

XLSPORTS

G R O U P

NIL | NFL

"Game Ready"

"Representing Athletes Since 1989 | Over 400 Players Represented"



Representing Athletes Since 1932 | Over 400 Playert Represented

Overview

XL Sports NIL & NFL Sports Agency has been representing elite athletes since 1989, guiding careers at every level of the game. With more than **400 players represented**, our full-service team includes **two powerhouse attorneys**, a **CPA**, **NIL contract advisor**, **branding and marketing expert**, and a **sports athletic wellness physician**—all working in lockstep to protect and maximize athlete value. Beyond business, we proudly support community impact through our 501(c)(3) nonprofit, **Athletes For Causes Foundation**, helping athletes leverage their platforms for meaningful change.

The XL Sports Difference

We don't chase short-term NIL or NFL money.

We build **careers, leverage, and legacy**.

XL Sports NIL | NFL represents athletes who want more than a deal—they want a **team that's Game Ready at every stage**.

What We Do For Our NIL Clients

At **XL Sports NIL | NFL**, we operate at the intersection of **elite representation, brand strategy, and long-term career management**. We are not a transactional NIL shop—we are a **full-service agency built to protect, grow, and maximize an athlete's value from high school through the NFL and beyond**.

With decades of experience representing professional athletes and deep relationships across college football, front offices, and corporate brands, XL Sports delivers **structure, leverage, and vision** in a rapidly evolving NIL landscape.

Our XL Sports NIL Staff includes

2-PowerHouse Attorney

1-CPA

2-Professional Marketing & Branding experts

Media Advisory staff

Philanthropy & Community Impact team



DANNY OKOYE
OU EDGE

**WELCOME TO THE
XL SPORTS FAMILY**

Built for dominance. Driven by purpose.
The journey is just beginning.

Huge shoutout to the OU front office & Coach Chavis for stepping up and working with XL Sports to deliver what was promised for Danny's 2026 NIL deal - partnerships built on trust WIN.

Let's get to work.
[XLSportsNFL.COM](https://XLSportsNFL.com)

XL SPORTS
NIL | NFL
Game Ready

Danny Okoye
XL Sports NIL Client

What We Do For Our NIL Clients

NIL Strategy & Deal Negotiation

We identify, structure, and negotiate NIL opportunities that align with each athlete's **market value, performance trajectory, and long-term goals**. Our team prioritizes **guaranteed value, smart incentives, and sustainable partnerships**, ensuring our clients are never undervalued or overexposed.

Contract Review, Compliance & Protection

Every NIL agreement is reviewed with precision. We ensure full compliance with **NCAA regulations, conference rules, state laws, and university policies**, while protecting athletes from restrictive clauses, hidden risks, and short-sighted deals that limit future earning power.

Brand Development & Positioning

XL Sports helps athletes build **real brands—not just social profiles**. We craft authentic brand identities, messaging, and positioning that resonate with sponsors, media, and fans, while preparing athletes for the transition to the **NFL and professional representation**.

What We Do For Our NIL Clients

Social Media Strategy & Monetization

We guide content strategy, platform growth, and sponsor integration across Instagram, TikTok, X, and emerging platforms. Our approach increases **engagement, credibility, and NIL valuation**—while protecting athletes from posting mistakes that can damage deals or eligibility.

School, Collective & Front Office Advocacy

Our long-standing relationships with **college athletic departments, NIL collectives, and football decision-makers** allow us to advocate effectively for our clients. We help athletes navigate roster changes, incentive structures, coaching transitions, and NIL renewals—professionally and strategically.

Financial Guidance & Business Planning

NIL income is real income. XL Sports connects athletes with trusted professionals for **tax planning, budgeting, and business structuring**, helping them make smart decisions today that support long-term financial stability.

