



The Owl Elite Fund, LLC
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FOR IMMEDIATE RELEASE

*Temple Alumni Launch For-Profit NIL Collective,
Empowering Temple University's Student-Athletes*

May 29, 2024, Philadelphia, PA – The Owl Elite Fund is proud to announce the launch of their for-profit Name, Image, and Likeness (NIL) collective to champion the rights and interests of Temple University's student-athletes. The Fund's mission rests upon three pillars: empowering student-athletes to take control of their futures; enabling them to unlock the full potential of their NIL; and ensuring they receive the recognition and compensation they deserve for their contributions to their respective sports and their communities. To achieve its mission, the Owl Elite Fund aims to invest in resources in brand management, marketing, and promotions; develop and sponsor programs to raise proficiencies in compliance and legal and financial literacy; and spearhead community building and networking programs to create opportunities for athletes.

The Owl Elite Fund is led by two Temple University alumni: Lou Parisi, the Fund's President and a former Temple student-athlete; and Jackie Dansak, Esq., the Fund's Director of Operations & General Counsel, and graduate of Temple Beasley School of Law. Lou and Jackie have over thirty years of combined experience building products, brands, and businesses for both start-ups and Fortune 50 companies alike.

In addition to his marketing expertise, Lou brings insights from his experiences as a former NCAA athlete at Temple to the collective. "By fostering a culture of entrepreneurship, education, and integrity, we aim to empower athletes to thrive both on and off the field, preparing them for lifelong success beyond their collegiate

careers...driving positive impact, and fostering a community where excellence is not only celebrated but also leveraged for the betterment of individuals and the broader sports ecosystem.”

Jackie, an attorney at Royer Cooper Cohen Braunfeld LLC and a long-time advocate for the rights of those in the sports and creative industries, notes, “I’m thrilled to be in a position to mentor and guide student-athletes through this exciting and exploding field of opportunity, while at the same time creating initiatives and building relationships to enrich and benefit Temple’s entire athletics program.”

Delivering on its promise to invest in student-athlete success, the Owl Elite Fund recently signed a one-year partnership with strategic marketing firm, Innovative New Media. Christine Wamsley, Chief Operating Officer of Innovative New Media, states “We at Innovative New Media are thrilled to be working with the Owl Elite Fund. Together, we aim to cultivate monetization strategies for Temple University student-athletes through brand deals and targeted campaigns, championing the success of every Owl athlete and ensuring they get the most out of NIL opportunities.”

Arthur Johnson, Temple’s Vice President and Debbie and Stanley Lefkowitz ‘65 Director of Athletics, sings high praise for the initiative. “The formation of the Owl Elite Fund is an important event in the rich history of Temple Athletics. We are grateful for Lou Parisi’s leadership in stepping up to spearhead this venture and we are excited to see the impact of the Owl Elite Fund on the experiences of Temple’s student-athletes.” Johnson further notes, “The collaboration between the Owl Elite Fund and Innovative New Media creates a formidable partnership that will be well-positioned to assist businesses of all sizes looking to engage Temple student-athletes in name, image, and likeness activities. From the Owl Elite Fund and the TUFF Fund to Temple’s new multi-media rights holder, Van Wagner, the future of NIL is bright on Broad St.”

About the Owl Elite Fund:

The Owl Elite Fund is the only for-profit collective endorsed by the Temple University athletics department. In cooperation with the school’s non-profit collective, the TUFF Fund (tuff-fund.com), the Owl Elite Fund aims to provide opportunities for brands and businesses to support the growth, impact, and success of Temple University’s athletics program and its student-athletes.

For more information about the Owl Elite Fund, please visit www.owlelifund.com. For media, sponsorship, and endorsement inquiries, please email us at info@owlelifund.com

About Innovative New Media:

Innovative New Media is a strategic marketing company focusing on NIL opportunities by bringing together brands, collectives, and student-athletes to enhance and create sustainable revenue flow for the student-athlete. For more information about INM, please visit <https://innovativenewmedia.agency/>.