH

HOST A PPVADVERTISE WITH USJUSTIN HUNG



## BREE HALL

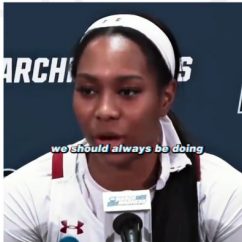
Bree Hall is a 6-0 Sophomore Guard for the University of South Carolina. The Dayton, Ohio native won a National Title in 2021/22 during her freshman season

[+ FOLLOW](#)

[BOOK ME](#)


[SHARE PROFILE](#)

### MEDIA LIBRARY




i don't need a gps, i know when it's my turn. year 2 loading

[WATCH](#)



on to the ELITE 8 babyyyy!!!

[WATCH](#)



A National Champion and the newest member of the Excel...

[WATCH](#)

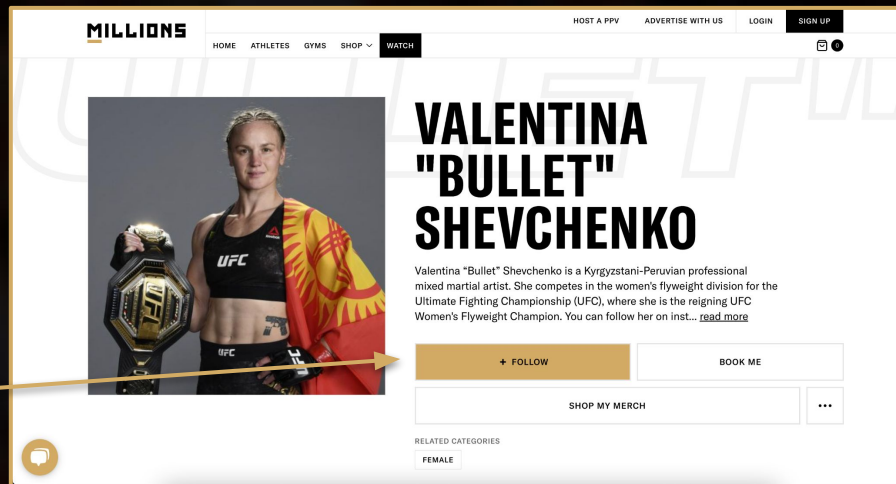
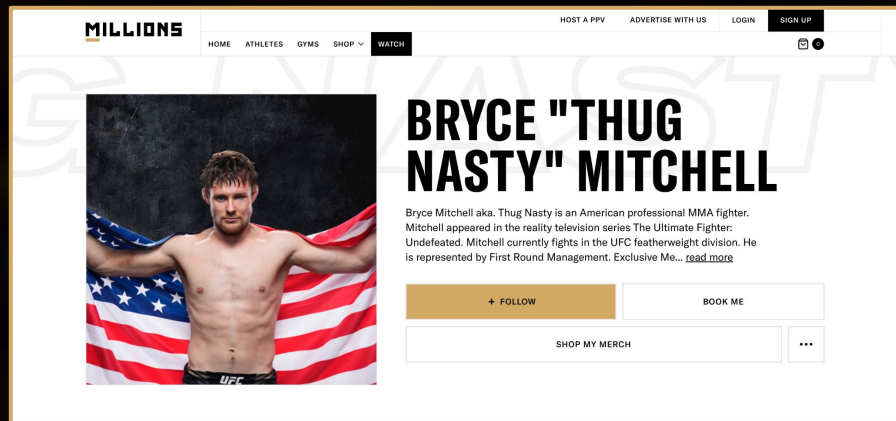


# Follow Me Button

Unlike other social media platforms where you rely on their algorithms to put your content and what you're up to in front of only a small % of your followers, on MILLIONS, you fully own your following, emails and all!

Get 100% of your following engaged and seeing your content and new product releases

+ FOLLOW





# Book Me Button

Beside the Follow button is a Book Me button. This will allow brand partners to submit inquiries to work with you. We'll quickly vet that the opportunity and offer is real and then we'll bring it to you for approval.