What We Do For Our NIL Clients

Media, PR & Reputation Management

We prepare athletes for interviews, appearances, and brand activations while providing guidance during high-pressure moments. Our goal is simple: **control the narrative, protect the brand, and elevate the athlete's public profile.**

Philanthropy & Community Impact

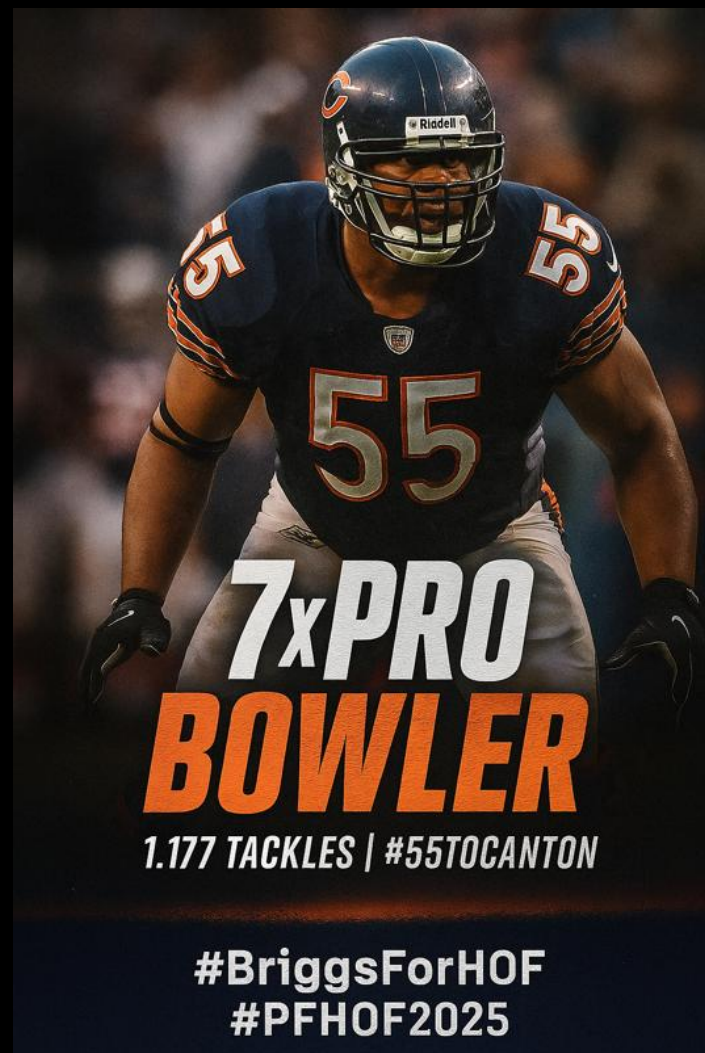
Through our integrated nonprofit **Athlete for Causes Foundation** partnerships, we help athletes align with **meaningful causes**, turning purpose into powerful brand differentiation. Philanthropy is not an add-on—it's a pillar of long-term influence and credibility.

NIL to NFL Continuity

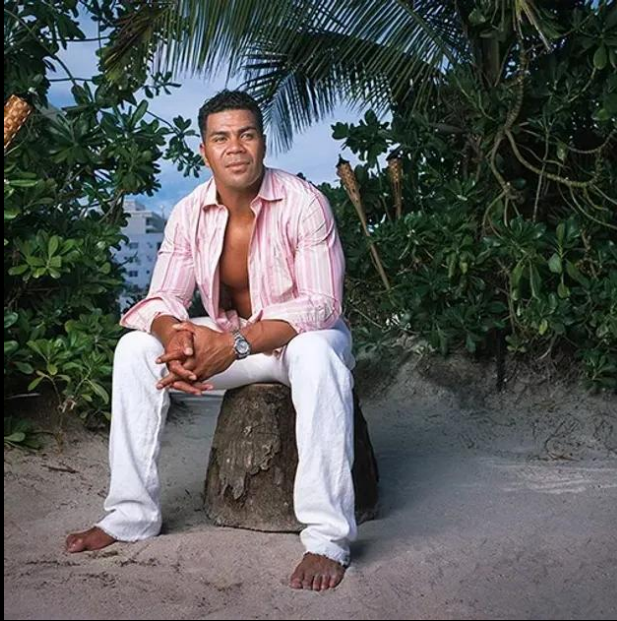
XL Sports is uniquely positioned to provide **seamless continuity from NIL to NFL representation**. As athletes progress toward the professional level, our team ensures their brand, contracts, and strategy evolve—without disruption. **“We make sure every box is checked before you decide to enter the NFL Draft”**

