



# PRO TIGERS

INTENTIONAL STRATEGIC APPROACH  
TO FUNDRAISING AND ENGAGEMENT OF  
CURRENT PROFESSIONAL ATHLETES



# THE CHALLENGE





# THE CHALLENGE

What is our strategy when engaging Pro Athletes who attended Clemson?







THE SOLUTION



# THE SOLUTION

**ADVANCE & ENRICH  
RELATIONSHIPS &  
CONNECTIONS**



**CULTIVATE A CULTURE  
OF SUPPORT &  
PRIDE IN CLEMSON**





**CLEMSON**

**EEEN**



EXPERIENCE



OPPORTUNITY



NETWORK



# PRO TIGERS INITIATIVE

## ORGANIZATIONAL CHART



### IPTAY

- **DAVIS BABB**  
Chief Executive Office of IPTAY
- **TRAVIS FURBEE**  
Sr. Associate Director of IPTAY
- **AARON DUNHAM**  
Sr. Associate Director of IPTAY Major Gifts
- **TOM WADE**  
Associate Director of IPTAY Major Gifts
- **DREW WADDELL**  
Associate Director of IPTAY Major Gifts
- **KYLE SHIELDS**  
Director of IPTAY Major Gifts
- **LAUREN GAULIN**  
Director of IPTAY Major Gifts

### ATHLETICS

- **GRAHAM KNEFF**  
Athletics Director
- **KEVIN WHITE**  
Deputy Athletics Director

### HEAD COACHES

- **DABO SWINNEY**  
Football
- **BRAD BOWNELL**  
Men's Basketball
- **ERIK BAKICH**  
Baseball
- **MIKE NOONAN**  
Men's Soccer
- **JOHN RITTMAN**  
Softball
- **JORDAN BYRD**  
Men's Golf
- **EDDIE RADWANSKI**  
Women's Soccer
- **SHAWN POPPIE**  
Women's Basketball
- **ALLISON KWOLEK**  
Lacrosse
- **MARK ELLIOTT**  
Director of Track & Field and Cross Country
- **BOOMER SAIA**  
Women's Tennis
- **JACKIE SIMPSON-KIRR**  
Volleyball
- **KELLEY HESTER**  
Women's Golf
- **BRANDON WAGNER**  
Men's Tennis
- **AMY SMITH**  
Gymnastics

### OVERTIME

- **ANTOINE MCCLAIN**  
Director of Former Player Engagement & Development
- **JEFF DAVIS**  
Asst. Athletics Director of Football Player Relations

### UNIVERSITY ADVANCEMENT

- **JIM CLEMENTS**  
President of Clemson University
- **BRIAN O'ROURKE**  
V.P. of Development & Alumni Relations
- **CORRINE GRANT**  
Director of Alumni Relations & Development
- **FELICIA BENTON-JOHNSON**  
Vice President for Diversity & Inclusive Excellence

# HERO'S JOURNEY

THE ATHLETE IS THE HERO OF THE STORY, NOT YOUR BRAND





EXAMPLE





# GRADY JARRETT



**3 YEARS**  
**\$50 MILLION**

## GRADY JARRETT



### FOOTBALL

**HOMETOWN**

Conyers, GA

**POSITION**

Defensive End

**TEAM**

Atlanta Falcons

**DEGREE**

BA Management

### BACKGROUND

Grady Gives Organization  
Nominated for Walter Payton NFL  
Man of the year in 2018

