

SULLIVAN REED | NIL BRAND PARTNERSHIP PROPOSAL

CLASS OF 2027 | EAST COBB ASTROS | PERFECT GAME NATIONAL RANK: #22



MEET SULLY

Height/Weight: 6'2", 220 lbs

Positions: 3B / 1B / SS / RHP; also starting QB at Lamar High School

Teams: East Cobb Astros (16U, National Rank #2) | Lamar High School Raiders

Coach: Guerry Baldwin – Founder of East Cobb Baseball and PG Baseball partnership

Personality: Resilient. Disciplined. Leads by example on and off the field.

LAMAR RAIDER BASEBALL



Lamar

SULLIVAN REED

2025 DISTRICT 2-5A MOST VALUABLE PLAYER

Woodstock
FURNITURE

PERFECT GAME RANKINGS

CLASS OF 2027

- #22 OVERALL IN THE NATION
- #1 THIRD BASEMAN IN THE COUNTRY
- #1 OVERALL PLAYER IN MISSISSIPPI
- PERFECT GAME GRADE: 10 (THE HIGHEST POSSIBLE PG RATING)
- 10 HOMERUNS

PG EVENT RESULTS

89 mph	6.95 sec
FB VELO	60 YARD DASH
6/25/2025	6/7/2025
1.65 sec	87 mph
10 YARD SPLIT	IF VELO
6/7/2025	6/7/2025
87 mph	103 mph
1B VELO	EXIT VELO
12/28/2024	6/10/2025

135.80 lb

L-GRIP

134.80 lb

R-GRIP

UNCOMMITTED
COLLEGE INTERESTS

BEST PG GRADE
PG 10
ABOUT PG GRADES

NATIONAL RANKING

MS STATE RANKING

PREMIUM	PREMIUM	PREMIUM	PREMIUM
OVERALL	3B	OVERALL	3B

DOMINATED MISSISSIPPI HS BASEBALL IN THE SPRING, NOW HITTING .639-6-22 IN 14 PG GAMES IN 2025. OUTSTANDING BAT SPEED AND POWER.

Lamar
HIGH SCHOOL

East Cobb Astros 16U
TEAM LAST PLAYED ⓘ

6-2 220
HEIGHT/WEIGHT

R/R
BATS/THROWS

17 and 2 mos
AGE

FROM HIGH SCHOOL TO NATIONAL STAGE: SULLIVAN'S 2025 STORY

Sophomore Season – Lamar High School:

- 131 Plate Appearances | 99 At-Bats
- Batting Average: .616 | OBP: .702
- 61 Hits | 9 Home Runs

Summer 2025 – East Cobb Astros (National Travel Program):

- Competing under renowned coach Guerry Baldwin, founder of East Cobb Baseball and Perfect Game.
- Sullivan is delivering standout performances on the national stage, including 10 home runs across major tournament play.

Upcoming:

- Selected for the PG 3rd Annual All-American All-Star Game in San Diego, CA (Top 40 players nationally)
- Preparing for NCAA Division I Offer Window on August 1

2025

PG ALL-STAR GAME INITIAL SELECTIONS



AUGUST 15
PETCO PARK
SAN DIEGO, CA

CHASE FULLER | TALLAHASSEE, FL | USA PRIME
DYLAN SEWARD | EASTVALE, CA | CANES NATIONAL
WILL BRICK | MEMPHIS, TN | EASLEY BASEBALL CLUB
JORDIN GRIFFIN | LAKE CHARLES, LA | USA PRIME
MAX HEMENWAY | PUYALLUP, WA | WOW FACTOR
KYLER MECCAGE | BRADENTON, FL | USA PRIME
SEBASTIAN WILSON | CHICAGO, IL | WOW FACTOR
CADEN DAWSON | MARIETTA, GA | EAST COBB ASTROS
HARRY CHUBB JONES JR | DOUGLASVILLE, GA | 5 STAR
LASH HENDERSON | FRISCO, TX | USA PRIME
CONNOR SALERNO | INDIAN TRAIL, NC | WOW FACTOR
DARIEL CARRION | SAN JUAN, PR | SBA BOLTS NATIONAL
BLAKE RAGSDALE | BURR RIDGE, IL | MLB BREAKTHROUGH
BLAKE LUNDY | OOLTEWAH, TN | WOW FACTOR
CARTER HADNOT | RIALTO, CA | MLB BREAKTHROUGH
GRANT SPERANDIO | HOUSTON, TX | WOW FACTOR
COOPER GOFF | HERRIMAN, UT | WOW FACTOR
SAMIR MOHAMMED | TRINITY, FL | USA PRIME
NOAH GOETTKE | CINCINNATI, OH | INDIANA BULLS
SULLIVAN REED | MERIDIAN, MS | EAST COBB ASTROS
CONNOR WELLS | SPARTANBURG, SC | WOW FACTOR
KJ ANDERSON | COOKEVILLE, TN | CANES NATIONAL
GEORGE FERGUSON | ABILENE, TX | USA PRIME
COLE CINNAMOND | CHESAPEAKE, VA | RICHMOND BRAVES
FRANK THOMAS III | SARASOTA, FL | USA PRIME
BUBBA DAY | OMAHA, NE | SOLDIER SPECTS NATIONAL
DEXTER MCCLEON JR | SUWANEE, GA | USA PRIME
STRIKER PENCE | CORONA, CA | SBA BOLTS NATIONAL