BOOK ME

**MILLIONS** HOME ATHLETES GYMS SHOP WATCH HOST A PPV ADVERTISE WITH US LOGIN SIGN UP

## TOMAS NIDO

Tomas Nido is a Puerto Rican baseball player in the MLB who is currently a catcher for the New York Mets. He was born in Guaynabo, Puerto Rico, and later moved to Florida where he attended Orangewood Christian School in Maitland. He has been playing professional baseball since... [read more](#)

✓ FOLLOWING **BOOK ME**

SHOP MY MERCH ...

**BOOK ATHLETE**

First Name: Tom Last Name: Adams

Email: tomadams1@gmail.com

Phone Number: 6475390964

Estimated Budget: \$2,500 - \$5,000

Are you a company or individual? Individual

What are you interested in booking me for? Please Select

Any additional notes

SUBMIT





# Connecting & Supporting **YOU** With Sponsors

Sponsors want to work with **YOU** - but it's hard for them to know what they'll get, it's hard for you to deliver with excellence (time consuming & costly), and it's hard for them to know you're the right fit for their brand and campaigns.

We help **YOU** get sponsors & we help **YOU** deliver!



# All your Brand Building and Earning Potential in One Place Dedicated for Sports

## E-Commerce, Products, and Experiences



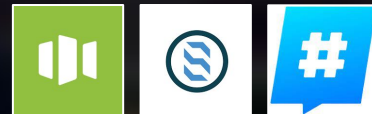
## Streaming, Media & WatchParties



## Memorabilia/Auctions



## Sponsorships



## Brand Designs



## Personal Videos & Ask Me Anything



Imagine the time you'll save only having to focus on one channel that's catered and uniquely customized to you and everything you want to offer and build? Only one place to have to send your fans to so they don't get buying or following fatigue? MILLIONS' unique platform gives athletes the ability to build their own turn-key profile to offer products, media, and personal video. YOU pick and choose what to offer to your fans, we just help you do it!

# THE CAMPAIGN FLOWS ON **MILLIONS**





M

# Grant Dawson

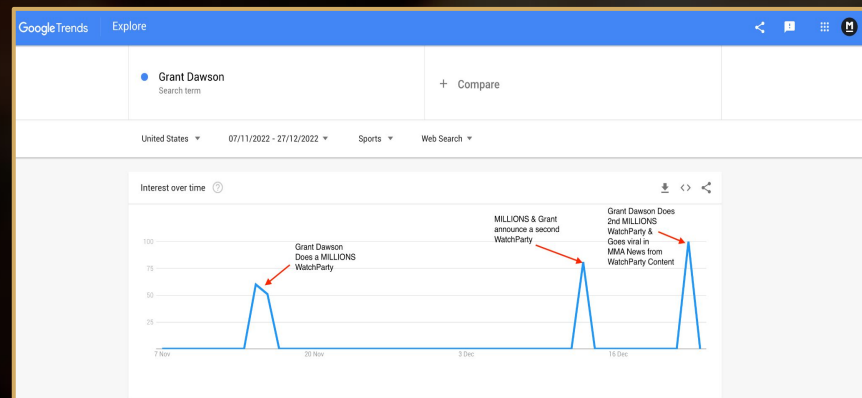
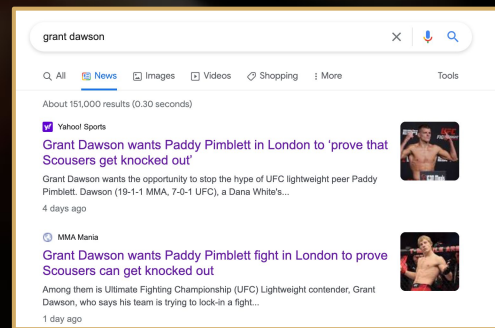
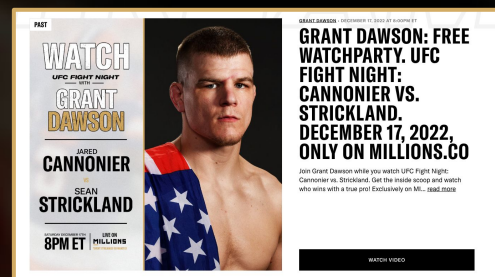
## Case Study:

### How We Made Him Trending

Grant launched a merchandise brand on MILLIONS. To help promote his products, he hosted his first WatchParty. Our team supported him in marketing the event as well as hosting it.

