



esg
empowerment
sports group

**DIVERSE.
PROFESSIONAL.
DEDICATED.**

Full-service advisory firm
empowering athletes and their
communities through sports

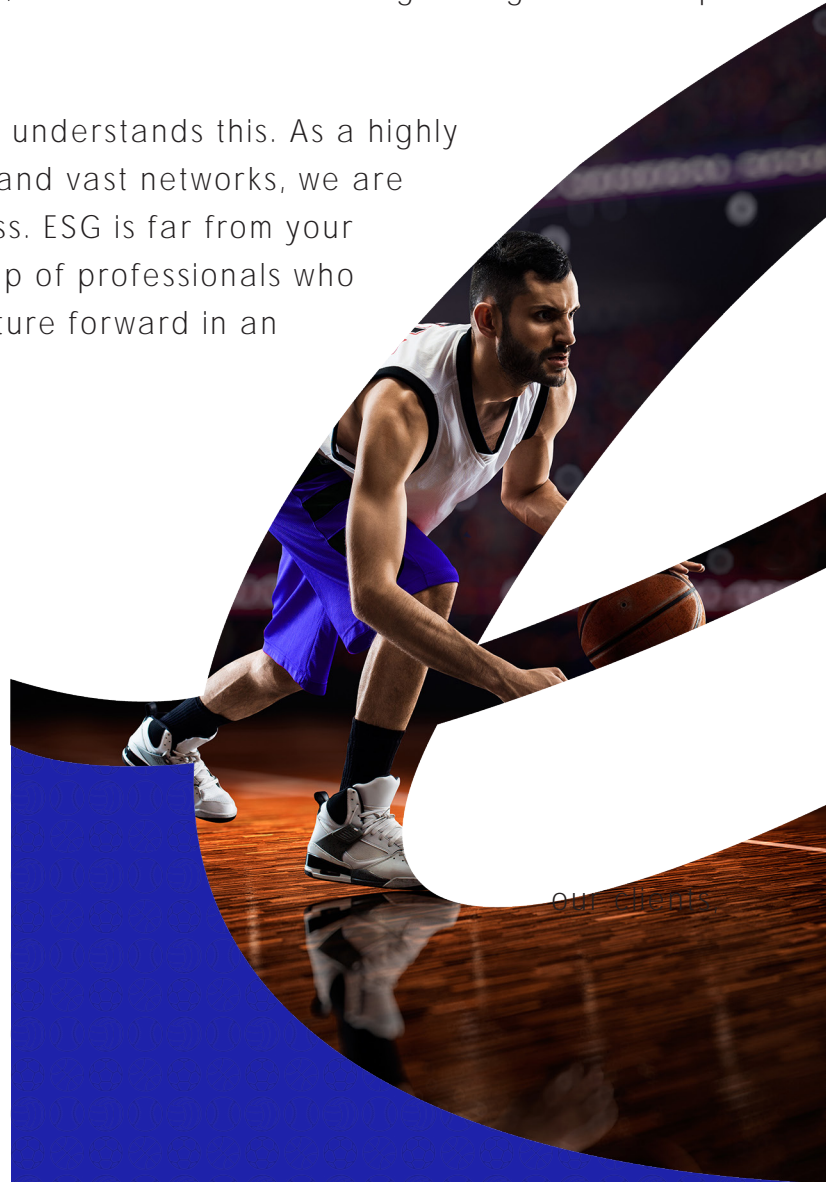


MAKING CONNECTIONS, BUILDING COMMUNITIES, EMPOWERING ATHLETES

Empowerment Sports Group (ESG) is a full-service advisory firm based in Los Angeles. The professionals at ESG are determined, creative, and success-driven. We exist to empower athletes and their communities through sports, and we focus on building strong relationships with those who cross our path.

There is more to life than just sports, and ESG understands this. As a highly experienced team with diverse backgrounds and vast networks, we are here to transform the dynamics of the business. ESG is far from your standard COMPANY—we are a dedicated group of professionals who think outside the box and aim to push the culture forward in an empowered way.

Our mission to “empower athletes” means we are dedicated to positioning ourselves within the sports business industry to encourage empowerment within its culture and create an abundance of opportunities for our clients. ESG’s goal is to partner with our clients to educate and empower them to succeed in the sports world and every other aspect of life. We are unequivocally committed to the success of their families, and the community.



MICHAEL MCGINNIS

Founder & Director of Business Development

Michael McGinnis grew up in Dayton, Ohio, and continuously played sports until college, when he realized his passion for improving athletes’ lives through empowerment, education, and knowledge of the sports business model.



Michael attended the University of Dayton and completed a Bachelor's in Sports Management with an emphasis in Entrepreneurship. He then earned a law degree while working with an MLB agent and taking on an advisory role with a start-up NBA agency until he decided to start his own advisory and consulting business.

Michael has worked on multi-million and multi-billion-dollar contracts with the federal government, and now, with a decade of experience negotiating major contracts and advising athletes within the MLB and NBA systems, he has composed the quintessential manual to guide not only athletes and those who support them but anyone looking to make their break in professional athletics. He currently resides in Los Angeles, California, with his wife and two sons.

OUR SERVICES

Business Mentorship
Life Coaching
Contract Negotiations
Draft Preparation
Financial Literacy

Marketing
Career Counseling
Creating A Personal Brand
Publicity/Philanthropy
Legal Education



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