ATHLETIC VERSATILITY & LEADERSHIP

TWO-SPORT STARTER:

Baseball: 3B/1B/Shortstop/RHP
with East Cobb Astros
and Lamar Highschool

Football:
Starting Quarterback at Lamar
Highschool

Coach Wes Ethredge and Guerry
Baldwin's Circle: East Cobb
program produces MLB talent

Poised for Exposure: High-profile
showcases + NIL eligibility in
Junior/Senior years



THE HEALTH JOURNEY

A CHALLENGE FEW SEE, BUT MANY FACE

- In 2021, Sullivan was diagnosed with an autoimmune condition that caused complete thyroid failure
- Placed on daily lifelong thyroid medication to support basic hormone function
- Despite treatment, experienced persistent fatigue, slow recovery, and low energy
- Symptoms impacted training, focus, and performance consistency — even with perfect effort
- Forced to go beyond the basics: Sullivan leaned into nutrition, recovery tools, and smarter preparation to close the gap and unlock his potential

THORNE'S ROLE IN SULLIVAN'S TRANSFORMATION

Sullivan began using Thorne supplements under medical guidance to support performance and recovery alongside his thyroid treatment.

Core Products Integrated:

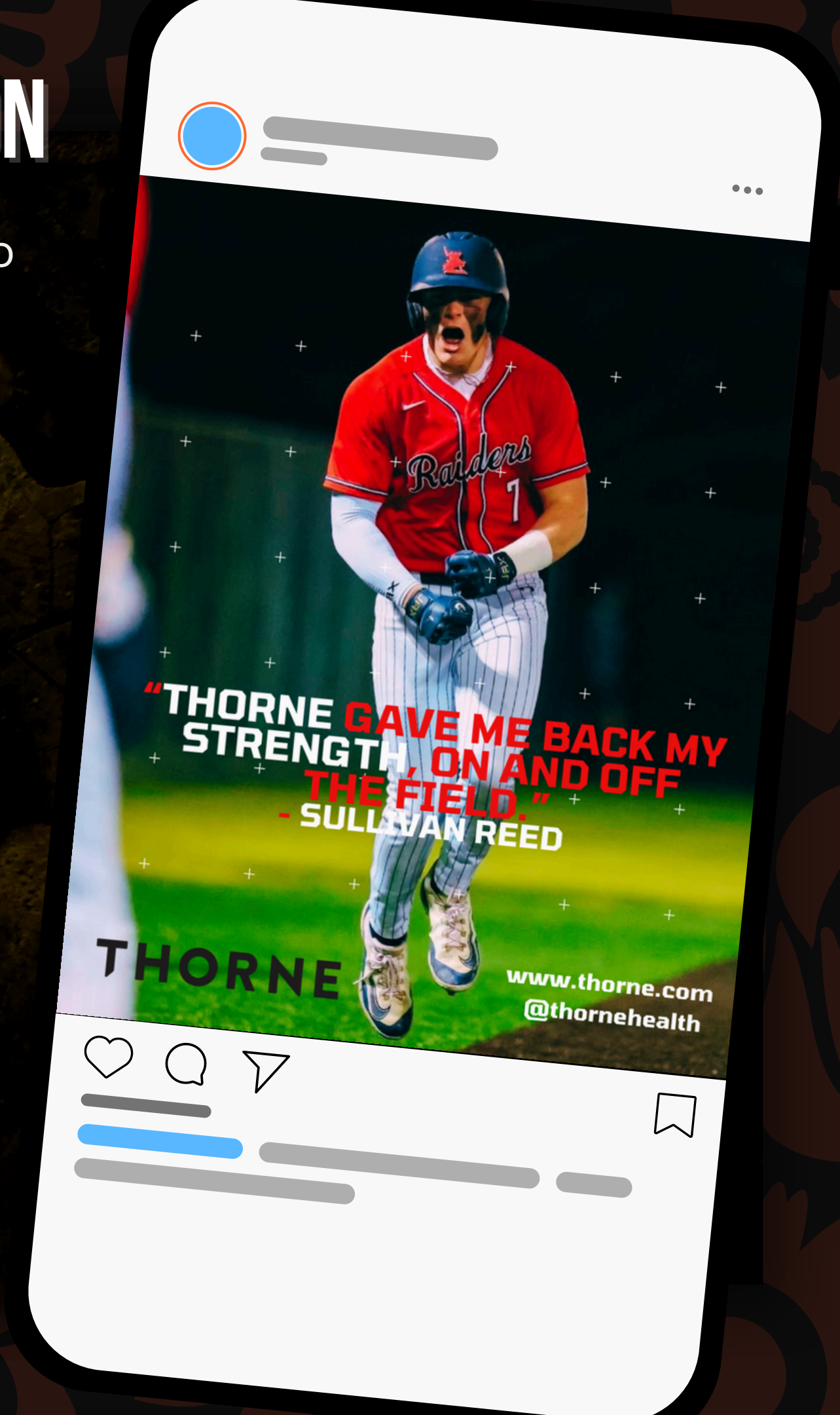
- Foundational multivitamins
- Targeted recovery support
- Anti-inflammatory and metabolic health blends