Why Sign With XL Sports for Your NFL Career

Signing with **XL Sports** means partnering with an agency built for **results, relationships, and longevity**. With decades of NFL experience, elite front-office and coaching relationships, and a proven track record representing first-round picks, Pro Bowl players, and top-paid athletes at their positions, XL Sports delivers **real advocacy when it matters most**. From contract negotiation and brand strategy to career guidance and post-football planning, we protect your value, maximize your earning power, and manage every detail—so you can stay focused on performing at the highest level



XL Sports Marketing & Branding



Junior Seau | Ocean Dr Mag Shoot



Marcus Cromartie | Nike Endorsement

XL Sports delivers elite marketing and branding representation designed to elevate athletes on and off the field. Our team builds authentic personal brands through strategic NIL partnerships, content creation, social media growth, public relations, and long-term brand positioning. Leveraging deep relationships with national brands, media outlets, and corporate decision-makers, we help athletes maximize visibility, credibility, and earning power—while aligning every opportunity with their values, performance goals, and professional future at the collegiate and NFL levels.



NFL Representation:

NFL Agent Jordan Woy

At **XL Sports**, NFL Draftee's & Vets sign with us because we deliver proven results at the highest level of the game. Led by **Jordan Woy**, a Top 10 agent as voted by **Sports Illustrated** and **USA Today**, our agency brings decades of experience and credibility to every client relationship. Over the years, we've built trusted relationships with NFL coaches and front office decision-makers across the league, giving our players real access and honest advocacy. From first-round draft picks to undrafted free agents, we've represented athletes at every stage of their careers—and helped multiple players become among the highest paid at their positions. When you sign with XL Sports, you're choosing an established team that knows how to protect your interests, maximize your value, and guide you from recruiting through the NFL and beyond.

Marco Marciano | NIL Advisor | Marketing & Branding



Marco Marciano is a senior executive and trusted leader at **XL Sports**, bringing decades of experience in athlete representation, brand development, and strategic dealmaking across the NFL, collegiate athletics, and the evolving NIL landscape. Known for his relationship-driven approach, Marco has built a reputation for aligning athletes, teams, brands, and organizations in ways that create long-term value both on and off the field.

Throughout his career, Marco has successfully negotiated and managed high-profile deals for some of the most recognizable names in professional sports, including **Lance Briggs, Junior Seau, Tony Gonzalez, and Dennis Rodman**, among many others. His work spans player contracts, endorsement agreements, branding partnerships, and strategic advisory roles, earning the trust of NFL front offices, collegiate administrators, corporate partners, and athletes alike.

At XL Sports, Marco plays a key role in guiding NIL strategy for elite high school and college athletes while continuing to support professional players at the highest level. His expertise includes NIL deal structuring, brand alignment, philanthropic integration, and long-term career planning—ensuring every client is positioned for sustained success beyond the game.

Marco is also deeply committed to giving back through sport, helping integrate philanthropic initiatives and community impact into athlete branding strategies. His leadership reflects XL Sports’ core mission: to provide comprehensive, ethical, and forward-thinking representation in today’s rapidly changing sports business environment.



