✦ ATHLETES · CREATORS ✦

ATHLETE MEDIA KIT TEMPLATE

A fill-in, one-page media kit brands and local businesses can read in 30 seconds.

WHAT A GOOD MEDIA KIT INCLUDES

- [ ] Your name, sport, position, team or school, and hometown
- [ ] A clean headshot and one action photo (photos you own or have permission to use)
- [ ] A two- or three-sentence bio written for brands, not fans
- [ ] Your platforms with handles, followers and average views (dated)
- [ ] Engagement rate on your main platform (use the calculator on our Free Tools page)
- [ ] Who your audience is: age range, location and interests, from your app's insights
- [ ] The kinds of partnerships you offer (posts, appearances, camps, autographs, etc.)
- [ ] Past partners, only if real and you have permission to list them
- [ ] A professional contact email and, if you're a minor, a parent/guardian contact

Tip · Keep it to one page (two at most), export it as a PDF and update the numbers at least once a month. Always put the date next to your stats.

YOUR MEDIA KIT

Name

Sport · Position

Team / School

Hometown

Grad year (if student-athlete)

ABOUT ME (FOR BRANDS)

MY PLATFORMS

Platform	Handle	Followers	Avg. views (last 10 posts)	Engagement rate

MY AUDIENCE

Main age range

Top locations

Top interests

WAYS WE CAN WORK TOGETHER

Option	What's included	Starting rate

Contact email

Parent / guardian contact (if under 18)

Stats last updated on

General guidance only. Not legal, tax, financial or compliance advice. NIL, recruiting and eligibility rules vary by state, school, conference and association and change often, so always check the current rules that apply to you.