



20  
21

# BUSINESS SUMMARY

*“Connecting the World through Sports™”*

[www.silverstoneintl.com](http://www.silverstoneintl.com)

Presented by:  
NICHELLE GAINNEY, PRESIDENT

# TABLE OF CONTENTS

01 | EXECUTIVE SUMMARY

---

02 | ABOUT NICHELLE GAINEY

---

03 | EXPERIENCE

---

04 | ASSOCIATIONS

---

05 | RECOMMENDATIONS/AWARDS

---

## GLOBAL BUSINESS PROJECTS IN:

### NORTH AMERICA

69 Locations

### SOUTH AMERICA

5 Countries

### EUROPE

22 Countries

### AFRICA

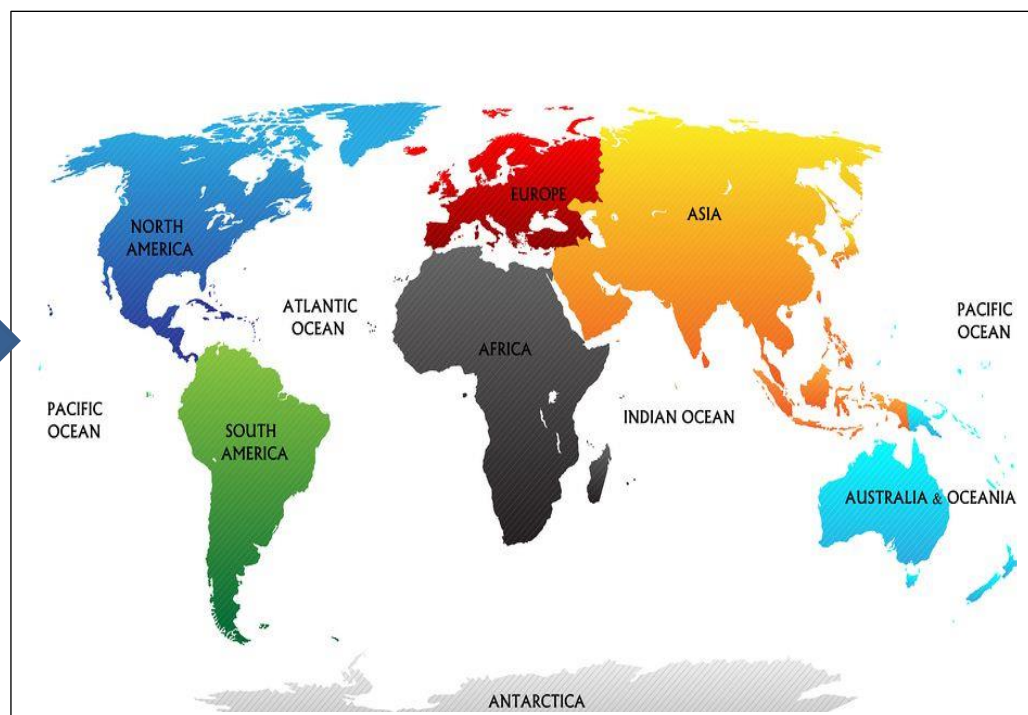
35 Countries

### ASIA

11 Countries

### AUSTRALIA & OCEANIA

1 Location



## – EXECUTIVE SUMMARY:

*“Connecting the World through Sports™”*

SilverStone International (SSI) was founded in 2005 by its CEO/President, Nichelle Gainey, to fill a critical gap of female entrepreneurs in the sports industry. Since that time, SSI has become a very successful business management and consulting firm (particularly in sports) that the experts hire when they need results. The firm has had tremendous success in creating long-term measurable and sustainable value for its clients. SSI has developed a unique niche in helping corporations, nonprofits, sports institutions, and thought leaders navigate and move forward while not losing focus of their purpose and goals.

Our work efforts include, amongst other things, providing businesses with key economic and leading indicators relative to their line of business. These indicators typically turn early and provide clues to a coming change in the business environment. SSI utilizes this information to help its clients develop competitive advantages in their respective environment.

Within this overview are some quotes and work examples related to past and present projects that some of SSI’s clients have authorized to be shared. Historically, our relationships have resided at the “c-level” of organizations, and with other key stakeholders. These experiences indicate SSI’s level of performance and value proposition.



# ABOUT NICHELLE GAINNEY



## NICHELLE GAINNEY

Founder and CEO of SilverStone International



“My passion is developing bespoke business solutions for global sports entities that strengthens brand awareness and powers growth.”

Nichelle Gainney has more than 20 years of experience in sports management and marketing. An educator by nature and early profession, she advises global C-suite executives and public officials on diverse business strategies and tactics.

She develops and executes a wide range of events and programs aligned with her commitment to Diversity, Equity and Inclusion (DEI) and eliminating implicit bias. Many of her clients are governments, royal families, leading sports companies and brands, educational institutions, leagues, nonprofit organizations, professional athletes, and global communities. She helps them to find solutions in a rapidly changing world.

Nichelle’s practice areas include A.I. in sports performance, VR/AR, implicit bias assessment, strategic planning, advertising, media rights negotiation, government relations, corporate sponsorships/partnerships, vendor/contractor management, DEI policy and program development, community outreach, cross-border transactions, experiential marketing, sports events logistics, market research, webinars, brand management, crisis communications and management, events, fundraisers, panels, speaking engagements, and media integrations.

Nichelle has partnered and sponsored with scores of organizations to help them achieve their goals, including, most recently, managing media relations for the Inaugural 2020 virtual World AIDS Day featuring Dr. Anthony Fauci, Director of the NIAID at the National Institute of Health, as well as big city mayors, including Atlanta Mayor Keisha Bottoms. Nichelle regularly performs business and operations management, ensuring that projects are completed on schedule and on budget. More broadly, she advises sports brands on a wide range of business and DEI challenges. Having worked as a commissioner for the Southwestern Athletic Conference (SWAC), Nichelle understands the issues sports clients face from the inside out.



*"Nichelle is a powerhouse who provides valuable global knowledge and support across all media platforms. Her relationship and marketing skills combine to ensure successful and impactful project execution."*  
 – John Skipper, Chairman of DAZN Group, and former President of ESPN

## EXPERIENCE



- Marketing Strategist- Successfully promoted *Black Magic*, ESPN's 2008 groundbreaking documentary on the rise of African American basketball players and coaches at Historically Black Colleges and Universities (HBCUs) during the civil rights movement contributing to the racial integration of the NBA and NCAA. This documentary became the highest-rated ESPN film ever, resulting in the launch of ESPN's 30 for 30 documentary series that annually reaches 50M+ viewers. SilverStone International is listed in the film's credits.
- Implemented and delivered strategic media planning for ESPN's coverage of the 2006, 2010 and 2014 FIFA World Cups.
- With SSI's involvement, ESPN increased viewership in Africa, