



INTERNSHIP ——— **PROPOSAL**

PREPARED BY: Nick Kray



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BIRTH OF KRAY MODE GROUP

Nick Kray, a former college walk-on football player at Eastern Illinois University, found his career's focus in building close relationships with teammates rather than on-field performance.

Transitioning from player to coach after college, he maintained his camaraderie-building approach. Shifting to football operations in 2012, he discovered a new way to impact players' lives beyond the game. This transition allowed him to form strong bonds with NFL players league-wide, supporting them both on and off the field.

Nick's vision led him to establish "KMG," a company dedicated to creating meaningful connections between elite athletes and brands, crafting strategic partnerships, and aiding athletes in various aspects of their lives. Leveraging his NFL insights, passion for player empowerment, and extensive network, Nick aims to guide numerous athletes toward success in all facets of life, echoing the commitment to **Maximize Off-Field Development & Engagement** central to every athlete's journey.



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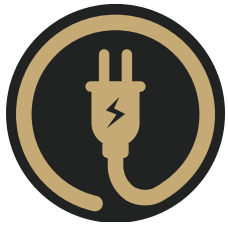
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THE SPECIALTY

Kray Mode Group (KMG) excels in authentic athlete-brand partnerships, swiftly connecting brands with athletes whose values genuinely align with the brand. They boast efficiency, promising to identify the right athlete within days, streamlining the typically time-consuming selection process.

Moreover, KMG goes beyond traditional agency roles by opening doors and creating opportunities for brands in professional organizations. By getting the brand in front of the entire roster, KMG ensures maximum exposure and engagement within the team building!

Unlike traditional agencies, KMG isn't the stereotypical Brooks Brothers figure; they're not just individuals in suits. They bring a unique insider perspective, personally knowing the athletes & organizations they connect with brands.

This sets KMG apart from others, putting them in the insider's seat, where they truly understand the athlete and their style. They ensure partnerships for brands will be authentic, meaningful, and full of value.

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As Seen In

Forbes

As Seen On

ESPN



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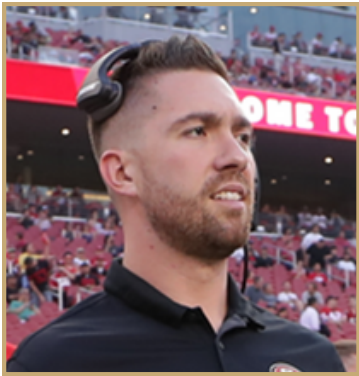
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THE TEAM



Nick Kray

Founder / Owner



Ric Clifton

Director of Branding



James Cooper

Director of Contracts



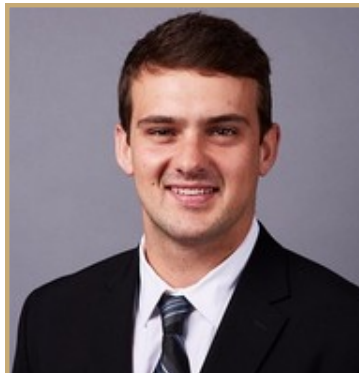
Joe Giacobbe

*Director of Health
Performance*



Allie Meyer

*VP Finance &
Accounting*



Jack Milas

Director of Sales



Matt Siert

*Head of Strategic
Sponsorships*



Scott Tumang

Director of Sales





THE OVERVIEW

Kray Mode Group (KMG) is offering an exciting internship opportunity for students in the Department of Kinesiology, Sport, and Recreation at Eastern Illinois University. This internship will provide hands-on experience in sports marketing, athlete-brand partnerships, and strategic business initiatives. Interns will work closely with industry professionals, gaining valuable insights and building connections in the sports industry. This is a unique chance to be involved in real-world projects, develop professional skills, and connect with high-profile athletes and brands.



THE OPPORTUNITY

We are seeking enthusiastic and dedicated students to join Kray Mode Group (KMG) as interns. This is a unique chance for students to gain practical experience in the fast-paced world of sports marketing and athlete-brand partnerships. Interns will play a vital role in supporting our team, working on various projects that directly impact the growth and success of our clients and KMG.



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THE COMMITMENT

Key Responsibilities:

- **Sports Marketing:** Assist in developing and executing marketing strategies to enhance brand visibility and engagement.
- **Athlete-Brand Partnerships:** Support the coordination and management of partnerships, including communication, contract handling, and content creation.
- **Strategic Initiatives:** Participate in initiatives aimed at expanding KMG's reach and impact within the sports industry.
- **Research and Analysis:** Conduct research on market trends, potential partners, and competitor activities to inform decision-making and strategy.
- **Social Media Management:** Help manage KMG's social media presence, create engaging content, and monitor engagement metrics.
- **Event Coordination:** Assist in planning and coordinating events, such as brand showcases and promotional campaigns, ensuring smooth execution and maximum impact.

Internship Details:

- **Position:** Intern at Kray Mode Group
- **Location:** Remote
- **Hours:** 10-15 hours per week (flexible scheduling)
- **Duration:** Semester-long commitment (with the possibility of extension)
- **Compensation:** Unpaid





THE BENEFITS

- **Hands-On Experience:** Interns will gain practical, hands-on experience in the fields of sports marketing, athlete-brand partnerships, and strategic business initiatives. They will work on real projects and tasks that directly contribute to KMG’s growth and client success.
- **Professional Networking:** This internship offers the opportunity to build and expand professional networks. Interns will connect with industry professionals, high-profile athletes, and leading brands, providing a valuable foundation for future career opportunities in the sports industry.
- **Skill Development:** Interns will develop a diverse set of skills, including marketing strategy, communication, research, social media management, and event coordination. These skills are transferable and will be valuable in various professional settings.
- **Industry Insight:** By working closely with KMG’s team and partners, interns will gain a deep understanding of the sports marketing landscape. They will learn about the dynamics of athlete-brand collaborations, market trends, and effective marketing strategies that drive engagement and growth.
- **Project Management:** Interns will enhance their project management skills by participating in the planning and execution of various marketing campaigns and events. They will learn to manage timelines, coordinate with different stakeholders, and deliver results in a professional setting.
- **Creative Thinking:** Interns will be encouraged to contribute ideas and think creatively to solve problems and improve marketing strategies. This will help them develop innovative thinking and problem-solving skills, essential for success in any career.
- **Career Readiness:** The experience and skills gained during this internship will prepare students for a successful career in sports marketing, athlete management, or related fields. They will leave the internship with a portfolio of work and experiences that demonstrate their capabilities to future employers.





End Of Proposal

THANK YOU

Eastern Illinois University has always meant a lot to me. The connections and experiences I gained there have played a huge role in my career journey. I'm grateful for the foundation EIU provided, and I'm excited to offer similar opportunities to current students.

Interning at Kray Mode Group can be a transformative experience, providing valuable industry insights and professional growth. Thank you for considering this proposal and for your continued support.



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