



# Mini-Project #2

By: Anna Snead



# Conditions:

- Free meals up to \$20
- Extraordinary Potential
- Bonuses for volunteer work, direct promotion
- Contract will cover remainder of this academic year with potential for extensions
- Voidances

# Fair Market Price

- Navigate will combine market research and data from professional athletes' sponsorships with INFLCR's data on schools and athletes' connected social metrics to create a new proprietary formula to provide valuations for athletes
- will not only take into account factors such as the conference and revenue of the athlete's team on the field, but the athlete's individual social media activity, reach and impressions off the field.
- Having this information can help each athlete financially leverage their impressions is crucial for creating market value

# Exclusions

- Byron's is a great BBQ and breakfast location in Auburn
- We do not expect Brodarius Hamm to never eat at other bbq restaurants, as there are multiple in the Auburn area
- He must not endorse or promote other restaurants as he does with Byron's
- This mainly concerns social media posts and appearances
- He must not sign any contracts with other restaurants without formal approval from Byron's

# Goals

- From Brodarius Hamm's social media post Bryon's should expect and strive for more customers to come to Bryon's
- With signing Brodarius another one Bryon's goals is to make more money
- Involving social media a goal for Bryon's should be to keep up with their social media to stay engaged with their customers

## Getting to specifics:

- Social Media posts: ~1 per 3 months which includes a post of him eating at the restaurant
- Not to post about any other competitor of Byron's Smokehouse (mainly barbeque restaurants)
- At least one appearance at the restaurant where he will be signing autographs for fans
- Sign at least 2 footballs for Byron's to be able to give away in a contest to their customers
- Time frame: Under Alabama law, his contract will last as long as he is a student

# Liabilities if the deal is violated

- If the deal is broken with the player Bryon's has the right to not pay the player and even end the contract if wanted
- If Bryon's does not hold up their end of the deal a lawsuit can be involved



Go get your Bryon's today!!





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