

SPONSORED

It's a big deal.

The Athlete Agency Platform

An NIL marketplace and management platform giving every athlete
100% agency over their name, image, and likeness.

White Paper · Version 1.0

Sponsored LLC · Eugene, Oregon

getsponsoredapp.com

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SECTION 01

Executive Summary

Sponsored is a live, fully operational platform that gives athletes a direct, dignified path to owning and monetizing their name, image, and likeness (NIL) — without agencies, gatekeepers, or the follower minimums that lock out all but the top few percent.

The modern NIL market has created enormous opportunity, but that opportunity has concentrated at the very top: a handful of revenue-sport stars capture the attention and the deals, while the vast majority of athletes — across divisions, sports, and levels — are left without the tools, the visibility, or the infrastructure to participate. Sponsored exists to serve exactly that underserved majority.

The platform combines three things into one product: a **two-sided marketplace** where athletes are discovered by brands and universities; a **hands-free management tool**, powered by an integrated AI agent named Bill, that handles scheduling, stats, roster management, and outreach through natural conversation; and a **forward-looking payments vision** built on the Solana blockchain, designed to make athlete payouts instant, low-cost, and fully athlete-controlled.

Alongside the platform, Sponsored has an independent community layer: **\$SPO**, a community token launched on pump.fun that carries the project's mission and energy into the on-chain world. As stated throughout this paper, \$SPO is a community token — not an investment, not equity, and not a claim on the company or its revenue.

The thesis in one line

Every athlete deserves 100% agency over their own name, image, and likeness — and the infrastructure to exercise it. Sponsored is building that infrastructure, starting with the athletes everyone else ignores.

SECTION 02

The Problem: NIL Is Broken for Almost Everyone

Name, image, and likeness rights transformed athletics — but the systems built around them serve the few, not the many.

Deals cluster at the top

A small number of high-profile athletes in revenue sports capture the overwhelming share of attention and sponsorship dollars. Meanwhile, thousands of marketable athletes — Division II and III competitors, non-revenue sports, junior college players, club athletes, and the long tail of committed competitors — go almost entirely unserved.

The tools serve big schools and big stars

The platforms and agencies that exist are built for large athletic departments and marquee names. They focus on compliance administration and high-value deal brokerage. For an individual athlete without an agent or a massive following, there is no accessible, self-serve path to being seen.

Managing an athletic brand is a full-time job

Beyond deals, athletes are expected to manage schedules, track and present their statistics, maintain a social presence, build a portfolio, and handle outreach — all manually, across a dozen disconnected tools. Most athletes simply don't have the time or the infrastructure.

Getting paid is slow and controlled by others

When athletes do earn, payments often move slowly, through intermediaries, with fees and delays the athlete does not control. The person who generated the value is the last to receive it and the least in control of it.

The gap

The infrastructure of NIL has a shape, and the shape is: opportunity reaches the athletes already near opportunity. Everyone else is left out. That gap — the underserved middle and the long tail — is exactly where Sponsored begins.

SECTION 03

The Vision: 100% Athlete Agency

Sponsored is built on a single conviction: every athlete deserves complete agency over their own name, image, and likeness — and the tools to exercise it with ease and accuracy.

Agency means ownership without a middleman taking a cut. It means an athlete controls how they are presented, who they connect with, and how they are compensated. It means the infrastructure works *for* the athlete, rather than positioning the athlete as a product to be managed by others.

This vision is deliberately inclusive. Sponsored is not built for the top 1% who already have representation and offers. It is built for the D2 runner, the JUCO guard, the club soccer player, the esports competitor, the high-school athlete beginning to build a portfolio — every athlete, at every level, in every sport.

What agency looks like in practice

- **Own your presence.** Build a professional profile — stats, story, media, and connected socials — that you control.
- **Own your connections.** Be discovered by brands and universities directly, and decide who you work with.
- **Own your value.** Any deal you make is yours to make and yours to keep — Sponsored is not a party to it and takes no commission.
- **Own your future.** As on-chain payments come online, athletes will hold and move their own earnings directly.

Bet on you

The platform is designed to help athletes believe in themselves — to recognize that their name, image, and words carry real value, and to build on that from day one. Sponsored serves the athletes who are ready to bet on themselves.

SECTION 04

The Platform: A Marketplace and a Management Tool

Sponsored is both a place to be discovered and a place to run the day-to-day work of being an athlete — unified in one product.

A two-sided marketplace

Athletes build rich profiles and become discoverable. Brands and universities search, filter, and connect directly with the athletes who fit their goals and their budgets. Because every athlete on the platform is there intentionally, the marketplace is curated by design — not a directory of dead or spam profiles, but a roster of motivated participants.