Grant loved the experience and hosted more and more events - each time getting more fans and earning more revenue.

Each WatchParty, our team was able to produce awesome social media content for Grant, from the streams, to use to promote his brand. Additionally through our media network, we were able to get Grant trending online, and in the news!





## MERCH



"Limited Edition" Sponsored by Thug Nasty  
Bryce Mitchell Men's T-Shirt, White Logo

VIEW... \$78.90 USD



"Limited Edition" Sponsored by Thug Nasty  
Bryce Mitchell Women's T-Shirt, White Logo

VIEW... \$78.90 USD

**MILLIONS**

HOME ATHLETES GYMS SHOP WATCH

**FREE WATCHPARTY**  
With **BRYCE MITCHELL**

**UFC 280: OLIVEIRA vs MAKHACHEV**  
SATURDAY OCTOBER 22ND 13:30PM ET

LIVE ON **MILLIONS** FIGHTS STREAMED SEPARATELY

BROUGHT TO YOU BY: **DFS MAFIA**

HOST A PPV ADVERTISE WITH US MIA GRAB

STREAM BY Bryce "Thug Nasty" Mitchell

MAIN CARD LIVE ON OCTOBER 22, 2022 AT 4:00PM ET

**BRYCE MITCHELL: FREE WATCHPARTY. UFC 280: CHARLES OLIVEIRA VS. ISLAM MAKHACHEV. OCTOBER 22, 2022, BROUGHT TO YOU BY DFS-MAFIA**

Join Bryce Mitchell while you watch the Main Card of UFC 280: Charles Oliveira vs. Islam Makhachev. Get his inside scoop and insights, and watch who wins with a true pro! Event starts Saturday, October 22 at 3:30PM ET. The PPV will be streamed separately! This event is brought to you by <https://dfs-mafia.com>, a player props style Daily Fantasy Sports platform featuring free, crypto, and cash contests! Check them out today.

# Bryce Mitchell Case Study: How He Earned \$45,000

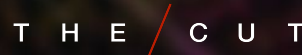
In the UFC, athletes are lucky to clear a \$25K - \$50K purse (total compensation). We were excited to help Bryce grow his Thug Nasty brand and launch new merchandise. Additionally, Bryce started hosting WatchParties on his MILLIONS channel which led to several sponsored streaming events. In total, Bryce generated almost \$50K in 2022, matching what he's received for a lot of his UFC fights, and for a lot less effort!

# MILLIONS Partnerships

MILLIONS partners and works with exceptional talent groups, agencies, leagues, and associations to support their athletes.

MILLIONS is the official WatchParty and Social Commerce Partner for the NFL Alumni Association, MLB Alumni Association, PFRPA, the PFL, and many other organizations.

Whether you're an independent, or represented, we can work to support you too!

