

THE PNP AGENCY OVERVIEW

The PNP Agency (PNP) specializes in sports and entertainment public relations and management. PNP provides services for artists, celebrities and athletes. PNP has eighteen years in effectively communicating its client's messages to target audiences. PNP has built a successful consulting practice and gain knowledge by culling from diverse experiences in the corporate, sports and entertainment industries. The firm emphasizes solid, proactive and passionate public relations and management efforts. PNP prides its position on committing to clients early in their careers and then helping them advance to tremendous heights. PNP is adept at handling a myriad of services for public figures including:

- **Public Relations**

Publicity and exposure through, press releases, pitched stories, radio interviews, news media editorials, magazine editorials, commercial & television opportunities special events and engagements. Provide marketing strategy for the client's image to reach broader fan base.

- **Media Training**

Facilitate workshops on image control, delivering key messages and working with the media.

- **Public Appearances**

Prospect opportunities for speaking engagements and celebrity publicity opportunities. Negotiate contracts, administers public speaking appearance and logistics.

- **Personal & Business Administration**

Personal administration, athlete development, travel and hospitality, security, personal assisting, travel accommodations and relocation assistance. On / Offsite 24 hour resource, referrals and recommendations for clients and their needs.

- **Management**

Secure relationships between corporations, non profits sectors and the general public. Matching clients with entrepreneurial opportunities that match their personalities cause or interests.

ABOUT PARISNICOLE PAYTON

Parisnicole Payton is a graduate of Strayer University with a Master of Business Administration Degree (MBA) in Marketing and Bachelor of Business Administration Degree (BBA) in Management. Also, a graduate of Community College of Philadelphia with an Associate in Arts (AA) majored in Business. She has attained several Certificates of Completion in the areas of Music and Artist Relations from Philadelphia Dell East Music Business Institute and Athlete Management from Sports Management Worldwide. In addition, she has completed numerous internship programs in the related fields of radio and television broadcasting. Parisnicole continues to expand her career by attending and participating as a volunteer administrator for the NFL Super Bowl Host Committee and many other sports and music conferences, events and organizations. Her dynamic leadership, time management, stellar customer service and networking skills enables her to give referrals, resources and recommendations of the *Who, What, When, Where and Why* in the field of sports and entertainment. Parisnicole utilizes sound business acumen, unsurpassed industry knowledge, street-smarts, and direct personal contacts in maintaining her reputation as a top-tier sports & entertainment publicist.

The PNP Agency: Accomplishments

Athlete Administration

Sports Administration, Sports Public Relations, Administer & Secure Athlete Appearances, Endorsement Opportunities, Community Outreach Participation, Media Assistance & Player Development

Byron Parker – Philadelphia Eagles Safety

- ✓ The 3rd Annual Raheem Brock (Colts) Celebrity Weekend: Support Brock's Kids Foundation

Eugene Bright – Philadelphia Eagles Linebacker

- ✓ The 3rd Annual Raheem Brock (Colts) Celebrity Weekend: Support Brock's Kids Foundation

Mike “Scooter” McGruder – Former Professional Football Player

- ✓ Administered event appearances during Super Bowl XLIV – Miami, Florida
- ✓ First Hampton International Realty Lawrence Citarelli III Corporation
Jenny McCarthy and Jim Carrey's Autism Organization - Generation Rescue
Pros with a Purpose: Celebrity Golf Fundraisers Event: www.generationrescue.org

Phillipi Sparks – Former Professional Football Player

- ✓ First Hampton International Realty Lawrence Citarelli III Corporation
Jenny McCarthy and Jim Carrey's Autism Organization - Generation Rescue
Pros with a Purpose: Celebrity Golf Fundraisers Event: www.generationrescue.org

Mike Moriarty – Former Professional Baseball Player

- ✓ Green Tree School Non-Profit Organization for Autism Event: www.golf4autism.com

Terry Phelan – Former Professional Soccer Player

- ✓ Green Tree School Non-Profit Organization for Autism Event: www.golf4autism.com

Todd Hoffard – Former Professional Soccer Player

- ✓ Green Tree School Non-Profit Organization for Autism Event: www.golf4autism.com