A management platform

Sponsored replaces the scattered stack of tools athletes and teams juggle today. In one place, users can:

- Build and maintain a professional portfolio and profile
- Manage schedules — practices, meets, games, and events
- Track and present statistics, records, and workouts
- For teams: manage full rosters, log player stats, and message the team
- Connect social media so schools and brands can view an athlete's full presence at a glance

Four participants, one ecosystem

Participant	What they do on Sponsored
Athletes & creators	Build a profile, get discovered, manage their brand, connect with opportunities.
Teams & clubs	Manage rosters, track player stats, communicate, and present programs.
Brands	Discover and connect with the exact athletes who fit their products.
Universities	Recruiting and discovery, with organized oversight of athletes and programs.

A showcase, not a broker

Sponsored is a discovery and showcase platform. Any NIL agreement that results from a connection is made directly between the athlete and the other party, off the platform. Sponsored does not broker, negotiate, or process deals, takes no commission, and is not a party to any agreement. Athletes are responsible for their own NIL compliance with their school, conference, and state rules.

SECTION 05

Bill: The AI Agent

Every Sponsored account includes Bill — an AI agent that handles the work of managing an athletic brand through natural conversation.

Bill is the through-line that makes Sponsored more than a directory. Rather than asking athletes and teams to learn new software, Sponsored lets them simply talk to Bill the way they'd talk to a coach, a manager, or a teammate. Bill turns plain language into real actions on the account.

Bill for athletes

Athletes can build and update their profile, log personal records and workouts, manage their schedule, and even have Bill draft outreach to a brand — all by asking. The busywork of self-management becomes a short conversation.

Bill for teams

Coaches and programs can run an entire roster by voice: adding players, logging stats, and messaging the team, all through simple spoken instructions. What once required spreadsheets and group texts becomes hands-free.

Bill for brands and universities

Brands can describe what they're looking for and have Bill surface the athletes who fit, then help manage outreach. Universities gain an organized, assisted way to oversee rosters and athlete activity.

Why it matters

Bill lowers the barrier to entry to nearly zero. An athlete who would never build a portfolio in a traditional tool will build one in conversation. That accessibility is central to Sponsored's mission of serving every athlete, not just the well-resourced few.

SECTION 06

Business Model

Sponsored earns recurring annual subscription revenue from every participant in the ecosystem — a clean, high-margin software model.

Account type	Price	Role
Athletes & creators	\$99.99 / year	The core of the platform
Teams & clubs	\$189 / year	Roster management & discovery
Brands	\$100 / year	Access to a curated athlete roster
Universities	\$500 / year	Recruiting & oversight

Pricing as a quality filter

A modest paid barrier to entry is deliberate. It signals seriousness on every side: athletes who join are motivated, and brands and universities who subscribe are genuine partners, not casual browsers. This keeps the marketplace high-signal and worth every participant's time. New athletes and teams begin with a **14-day free trial**, lowering the barrier to first experience while preserving the quality filter.

Software economics

Sponsored carries no inventory and is not a party to any deal on its balance sheet. Its primary variable costs — cloud hosting and AI usage — scale efficiently with revenue. The result is an attractive, high-margin model with multiple recurring revenue streams as the platform grows.

Honest status

Sponsored is early. The product is built and live, with founding athletes onboarding now, but the platform is pre-revenue at scale. The hardest and most expensive work — building a working product — is already done. What remains is growth: bringing athletes onto the platform.

SECTION 07

The Community Layer: \$SPO on pump.fun

\$SPO is a community token that carries the Sponsored mission into the on-chain world — a rallying point for supporters, not an investment vehicle.

Read this first

\$SPO is a **community token**. It is not an investment, not equity, not a security, and not a claim on Sponsored LLC, its platform, or its revenue. It carries no expectation of profit. Participation in any token or crypto asset carries substantial risk, including total loss. Nothing in this section is financial advice or a solicitation to buy.

Why pump.fun

pump.fun is, underneath its reputation, a permissionless token-issuance and trading system on Solana with a specific and verifiable set of properties: it is open to everyone with no approval process, borderless, always open, instantly settled, with a fixed and sealed supply and fully public, auditable transactions. For a solo founder with no institutional relationships, it offered the same terms as everyone else, with no gatekeeper's permission required.

The community that has gathered around \$SPO has brought real energy and attention to the project. The token is, first and foremost, a way to honor and grow that community — a shared symbol of belief in the mission of athlete agency.

Transparency and community commitment

The founder participates in the \$SPO community openly, under a real name, with the real business behind it disclosed. Community actions such as token burns are conducted transparently and are verifiable on-chain. Any such activity is undertaken as a community gesture — it is descriptive of what the founder is doing, not a promise of returns, and it should never be interpreted as an inducement to buy or hold the token for profit.