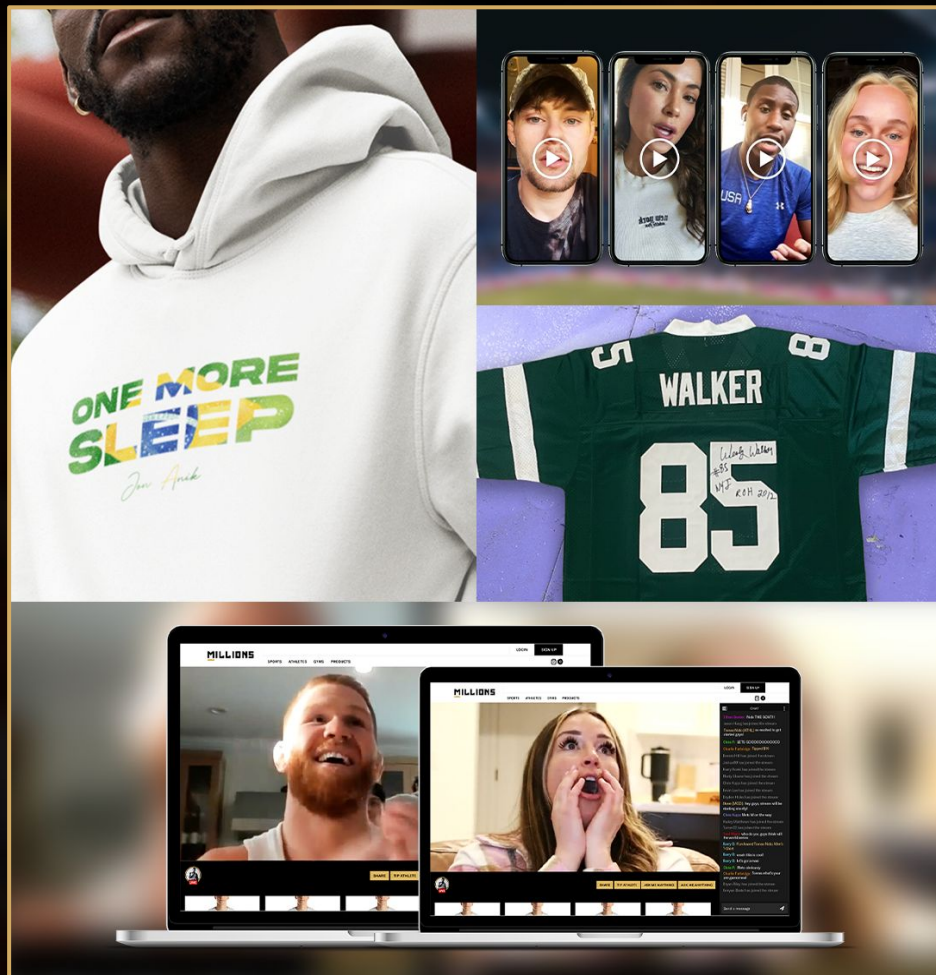




# Getting Started As An Athlete

Once you're live, we're here to help launch anything you want. **IT'S UP TO YOU** which products to take advantage of and offer to your fans, whether you want to offer only one thing, or all the products. Here's everything you can offer on MILLIONS (with new products and options always being released):

- Merchandise
- Personal Videos & Ask Me Anythings
- Memorabilia & Auctions
- Any custom products you choose
- WatchParties & Other Live-Streams
- Media & Content (paid or free)
- Experiences (in person or virtual)





## Product Details: Merchandise

At MILLIONS there's more than meets the eye with merchandise. Not only do we give you a shop of your own to sell your custom merchandise, but we'll assist with the following:

- Don't have a brand? No problem! We'll help **design** you one that you own 100% of!
- We take care of **Inventory**, Fulfillment (**Shipping**), Customer Support, and
- We'll help **market your brand** with you on social media through graphic design, ads, emails, and other promotional efforts
- We'll help set up **drops** and **campaigns** to support the sales and releases of new products

**Total Cost to you: NOTHING**

*You set your profits and earn 100% of that profit price you set.  
We charge the fans a small transactional fee.*

