

VARSIITY
Fund

EST 2025





EMPOWERING HIGH SCHOOL ATHLETES, FANS, AND COMMUNITIES

Varsity Fund is the PLATFORM/MOVEMENT that empowers the next generation of student athletes to rise above the competition, with the support of passionate fans and a commitment to charitable impact.





Varsity Fund is the **PLATFORM/MOVEMENT** that empowers the next generation of student athletes to take control of their future. Through Varsity Fund, athletes rise above the competition—not just through their performance, but by building a personal brand that lasts a lifetime. Fans play a crucial role, directly influencing the athlete’s journey by contributing their support, making them an integral part of the success story.

Varsity Fund doesn’t stop there— a percentage of every athlete’s earnings goes to a charity of their choice, allowing them to make an impact from day one. Together, athletes, fans, and charitable causes unite to create a ripple effect that lifts everyone, building a legacy of success, support, and positive change.





THE PROBLEM

The Current NIL Model
Leaves Gaps



VARSITY FUND

RESTRICTED ACCESS TO NIL OPPORTUNITIES

While major athletes have access to lucrative endorsement deals, most student athletes are left without the means to fully capitalize on their NIL potential.

DISCONNECTED FANBASE

Fans and alumni want to be more involved in supporting their favorite athletes, but current systems only allow for large-scale donations or booster involvement.

LACK OF EARLY BRAND BUILDING FOR ATHLETES

Athletes often wait until they are established in college sports to build their personal brand, missing critical early engagement with fans.



THE SOLUTION

**A Direct Connection
Between Student Athletes
and Fans**



VARSITY FUND

EMPOWERING CONTRIBUTIONS

Fans can now directly contribute to an athlete's future with micro-donations, creating a more inclusive way to build NIL earnings.

EXCLUSIVE ENGAGEMENT OPPORTUNITIES

Athletes get the chance to engage with fans on a personal level, starting even before their college career officially begins.

SAFE AND TRANSPARENT TRANSACTIONS

Money is held in escrow, ensuring fairness for both the athlete and the donors, while making the process clear and transparent.

PHILANTHROPIC IMPACT

Not only does this platform help athletes succeed, but it also contributes to causes athletes are passionate about, with a percentage of all donations going to charity.

KEY FEATURES

What Makes Our Platform Unique



FOR THE FANS

Micro-donations provide an accessible and meaningful way for everyday fans to be a part of an athlete's journey. No need for huge booster contributions, just small amounts that can collectively make a big difference.



FOR THE ATHLETES

This platform offers the power to build your financial future and personal brand even before your collegiate journey begins. It's about creating your story early.



PHILANTHROPIC ELEMENT

Athletes can giveback to the community immediately through charitable donations tied to their final decision, making this more than just about money—it's about impact.



ESCROW & SECURITY

The use of escrow accounts ensures that funds are secure and returned if the athlete chooses a different school, fostering trust between all parties involved.



THE FAN & ALUMNI EXPERIENCE

Fans Play a Direct Role in Shaping College Sports

EMPOWERMENT FOR ALL FANS

Even those who can't afford large donations can feel like they are part of the recruitment process. \$5, \$10, or \$20 can still influence where top athletes go.

REAL CONNECTION TO ATHLETES

Fans no longer feel like passive observers but instead play an active role in the athlete's journey to their university.

REFUNDABLE CONTRIBUTIONS

There's no risk for fans—if the athlete doesn't choose their school, the majority of their donation is returned (minus a small transaction fee), ensuring fairness and accountability.





THE STUDENT ATHLETE EXPERIENCE

Build Your Brand Before You Hit the Field/Court

EARLY BRAND ENGAGEMENT

Athletes can begin connecting with their fan base long before they hit the field, giving them a head start in building their personal brand.

FINANCIAL SECURITY

Rather than waiting for traditional NIL deals that may or may not come, athletes can start earning money from day one through this innovative platform.

GIVING BACK

By donating a percentage of their raised funds to a charity, athletes start their college careers with a strong philanthropic legacy, setting them apart from their peers.





WHY NOW?

Timing is Everything

EXPLOSIVE NIL GROWTH

NIL is a fast-evolving space, with athletes and universities looking for new ways to engage with fans and capitalize on these opportunities.

UNPRECEDENTED FAN INVOLVEMENT

College sports have never been more popular, and fans are eager for new ways to contribute to the success of their favorite teams and athletes.

CHANGING ATHLETE EXPECTATIONS

Athletes are increasingly looking for ways to take control of their financial future and build their brand independently. This platform taps into that desire.





ADVISORS & TESTIMONIALS



MARVIN LEWIS
Former NFL Head Coach,
Cincinnati Bengals



NORM CHOW
Former College HC, Former NFL
OC, Developer of Heisman
Trophy Winning QB's



LORENZO NEAL
Former NFL 7 time All Pro Fullback
14 year career



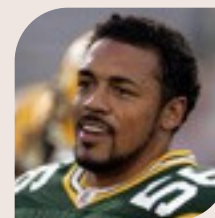
Chuck Price has a passion for the game and a vast scope of knowledge around the game that comes from being the son of a coach. As a former Agent and Coach, he is definitely an advocate of the “student-athlete.”

JON GRUDEN
Former Super Bowl Winning Coach



Chuck has been a fixture in the football community at all levels for a long time. He has developed many great relationships and his commitment level runs extremely deep. He has always shown and made sure that the “kids come first.”

MATT LOGAN
Winningest HS Coach in Inland Empire History
(CA) - Corona Centennial HS with 299 wins



Whenever somebody mentions anything High School Football, I always think of Chuck first. Although he was my Player Agent for 8 years, I have been relying on him more and more now that I am a high school football coach. He is a great mentor and an icon in HS Football.

NICK BARNETT
Current HS Head Coach Former
All Pro NFL Linebacker