Proven Benefits:

- Noticeable boost in energy and endurance
- Faster post-game recovery and reduced fatigue
- Improved overall performance and resilience

Thorne became the difference-maker—filling the gaps his body couldn't on its own.

Benefits seen: Enhanced energy & endurance
Faster recovery post-game
Supports overall well-being alongside thyroid meds



STRATEGIC BRAND GROWTH OPPORTUNITY

A New Generation Needs More Than Protein Powder

Today's high school and early-college athletes are training harder, recovering longer, and competing earlier — all while facing rising challenges to their immune systems, energy regulation, and recovery cycles. The demand for trusted, clean, science-backed solutions is greater than ever.

Yet, the adolescent and high school elite sports circuit remains largely untapped by premium supplement brands — especially those rooted in research, transparency, and health optimization.

Where Thorne Stands Apart

Thorne has built its reputation on clinical-grade quality, intelligent formulas, and real-world performance outcomes — attracting athletes who demand more than just hype.

But younger athletes and their parents are still navigating a supplement market crowded with generic or unregulated options.

Thorne has the credibility and integrity to become the gold standard for high-performance athletes at the earliest stages of development — when it matters most.

UNLOCKING A **HIGH-GROWTH** AUDIENCE

- A growing demographic of physically driven adolescents are experiencing fatigue, inflammation, and recovery challenges—conditions that high-quality supplementation can address.
- Teen athletes are beginning to look for science-backed support solutions—an area where Thorne can lead.

— **Why Sullivan Reflects This Market Need** —

- He is managing a real autoimmune condition while achieving elite performance—demonstrating the power of resilience and targeted support.
- His journey makes him a credible and trustworthy advocate for teens, parents, and coaches in the high school to early college transition.



MARKETING VISION



Positioning:

- Sullivan offers a rare blend of elite athletic performance and a powerful health journey. His experience with autoimmune challenges and recovery through Thorne products makes him an authentic, high-impact ambassador.

Concepts to Explore:

- “Train to Perform” Content Series: Candid IG/X clips and journal-style posts showing how Sullivan uses Thorne in his daily training and recovery
- Supplement Routine Highlights: Simple, trustworthy reels/stories—real athlete, real results
- Seasonal Athlete Journal: Mid-season updates reflecting how Thorne supports his energy, focus, and recovery
- Affiliate Referral Codes: Custom team or circuit codes to introduce Thorne to high school athletes, trainers, and parents
- Collaboration Flexibility: Open to small-scale test campaigns, product trials, or NIL-style storytelling partnerships

Note: We understand the importance of brand integrity and athlete authenticity. We welcome the chance to shape this together with Thorne’s team.



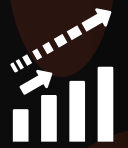
WHY NOW?



Peak Visibility

Sullivan is ranked #22 nationally and #1 third baseman in the Class of 2027.

On August 1, he becomes eligible for NCAA Division I offers—marking the start of a high-exposure recruiting window.



Momentum & Milestones

With upcoming PG All-American appearances, national tournaments, and his junior year as a two-sport starter, Sullivan's profile is gaining attention across multiple athletic platforms.



NIL Opportunity

As the NIL era evolves, brands like Thorne have a rare chance to align with high-integrity athletes early—those who are building influence through resilience, performance, and authenticity.



Timing Advantage

This is the moment to establish a story-driven partnership that supports Sullivan's journey—and positions Thorne at the forefront of performance-driven health for the next generation.

THANK YOU

Thank you for taking the time to learn more about Sullivan's athletic journey and the mindset that continues to push him forward.

His success so far is the result of years of discipline, sacrifice, and relentless drive — both on and off the field. Managing an autoimmune condition while competing at the highest level has added complexity, but it's never been an excuse. It's simply part of what has shaped his resilience.

Thorne has been a valuable part of his support system — helping fill gaps in recovery and performance that thyroid medication alone couldn't address. It's one piece of a larger formula built on consistency, leadership, and focus.

We appreciate your consideration of a potential partnership and welcome the chance to discuss ways to collaborate that make sense for both sides.

Warm regards,

Leah Reed (on behalf of Sullivan Reed)

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