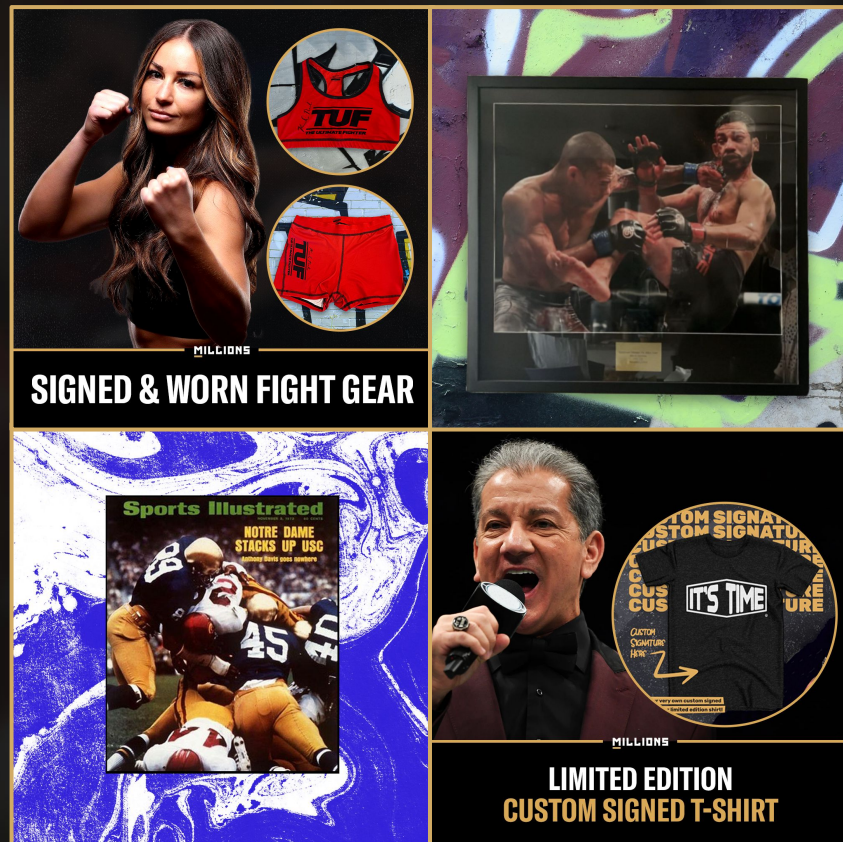


# Product Details:

## Custom Products, Memorabilia & Auctions

At MILLIONS we give you the ability to **Sell Anything**. You can sell any custom goods you want, whether it be a book you wrote, your own line of sports gear you're launching, or memorabilia!

- Don't have products? No problem! We can work to help you **source your inventory**.
- Either you can take care of fulfillment (**Shipping**) or we can fulfill out of our warehouse for you.
- We'll still help take care of Customer Support, and help **market your brand** with you
- We'll help set up **drops** and **campaigns** to support the sales and releases of new products
- You can set up auction style on your memorabilia. Set a floor price, and see just how high fans will pay for it!



*Similar to the merch, you set your profits and earn 100% of that profit price you set. We charge the fans a transactional fee. ONLY for custom products, if you choose to enable us as your fulfillment hub then we charge a slightly higher fee to the fans to cover the warehouse costs.*





## Product Details: Personal Videos & AMAs

Allow your fans to pay for personalised video Ask Me Anythings, where instead of fans asking you for birthday wishes, they're asking about your story, predictions, training tips and ... anything.

*You set your profit, choose to accept or decline requests, and start connecting in a unique way with your real fans.*

*You set your profits and earn 100% of that profit price you set. We charge the fans a transactional fee.*

# Product Details: Streams, WatchParties & Media

Don't just build a brand, build a channel to connect with fans, earn revenue, go viral, and get sponsored!

With MILLIONS, you can **stream anything** you want. It is completely **live-shopping** enabled, which means not only can you connect with fans and grow your following on your channel, but you can also earn revenue when all your fans are with you during your live streams.

You have the option to offer **free streams** to fans or charge a price for fans to attend the stream for exclusives, such as behind-the-scenes footage at training, or **PPV** to your next fight. Free streams are a great way to get fans in one place to leverage the live-shopping!

After a stream, our production team will help you create short, cut-down content to promote yourself. Our media team will aim to make you go viral, and in the end, build more awareness around your name, image, and likeness to create more value around you.

The more you go live, the more value it brings to you. Additionally, you can qualify for sponsorship opportunities, and qualify for paid WatchParties as a long-term host on MILLIONS.





## Product Details: Experiences

Offer your fans to book experiences with you, whether it be for in person meet & greets, virtual experiences, or maybe something unique like joining you for training or for a pick-up game.

