

Shakas Up Sports HAS ARRIVED

Shakas Up Sports Launches Innovative NIL Collective to Empower TAMUCC Student-Athletes and Enhance Fan Experiences!

CORPUS CHRISTI, TEXAS, UNITED STATES, March 29, 2023

/EINPresswire.com/ -- Shakas Up Sports proudly announces the launch of its groundbreaking Name, Image, and Likeness (NIL) collective, designed to empower student-athletes at Texas A&M University-Corpus Christi (TAMUCC) and provide fans with unique, unforgettable experiences. Focused on athletes' personal and professional development, Shakas Up Sports seeks to elevate TAMUCC athletics and create a lasting legacy for the Islander community.

The Shakas Up Sports collective offers a comprehensive approach to brand development and representation for student-athletes, ensuring they maximize their potential in today's competitive landscape. By partnering with industry professionals and former Islander alums, Shakas Up Sports develops tailored strategies for each athlete, focusing on personal branding, skill enhancement, financial literacy, and long-term career planning.

Shakas Up Sports presents exclusive opportunities for devoted fans to engage with their favorite athletes and teams. Through various events, merchandise, and interactive experiences, the collective aims to bring fans closer to the action and strengthen the bond between the Islander





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FOR IMMEDIATE RELEASE
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"We believe that the success of our student-athletes extends beyond the field or court, and Shakas Up Sports is committed to providing them with the tools and support they need to excel," said Ed Cantu, Co-Founder of Shakas Up Sports. "By uniting fans and athletes, we're building a community that celebrates the extraordinary talents of TAMUCC student-athletes and forges a stronger Islander legacy."

As the world of NIL continues to evolve, Shakas Up Sports remains at the forefront, adapting strategies to ensure optimal outcomes for its student-athletes and unparalleled experiences for fans.

To learn more about Shakas Up Sports and stay informed about the latest news, events, and developments in Islander athletics, please visit www.shakasupsports.com.

About Shakas Up Sports: Shakas Up Sports is a pioneering NIL collective dedicated to empowering student-athletes at Texas A&M University-Corpus Christi (TAMUCC) and providing fans with unique, unforgettable experiences. With a focus on personal and professional growth for athletes, Shakas Up Sports strives to elevate TAMUCC athletics and create a lasting legacy for the Islander community.



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"We are very pleased with the development of the Shakas Up Sports fund. It is incredibly heartening to know that we have such devoted Islander fans, alums, and supporters who have come together to directly support our student-athletes in this way." said Adrian Rodriguez, Texas A&M-Corpus Christi Athletic Director.

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