Charleston Hughes – Philadelphia Eagles Linebacker

- ✓ The 3rd Annual Raheem Brock (Colts) Celebrity Weekend: Support Brock's Kids Foundation
- ✓ Green Tree School Non-Profit Organization for Autism Event: www.golf4autism.com

Santana Moss, Washington Redskins Celebrity Birthday Weekend

April Jones Red Carpet Show

- ✓ Administered Players' Interviews

Amon Gordon – Philadelphia Eagles Defensive Tackle

- ✓ Green Tree School Non-Profit Organization for Autism Event: www.golf4autism.com
- ✓ National Association of Black Journalist Fundraiser Event: “On the Move Campaign”
- ✓ Public Appearance at the Black Public Relations Society at Temple University

Sean Jones – Philadelphia Eagles Safety

- ✓ National Association of Black Journalist Fundraiser Event: “On the Move Campaign”

Vonta Leach – Houston Texans Full Back

- ✓ Pitched & secured magazine publication 2 page editorial spread
 - Its In the Spotlight Magazine – <http://magcloud.com/browse/Issue/29468> / Published November 2009
- ✓ Administered The Vonta Leach Foundation Celebrity Weekend – Lumberton/Rowland, NC
- ✓ Pitched & secured web-base magazine editorial spread
 - Suavv Magazine – Philadelphia, www.sauvvmagazine.com / Published October 2009
 - Game Sports Magazine –NYC, www.gamesportsmag.com / Published July 2009
 - Blitz Magazine – Philadelphia, www.blitzmagonline.com / Published July 2009
- ✓ Negotiated & secured a 3 minute commercial spot with Houston Texas Real Estate Resort Company, Bella Luca Development, L.P.
- ✓ Administered Hotel & Event Accommodations for Super Bowl XLIII – Tampa, Florida

Correll Buckhalter – Former Philadelphia Eagles Running Back

- ✓ Administered Relocation Assistance: Denver Colorado
- ✓ Secured Athlete Appearance for Super Bowl XLIII Gospel Celebration – Tampa, Florida
- ✓ Secured a special appearance requested by Vice President of Lockheed Martin Private Party to attend a special birthday party for Vice President’s daughter. Correll presented Vice President’s daughter with a key to a custom made BMW luxury car
- ✓ Secured Athlete Appearance for Super Bowl XLII Gospel Celebration - Phoenix, Arizona

Shawn Andrews – Philadelphia Eagles Right Guard

- ✓ Provided Media Assistance for Sunday Night “Football Frenzy” with Gary Pappa, Channel 6
- ✓ Administered Personal Travel Accommodations

Stacy Andrews – Former Cincinnati Bengals Defensive Tackle

- ✓ Pitched & secured a magazine editorial one page spread about NFL player’s life to New York magazine Game Sports
- ✓ Secured Special Guest Radio Interview on New Jersey Radio WOND1400am
- ✓ Administered Personal Travel Accommodations

Paul Spicer – Former Jacksonville Jaguars Defensive End

- ✓ Black Tie Quarterback Dinner: Player filled in at last minute request as Guest of Honor speaker for gala
- ✓ Secured a special appearance & autograph signing at “grand opening” of a New Jacksonville Real Estate Condo Development
- ✓ Negotiated & Secured (2) Spot Radio Guest Appearance during the 2007 NFL Season

Samuel McNabb - President of National Football Players Father’s Association

- ✓ Pitched & secured article “*Fatherhood in the NFL*” with Samuel McNabb and Paul Spicer to local Philadelphia publication. Resulted in successful placement of article in BSI International Publication in it’s and subsequent roundtable discussion “About Fathers around the World Forum.” The article received international recognition. (April 2005)

James “Ed Lover” Roberts - New York Radio One Personality

- ✓ Administered Business Travel Accommodations for NBA All Star Weekend

Corporate / Non-Profit Organizations

The PNP Agency Sponsored

Allied Athlete Group Power Luncheon @ Super Bowl XLIV – Miami, Florida

- ✓ Provided Public Relations Administration

The PNP Agency & Partners Giving Back to the Community

The PNP Agency had the pleasure in taking part and learning of several that affected children. One cause in particular; children with autism. The PNP Agency closed out its 2009 blessed year by giving back to the community. The PNP Agency had partnered with several corporate companies to share the joy of giving back by providing donations to children in need. The PNP Agency will continue to help communities in vital research, education, community services and advocacy programs through its connections in the sports & entertainment industry.

