

THE CONQUEST COLLECTIVE AND ATHLETE ADVANTAGE LAUNCH PLAYER-CENTRIC NIL COLLECTIVE

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EINPresswire.com/ -- USC Alum Manuel "Mer" Hernandez III and [NIL](#) marketing and collective management company Athlete Advantage announce the launch of The Conquest Collective LLC, a name, image and likeness collective that supports student-athletes at the University of Southern California.

Hernandez, an MBA alumnus of the university's Marshall School of Business and prominent financial advisor to multiple NFL players, is a lifelong supporter of USC athletics. He arrived on

the NIL collective landscape with a

strong desire to create a comprehensive and sustainable NIL

environment for all student-athletes at his alma mater. This led to enlisting the assistance of Los

Angeles area businessman Jeff McKay, son of USC football great J.K. McKay, and grandson of legendary USC football coach John McKay. They collaborated on developing a service-oriented collective that not only focuses on NIL dollars but also provides high-quality mentorship opportunities and financial literacy training, as well as educational programs and platforms, for all current Trojan student-athletes for both men's and women's sports.

These services will be administered with the help of a star-studded roster of former-Trojan athletes from every sector of the business world. Manuel Hernandez describes the mission of The Conquest Collective as an outgrowth of his powerful passion for USC athletics and the journey



of its athletes. "My relationship with the rich history and tradition of USC made me want to create something more than the average NIL collective, something befitting of a University with the historical legacy of USC. What better way to do that than to tap into that very legacy and create something that connects every Trojan student-athlete past, present, and future? That is what we have done with the Conquest Collective."- Manuel Hernandez III

The collective is overseen by a Board of Directors and Athlete Advisors. The four founding board members are Manuel "Mer" Hernandez III, Jeff McKay, Frank Martin and Ryan Miller. The collective has attracted a long list of well-known former-Trojan athletes to be Athlete Ambassadors, including, current NFL players Adoree Jackson, Austin Jackson, Antwaun Woods, Kevon Seymour, Leonard William, Marqise Lee, Rahseem Green, and Uchenna Nwosu, and current Chargers coach Will Harris. Former USC player and coach Luis Nevarez Jr. will also serve as an Athlete Ambassador.

Keeping with its mantra of "For the players, by the players," other former Trojan players will be contributing their expertise through partnerships with their current endeavors. Hayes Pullard will

be providing market support via his company Enclave and Key, and Lendale White will be hosting a Podcast for the collective. Randall Telfer Digital Marketing Director for Warner Records will lead the digital and social media strategy, and Martin French will assist the team with pursuing opportunities within the entertainment industry. The Collective will partner with Hall of GOATS as its gaming partner, which is co-founded by Greig Carlson, and Heisman winning quarterbacks Matt Leinart and Caleb Williams. George Farmer Jr and Marcus Martin will serve as Player Managers, and 3x USC alumnus Frank Martin II will oversee all operations and provide business opportunities and education to the athletes while helping corporate clients

to maximize the partnerships value.

The first NIL opportunity put forth for all USC athletes from The Conquest Collective will be a \$4.5 million content deal with video enablement platform Curastory as a part of their \$36 million

deal with the Pac12 and Tempus Ex. Curastory is a video enablement tool for creators allowing them to edit, monetize, distribute, and track their videos across social media. For monetization, they are the first programmatic media buying solution of influencer content for advertisers.

Former NFL agent and current NIL strategist Chuck Price will provide unique opportunities for the athletes and fans with exclusive memorabilia.

"We are so thrilled to be partnering with The Conquest Collective on our historic video content deal with the Pac12," says Curastory Founder and CEO Tiffany Kelly. "For the first time in history, game highlights are available to be edited on our platform into student athletes'

TikToks

and social media channels, and we can't wait to see what creations USC student athletes come up

with.”

Trojan fans can get involved with supporting USC student-athletes by joining the Conquest Collective through the monthly subscription program. Membership in The Conquest Collective includes access to exclusive benefits, including member events, meet and greets and official merchandise. Brands looking to partner with student-athletes or donors who wish to make larger

one-time donations or multi-year gifts should reach out to the Conquest Collective directly. The Collective has secured multiple high-figure pre-launch financial commitments from individual donors and organizations. “The Trojan family is a true powerhouse, and in today's environment, having a top NIL program is vital. Our Collective offers fans, donors and brands the opportunity to engage with the student-athletes in new ways, whether they want to contribute \$20 or \$2,000,000.”- Jeff Mckay

Athlete Advantage, an industry-leading NIL marketing company, will provide overall management, operational support, and compliance oversight for the collective. The Lexington, KY based agency holds relationships with many of the top athletes in college sports and also manages collectives at the University of Kentucky and DePaul University. “If you look beyond the brand deal, NIL is providing us with the rare opportunity to educate and advocate for studentathletes in a way that wasn’t possible before. Our mission has always been to surround student-athletes with layers of protection, education, and service. That approach is what we are bringing to the Trojan family.” -Ryan Miller CEO of Athlete Advantage.

The Conquest Collective LLC has no affiliation with USC and is a separate entity. However, as a tenant of its current mission of service and protection for student-athletes, it will maintain compliance with all NCAA, State of California, and the University of Southern California laws, regulations, policies, and guidelines regarding “the procurement and execution of NIL partnerships, while enhancing the overall NIL experience for all participants.

The Collective would like to encourage all USC supporters to learn more about the Collective and join today.

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