Dana Kaufman/ Partner

Dana Kaufman | Attorney | NIL Negotiator | Financial Planning

ACCOUNTING: University of Arizona Graduate School of Business, Tucson, Arizona

EDUCATION: Master of Accounting, 1983

Dana is the head of XL Sports NIL Negotiation and Financial Team his education and resume speaks for itself.

LEGAL: University of Miami School of Law, Coral Gables, Florida

EDUCATION Juris Doctor, 1986

HONORS AND ACTIVITIES:

Member, Entertainment and Sports Law Journal

PROFESSIONAL: Certified Public Accountant, Florida

LICENSES AND: Member, Florida Bar

MEMBERSHIPS : Member, American Bar Association and Dade County Bar Association

Member, American Institute of Certified Public Accountants

Member, Florida Institute of Certified Public Accountants

Certified Valuation Analyst

Certified Fraud Examiner



Dr Rios | XL Sports Senior advisor

Dr. Rafael Rios is a highly respected businessman and dedicated DC who has made a significant impact in the field of sports medicine. With a passion for both athletics and healthcare, he has carved out a unique career that bridges the gap between these two worlds. Dr. Rios's journey towards becoming a top rated Athletic Doctor began with his own athletic pursuits, as he was a competitive baseball and basketball athlete.

Dr. Rios's holistic approach to athlete care goes beyond injury treatment. He emphasizes the importance of proper nutrition, mental health, and overall well-being to optimize athletic performance. His comprehensive approach has earned the trust and respect of athletes from various disciplines.

As an Athlete Doctor, Dr. Rios's mission is to empower athletes to reach their full potential and overcome obstacles, ensuring they lead healthy and fulfilling lives both on and off the field. His unwavering dedication to the intersection of sports and medicine has made him a valuable asset to XL Sports and our players and a beacon of inspiration.

PRE DRAFT PREP

With over **20 years** in the business, **XL Sports** delivers elite **Training & Pre-Draft Preparation** built on trusted, personal relationships with **NFL front office executives and NFL scouts** across the league. Our deep understanding of the draft process allows us to place each athlete at the **pre-draft training facility that best fits their position, body type, and skill set**, ensuring they are fully prepared for the Combine, Pro Day, and team workouts. Combined with two decades of **expert marketing and personal branding**, XL Sports strategically elevates each player's visibility, narrative, and overall **draft stock**—positioning our athletes to enter the NFL prepared, confident, and maximized at the right time.



What they are saying about XL Sports Group:

Stephen Jones, Executive Vice President & CEO, **Dallas Cowboys**

*"Jordan Woy is one of the most experienced and respected agents in the business. He prepares his clients the right way, communicates clearly, and understands what teams are looking for at every stage of the process. Working with Jordan and **XL Sports Group** has always been professional, transparent, and centered on long-term success for the player."*

Champ Kelly, Assistant General Manager, **Miami Dolphins**

*"Marco Marciano is a true professional who understands both the business and the human side of the game. Working with Marco and the team at **XL Sports Group** has always been about transparency, preparation, and doing what's best for the player. He brings credibility, strong relationships, and a long-term mindset that NFL front offices respect."*

Taylor Redd, Assistant General Manager, **University of Oklahoma**

*"Working with **Marco Marciano** and **Dana Kaufman** at **XL Sports Group** was a professional and efficient process from start to finish. Their approach was transparent, collaborative, and always focused on what was best for **Danny Okoye** while aligning with the University of Oklahoma's NIL framework. They came prepared, communicated clearly, and helped get a deal done that made sense for everyone involved."*

XL SPORTS

G R O U P

Have questions or interested in representation? Connect with **XL Sports** to learn how our team can support your NIL or NFL career. Reach us directly at **marco@xlsportsnfl.com** or **214-642-9094**, and visit **xlsportsnfl.com** for more information. Follow **@xlsportsnfl** on Instagram and X **@xlsportsnfl** to stay up to date with the latest news, athlete signings, and opportunities.

XL SPORTS

G R O U P

NIL | NFL

"Game Ready"