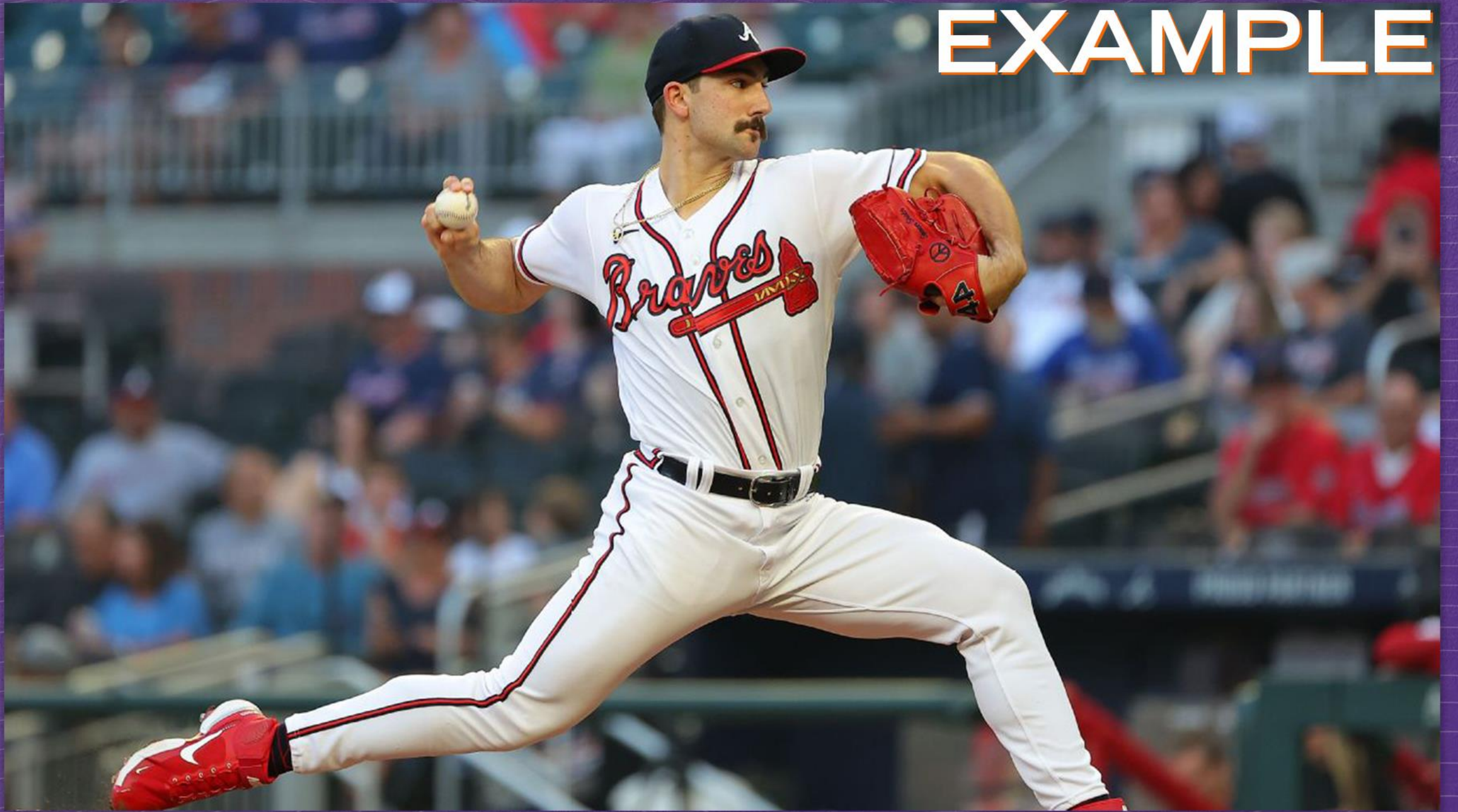
### INNER CIRCLE

Mom: Elisha Jarrett  
Cousin: Armon Mason (current  
Clemson Football player)  
Son: Grayson Jarrett  
Aja Elise

What value do we currently provide to him?



EXAMPLE





# SPENCER STRIDER



6 YEARS  
\$75 MILLION

## SPENCER STRIDER



**BASEBALL**

<b>HOMETOWN</b> Columbus, OH	<b>BACKGROUND</b> <ul style="list-style-type: none"><li>- MLB wins leader (2023)</li><li>- MLB strikeout leader (2023)</li><li>- All Star (2023)</li><li>- Strict vegan since 2019</li></ul>
<b>POSITION</b> Pitcher	
<b>TEAM</b> Atlanta Braves	
<b>DEGREE</b> Did Not Graduate	<b>INNER CIRCLE</b> Wife: Maggie Whitener Strider Representation: Frontline

What value do we currently provide to him?



# EXAMPLE





# JARON BLOSSOMGAME



2 YEARS  
\$800,000

## JARON BLOSSOMGAME



**MEN'S BASKETBALL**

<b>HOMETOWN</b> Alpharetta, GA	<b>BACKGROUND</b> <ul style="list-style-type: none"><li>- French Cup winner (2023)</li><li>- All-EuroCup First Team (2022)</li><li>- All-Bundesliga First Team (2022)</li><li>- NBA G League champion (2018)</li></ul>
<b>POSITION</b> Forward	
<b>TEAM</b> AS Monaco	
<b>DEGREE</b> Sociology	<b>INNER CIRCLE</b> Teammate: Jordan Roper Agent: Andy Shiffman

What value do we currently provide to him?