*You set your profits and earn 100% of that profit price you set.  
We charge the fans a transactional fee.*



# How Much Would All This Normally Cost You?

Designs: **\$100+ per Design**

Social Media Promotion & Ads: **\$500-\$1000 per Campaign**

Merch Inventory + Fulfillment & Shipping:  
**\$10,000+ to set up infrastructure and buy inventory**

Video Editing & Production: **\$500+ per video**

PR: **\$1000+ per media campaign**

Hosting a Website: **\$500-\$5000+ per year**

**YOUR TIME** to do this all on your own: **PRICELESS**

# What to Expect + **MILLIONS** Pricing **IT'S FREE!**

MILLIONS Plan  
is **FREE!**

**GOLD Plan**  
(Fully Managed  
Service)

is **EARNED!**

To be invited into the **GOLD / Fully Managed Service Plan**,  
you must meet the **Gold Standard**

# The MILLIONS Gold Standard

How to earn yourself a fully serviced account with a dedicated **Account Manager**?

A **Gold Standard athlete** is one who is engaged and motivated. One who has grown their personal social medias to a combined following greater than 5,000 followers and is actively promoting on there; who is an active and engaged athlete on MILLIONS by launching products, creating and uploading media, has active sales of products, and/or is frequently hosting streams and WatchParties.



M

What is an  
**Account  
Manager** and  
why are they so  
beneficial?

- Helps manage your profile and optimizes it
- Builds you a plan to success for your brand and channel
- Helps schedule content & media, articles, and social media promotions to promote you
- Helps schedule campaigns and new product releases that are backed by our team as well as emails and ads
- Dedicates efforts to sponsorship sales for you and higher chances of long term paid WatchParties with MILLIONS
- Gets you streaming equipment on loan to immediately increase your stream quality + supports with providing you a moderator for your channel
- Gets you unlimited product and merch designs



# FAQs

- **Why can't I just do this on Youtube or Twitch?**

- If you do it on MILLIONS – off the bat you are cross-promoted to fans of your sport and consistently promoted and looked after while building your channel.
- We have a product featured called AMPLIFY which allows you to multi-stream at once. So if you stream on MILLIONS, you can actually build more than one channel on different platforms, all at once.
- Immediate opportunities for monetization + sponsorships, where with the other channels, there's no monetization until you meet a certain threshold ... on there, it's all on you.

- **Why can't I just do this on Shopify?**

- Shopify will cost you anywhere from \$500-5000 per year to host your own e-commerce page. Additionally you'll have to build your own site, design new products, launch them, and promote them to several channels. There will also be less customization and more technological limitations.
- All your customers will have to be brought in by you, where as on MILLIONS you have a community of sports fans we'll market you to.

- **Is MILLIONS exclusive?**

- No! We don't want to limit you and your career. You're free to be on other platforms and work with other groups, however we will say that part of the benefit of MILLIONS is that everything is in one place and is meant to make your life a lot easier in doing so. Additionally you get free support and services to build your brand and channel.

- **Is there other ways to get an Account Manager?**

- The main way Athletes can receive an account manager is by earning it through the Gold Standard. Otherwise, at MILLIONS discretion, or through partnerships, we may assign your profile an account manager if the team has assessed it and feels it could thrive with extra support.

# FAQs

- **Whats the financial split?**

- The way MILLIONS works is you set your “Profit” per product that you want to earn, and you earn 100% of that! We charge fans a transactional fee, and that’s our take.
- We don’t charge you anything upfront

- **Are designs unlimited?**

- Only on the Fully Managed Gold Plan.
  - Athletes who have not earned an invite to be on the fully-managed service plan will be provided 1 new free design per month.

- **Can I remove my profile at anytime?**

- Yes! If you no longer see the value in having a profile on the platform, then you can request to be removed from the platform.

- **Can I have a profile without any products?**

- Yes. If you wish to just have fans be able to follow you, and brands be able to inquire about working with you, you can have a basic profile that has no products. However, we’d recommend offering products to make your profile look more full, and better your chances at revenue.

**APPLY TO JOIN MILLIONS  
TODAY AND GET STARTED  
ON YOUR BRAND  
[MILLIONS.co/apply](https://millions.co/apply)**

**OR CONTACT US**

**[recruitment@millions.co](mailto:recruitment@millions.co)**