- **\$1,000 Community Donation & Participation (1)**
 - Mass Mutual Financial Group
 - ✓ The American Academy of Child and Adolescent Psychiatry
- **\$5,000 Community Donation & Participation (2)**
 - TD Bank
 - Bank of America
 - ✓ Philadelphia Children's Hospital
- **\$2,000 Community Donation & Participation (3)**
 - Modell's Sporting Goods Store
 - Toys "R" Us
 - ✓ New York City Boys Club
 - ✓ New York Save the Children Organization

3rd Annual Raheem Brock – Indianapolis Colts Defensive Tackle Celebrity Weekend Support & Raise Money for Brock's Kids Foundation, www.raheembrock.com

Secured & Administered Athlete Appearances & Participation for event

- ✓ Byron Parker, Philadelphia Eagles Safety
- ✓ Charleston Hughes, Philadelphia Eagles Linebacker
- ✓ Eugene Bright, Philadelphia Eagles Tightend

First Hampton International Realty Lawrence Citarelli III Corporation

Jenny McCarthy and Jim Carrey's Autism Organization - Generation Rescue

Pros with a Purpose: Celebrity Golf Fundraisers Event: www.generationrescue.org

Secured & Administered Athlete Appearance & Participation for organization's fundraiser event

- ✓ Mike "Scooter" McGruder, Former Professional Football Player
- ✓ Phillippi Sparks, Former Professional Football Player

Green Tree School Non-Profit Organization

Golf 4 Autism Fundraiser & Awareness Event, www.golf4autism.com

Secured Athlete Appearance & Participation for organization's fundraiser even:

- ✓ Amon Gordon, Philadelphia Eagles Defensive Tackle
- ✓ Todd Hoffard, Former Professional Soccer Player
- ✓ Terry Phelan, Former Professional Soccer Player
- ✓ Mike Moriarty, Former Professional Baseball Player
- ✓ Secured donated items from Jenny McCarthy & Jim Carrey's Autism Organization – Generation Rescue

Morgan Stanley

Secured NFL Auction Items for company's fundraiser event: Children with Disabilities

- ✓ Houston Texans Players: Vonta Leach, Steve Slaton, Andre Johnson

National Association Black Journalist

Secured Athlete Appearance & Participation for organization's fundraiser event: "On the Move"

- ✓ Amon Gordon, Philadelphia Eagles Defensive Tackle
- ✓ Sean Jones, Philadelphia Eagles Safety

Bella Luca Development, L.P. – Houston, Texas Base Real Estate Company

Negotiated & Secured Endorsement of NFL player for company's 3 minute website commercial Administered Commercial Production

- ✓ Vonta Leach, Houston Texans Fullback

Lockheed Martin Corporation

Secured Athlete Appearance for Vice President's Daughter 21st Birthday Party

- ✓ Correll Buckhatler, Former Philadelphia Eagles Running Back

Volunteering Vignettes:

Administrator, Personal Assistant, Venue Administrator & Technical Support

NFL Super Bowl Host Committee: 2002 - 2010

- ✓ Office / Command Center Administration
- ✓ Athlete Appearances & Participation
- ✓ Airport/Hotel Administration & Hospitality
- ✓ Celebrity & Athlete Travel Accommodations
- ✓ NFL Experience
- ✓ Pepsi Smash Concert
- ✓ Super Bowl Pre-Show & Half Time Preparations
- ✓ Super Bowl Gospel Celebration

National Basketball Association All Star Weekend: 2002 - 2010

- ✓ Office Administration
- ✓ Venue Administration
- ✓ NBA All Star Jam Session
- ✓ Celebrity & Athlete Travel Accommodations
- ✓ Events & Game Ticket Administration

