



# ORR SPORTS AGENCY

*“Providing Athletes the Services they NEED, so OSA clients to keep more of their money in the BANK!”*

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# Tomas Orr

- Founder, Orr Sports Agency
- 7 years experience working with Ice Hockey Players
  - Contract Negotiations
  - Endorsements
- Lawyer
  - Was the CEO and Founder of a Law Firm
  - Litigated Multi-Million Dollar Lawsuits



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# Tomas Orr – Family Life

- My family and I are extremely close. Kendra and the kids travel with me most of the time.
- Married Kendra in 2018
  - Zeke was born in October 2019.
  - Ariella was born in November 2021.



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# ABOUT OSA

- OSA was founded in September 2024. Tomas Orr received his NFLPA certification on October 1, 2024.
- We are NEW to football, but NOT to professional sports! Tomas has been working in hockey for over 7 years.
- PLEASE ASK FOR ICE HOCKEY REFERENCES IF THIS IS A CONCERN!

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# HOW MANY CLIENTS

- MAXIMUM of ONE (1) per position each draft class.
  - NO EXCEPTIONS
- We reach out to the TOP 5 at each position across the country, set up meetings and once one of them becomes an OSA Client we inform the others that we cannot take them on.
- Allows us to put all of our time and effort into marketing ONE QB, ONE Safety, Etc.

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# Fees

- **LOWEST IN THE GAME**

- If someone comes in lower, I will beat their commissions.
- More Players are choosing to go Self-Rep because of high-fees. We will get you more money than if you go self-rep, but also don't have ridiculously high fees.

- **Contract Negotiations**

- **Drafted Players**

- 0.5% of Signing Bonus
- 1.0% of Rookie Salary
- 1.5% of all future contracts
- 3.0% of Practice Squad Elevations

- **Undrafted Players**

- 1.5% of NFL Salary
- 3.0% of Practice Squad Elevations

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# Fees (*Continued*)

- Endorsements
  - 8.0% of the Value of All endorsement Contracts

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# Services

- Draft Preparation

- Training

- You need to test well. We will work with your school's trainers and nutritionists to set up a program that not only allows you to test well, but that develops habits you will need to crack an NFL starting lineup.

- YOUR story is the most important part of your draft.

- We help you tell your story in a way that will stick with scouts, general managers and coaches.
    - There are a lot of really good football players eligible for the draft. THIS is your chance to stand out, so they think of YOU on draft day.

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# Services

- Contract Negotiations

- CBA

- Knowing what you can get is a starting point. We know the CBA inside and out, which means you can rest assured you get the maximum benefits possible from the CBA.

- Negotiations are 90% Work, 10% Skill

- The easier we make it for your General Manager to see why we are asking for a certain amount, the more likely we are to get it.
    - Any negotiation takes A LOT of work. We need:
      - Comparables
      - Film
      - Traditional Stats
      - Advanced Metrics
      - Fitness Testing
      - YOUR story (Again)

# Services

- Endorsements
  - CBA
    - Same as Contracts. There are limits on what you can do.
  - Endorsements are 99% Work, 1% Skill
    - The only skill element is understanding how you can help a business and coming up with ideas that would be appealing to businesses.
    - Any endorsement deal takes A TON of work. 99% of it is making calls and connections to find companies that are interested and then finding a model and value that works for both YOU and the business.

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# Services

- Professional Services

- OSA does not have Accountants, Lawyer or Financial Advisors that work for us.
- When you need a professional service, OSA will help you find someone that you are comfortable with AND we will help you negotiate a fee structure that makes sense for YOU!
  - Most agencies get referral fees paid to them when they get you to sign up with a particular professional.

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# Timeline

- October 2024
  - You receive your OSA Letter!
  - NCAA Rules allow you to have discussions with us about our services over the course of the remainder of the season.
    - YOU CANNOT COMMIT TO A PROFESSIONAL AGENCY UNTIL YOU HAVE DECLARED FOR THE DRAFT!
- November 17, 2024 – Deadline to Schedule In-Person Meeting
  - You must text/call/email to advise that you would like to meet on the date indicated on the letter.
- December 1 – 20, 2024
  - In-Person meetings with OSA Prospects.

# Timeline

- December 21, 2024
  - OSA offers formal NFLPA Approved Athlete – Agency Contracts
  - You will have a 3 hour exclusive window to sign, otherwise we will contact the next athlete at your position.
  - Once we have signed an athlete at a specific position we will notify all others that we are unable to work on their behalf.
    - EX) Once a Safety signs, we will notify all other safeties that we are full for the 2025 NFL draft.

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# CONTACT US!

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