



Legends Impact Group x Luxury Experience

Luxury Experiences to Build Relationships & Brand Awareness

Executive Summary

We believe luxury is built on meaningful relationships. Legends Impact Group creates premium experiences featuring championship athletes that deepen client relationships, elevate brand awareness, and generate memorable moments that extend far beyond a traditional event.

What We Know

- Relationships matter more than transactions.
- Budget-conscious activations are important.
- Brand awareness and organic social engagement are key objectives.
- Long-term partnerships are preferred over one-time events.

Our Understanding of the Opportunity

At Legends Impact Group, we believe athlete appearances are just the beginning. Our goal is to create legendary experiences that strengthen relationships, enhance brand visibility, engage communities, and deliver meaningful value for organizations, sponsors, and guests alike.

Experience Concept 1 – Legends Stop By

Investment: Starting at \$5,000–\$7,500

- One former championship athlete
- 60–90 minute appearance
- Meet & Greet
- Professional photos
- Social media collaboration
- Perfect for product launches and weekend traffic.

Experience Concept 2 – Champions & Champagne

Investment: \$10,000–\$15,000

- Champagne reception
- Product discovery
- Fireside conversation with a championship athlete
- VIP shopping experience

- Professional photography
- Ideal for top clients, influencers and retail partners.

Experience Concept 3 – Private VIP Evening

Investment: \$15,000–\$25,000

- Exclusive after-hours event
- Two championship athletes
- Champagne & hors d'oeuvres
- Luxury product masterclass
- Professional photography & videography
- Personal shopping appointments
- VIP gifting

Experience Concept 4 – Couples Night: His & Hers

Investment: \$15,000–\$25,000

- Champagne reception
- His & Hers product consultations
- Athlete appearance
- Couples photography
- Private shopping
- Curated gift boxes

Pilot Program Recommendation

Launch one signature experience at your space

Recommended pilot:

- Champions & Champagne

or

- Legends Stop By

Objectives:

- Increase brand awareness
- Drive qualified traffic
- Generate premium social content
- Strengthen VIP relationships
- Measure guest engagement

Charity Partnerships

Potential opportunities include:

- Athlete appearances at fundraising galas
- VIP donor receptions
- Silent auction experiences
- Community outreach activations

- Partnership with nonprofit organizations

Why Legends Impact Group

- Athlete Procurement
- Talent Negotiation
- Experience Design
- Event Strategy
- Hospitality Planning
- VIP Guest Management
- Media Coordination
- Photography & Content Creation
- Production Management
- End-to-End Project Management

Sample Investment Framework

Legends Stop By: Starting at \$5K

Champions & Champagne: \$10K–\$15K

Private VIP Evening: \$15K–\$25K

Couples Night: \$15K–\$25K

Custom Experiences: Customized

Final investment is tailored based on athlete selection, guest count, hospitality, production requirements, and event objectives.

Next Steps

We welcome the opportunity to collaborate on a pilot experience and build a long-term experiential partnership that strengthens relationships, increases brand awareness, and creates unforgettable luxury experiences.



— CREATING LEGENDARY EXPERIENCES —

LEGENDARY EXPERIENCES. LASTING IMPACT.

Legends Impact Group connects athletes, legends, brands, and organizations to create meaningful experiences that inspire communities and strengthen relationships.

OUR SERVICES



LEGEND APPEARANCES

Book athletes and legends for corporate events, private functions, and special appearances.



SPEAKING ENGAGEMENTS

Inspiring keynote speakers sharing stories of leadership, teamwork, and perseverance.



BRAND PARTNERSHIPS

Connect brands with athletes and legends for campaigns, endorsements, and brand ambassadorships.



EXPERIENTIAL EVENTS

Create unforgettable fan experiences, VIP events, and community programs.



COMMUNITY IMPACT PROGRAMS

Develop initiatives that empower youth, support nonprofits, and strengthen communities.

OUR IMPACT



20+ YEARS
of trusted relationships with athletes, legends, and organizations.



100+ EVENTS
delivered for corporate, nonprofit, and community partners.



MEANINGFUL RESULTS
creating connections, building brands, and driving impact.

FEATURED LEGENDS



BYRON SCOTT

Keynote Speaker
Corporate Appearances
Leadership



ROBERT HORRY

Corporate Events
Meet & Greets
Champion Leadership



MICHAEL COOPER

Leadership Speaker
Youth Programs
Corporate Events



JAMES WORTHY

Keynote Speaker
Brand Partnerships
VIP Experiences



DANNY GREEN

Media Personality
Brand Partnerships
Corporate Events



LET'S CREATE SOMETHING LEGENDARY TOGETHER.

Partner with Legends Impact Group and make a lasting impact in your community.

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