Contract

\$SPO — Solana · 2TzuVRtMwZmSYsPCkw8nvhQnkCdDPNeGZQCoj5Evump

SECTION 08

The Technology Roadmap: Solana Integration

Sponsored's long-term technology vision is to bring athlete payments and rewards on-chain — fast, low-cost, and fully athlete-controlled. This is a forward-looking roadmap, not a live feature today.

Development status

The Solana payment and rewards integration described below is **in development**. It is not live today. Roadmap items describe planned functionality that may change and are not guarantees.

Phase 1 — Community Token (live now)

The \$SPO community token exists on pump.fun as the first on-chain expression of the Sponsored community, as described in Section 07.

Phase 2 — Solana Payments & Rewards (in development)

Sponsored plans to integrate Solana as an in-house payment and reward rail. Solana's speed and near-zero fees make it well suited to paying athletes and distributing referral rewards. The design goals are simple: more of every dollar reaches the athlete, payouts settle in seconds rather than days, and athletes hold and control their own earnings directly.

Phase 3 — The Sponsored Blockchain (long-term vision)

The long-term vision is a purpose-built foundation for athlete payments, rewards, verifiable profiles, and a community economy — owned by the athletes and supporters who build it.

Phase	Status	Focus
1 — Community Token	Live	On-chain community around the mission
2 — Solana Payments	In development	Instant, low-fee, athlete-controlled payouts
3 — Sponsored Chain	Long-term vision	Dedicated infrastructure for athlete value

SECTION 09

Why Now

The market is large and growing, the incumbents are looking the other way, and the infrastructure to serve everyone else is finally within reach.

The market is expanding fast

NIL has grown rapidly since 2021 and continues to accelerate across college, high school, and amateur sports — a large and widening population of athletes with marketable audiences and no practical way to connect with brands.

The incumbents are chasing the top

Capital has flooded the operational layer of NIL, but it is aimed at Division I and the biggest schools. The underserved middle — D2/D3, non-revenue sports, junior college, club, and the long tail — remains wide open. That is Sponsored's beachhead.

The tools finally exist

AI agents like Bill make it possible to give every athlete a personal manager at near-zero marginal cost. On-chain rails make it possible to move value instantly and fairly. The infrastructure to serve the many, not just the few, is finally buildable — and Sponsored is building it.

The founder's read

Better rails exist than what is currently running on them. Sponsored is choosing to be early to good infrastructure — a live product, a capital-efficient approach, and a wide-open lane that the incumbents have decided isn't worth their time.

SECTION 10

The Team & The Ask

Sponsored was conceived, built, and launched by a single founder — and it is a working product today, not a concept seeking capital to be built.

Avery Willis, founder of Sponsored LLC (Eugene, Oregon), independently built the platform — the marketplace, the Bill AI layer, payments, and authentication — from the ground up. The company is bootstrapped, with the founder owning it outright and no outside investors to date. This is a capital-efficient operation where every dollar of future investment buys pure acceleration rather than catch-up.

What comes next

- Grow the athlete base, starting with the underserved middle and a local beachhead
- Convert founding athletes and referrals into compounding, organic growth
- Advance the Solana payments integration from roadmap to reality
- Build out the team to support scale

Get involved

Whether you are an athlete ready to bet on yourself, a brand or university looking to connect with real talent, or a partner who believes in athlete agency — Sponsored is live and open at **getsponsoredapp.com**.

Legal Disclaimer

This white paper is provided for informational purposes only and reflects the current plans and vision of Sponsored LLC as of its publication date. It does not constitute financial, investment, legal, tax, or any other form of professional advice, and it should not be relied upon as such.

Nothing in this document is an offer to sell, or a solicitation of an offer to buy, any security, token, or other asset.

The \$SPO token described herein is a community token. It confers no ownership interest, equity, share, or membership in Sponsored LLC; no claim on the company's assets, revenue, or profits; and no rights of any kind against the company. It carries no expectation of profit and is not marketed or intended as an investment.

Cryptocurrency and digital tokens are highly speculative and volatile, and their value can decline to zero. Any participation in tokens, crypto assets, or the platforms described here carries substantial risk, including the total loss of funds. You should never commit more than you can afford to lose, and you should conduct your own research and consult qualified professionals before making any decision.

Forward-looking statements — including the Solana payments integration and any future roadmap items — describe plans and intentions that are subject to change and are not guarantees of future functionality, performance, or outcomes. Product features may change or may not be delivered.

Sponsored is a discovery and showcase platform. It does not broker, negotiate, or process NIL deals, takes no commission, and is not a party to any agreement between athletes and other parties. Athletes are solely responsible for ensuring their NIL activity complies with the rules of their school, conference, and applicable state law.