Philadelphia Sport Events: 2002 - 2006

- ✓ Philadelphia Eagles Carnival
- ✓ Philadelphia Phillies Festival
- ✓ Philadelphia 76ers Summer Hoops Tour

Conferences: 1995 - 2009

- ✓ Public Relations Media Conference at Associated Press Headquarters - New York, NY
- ✓ American Black Film Festival – New York & Miami, Florida
- ✓ Black Film & Media Conference – Philadelphia, PA
- ✓ National Association of Women Business Owners - Philadelphia, PA
- ✓ Independent Music Conference - Philadelphia, PA
- ✓ Movie: “*Jersey Girl*” Big Ticket Production – Philadelphia, PA
- ✓ The Tampax Total You Tour – Philadelphia, PA
- ✓ African Women on Tour – Philadelphia, PA
- ✓ Power 99FM Sister Conference – Philadelphia, PA

Additional Experiences:

Guest Speaker Opportunities: 2003 – 2009

Selected to speak about Women in Sports & Sports Public Relations

- ✓ Cradle of Liberty Council: Learning for Life Speakers Bureau, Philadelphia, PA (2)
 - Speaker for the Annual Career Fair at Wachovia Complex Center
 - Speaker for Career-Career Cluster Day at Strawberry Mansion High School
- ✓ Temple University Student Chapter, Philadelphia, PA (3)
 - Music and Entertainment Networking Mixer
 - ✓ Mentor Speaker
 - Black Public Relations Society
 - ✓ Panel Speaker for Discussion: “Breaking the Glass Ceiling”
 - ✓ Keynote Speaker for Discussion: “Americans in the Work Force”
- ✓ MoGals for Success Dinner: Subsidiary of Five Star Events & Marketing Group, LLC (*Guest of Honor*), NYC
- ✓ Urban Momentum Network Launch Event, Philadelphia, PA
- ✓ Person-L Management: Hip Hop & Spoken Word Workshop, Philadelphia, PA
- ✓ Montgomery County Community College, Montgomery, PA

Radio Special Guest Opportunities: 2007 – 2010

Selected to speak about role of sports public relations and athletes

- ✓ New Jersey Radio Talk Show, “Your Money & More,” www.wnjc1360am.com
- ✓ Philadelphia Internet Talk Show w/Arthur Robinson, Jr. “Powerful Entrepreneurs,” www.powerfulinterviews.com
- ✓ Philadelphia WEPB 88.1FM Radio & Talk Gospel Show w/Dr. Carl Ashton, www.wpeb881fm.org
- ✓ Philadelphia 900AMWURD Internet Radio & Talk Show w/Dr. Richard Cooper, www.900amwurd.com
- ✓ Philadelphia GTown Internet Radio & Talk Show w/Len “Cruze” Webb, www.gtownradio.com
- ✓ New Jersey Radio Talk Show WOND1400AM w/Raymond Taylor, www.wonda1400.com

Magazine Publications: 2005 – 2010

- ✓ July 2010 – Strayer University Scholar Magazine Publication, Pennsylvania: “Time Out for Education”
- ✓ January 2008 – Game Sports Magazine Publication, New York: Recognized for Sports Public Relations work with NFL athletes
- ✓ April 2005 - BSI International Publication, Philadelphia: Collectively worked with Samuel McNabb and Paul Spicer, Former Jacksonville Jaguars for roundtable discussion article, “Fatherhood in the NFL”

Internships: 1994 – 1999

Office Administration, Promotions & Marketing Research

- ✓ WYBE Channel 35 Public Television – Roxborough, PA
- ✓ International Association of African American Music Conference – Philadelphia, PA
- ✓ WPEB 88.1.FM Radio & Talk Station – Philadelphia, PA
- ✓ WYSP, Channel 12 Television Station - Philadelphia, PA
- ✓ WPHL, Channel 17 Television Station – Philadelphia, PA

Additional Services:

Artist Development	Artist Management	Entertainment Consultant
Image Consulting	Radio Interviews	Marketing Strategy
Casting Coordinator	Production Assistance	Administration
Portfolio Development	Artist Showcase & Promotions	
Performance Booking	Studio Budget Management	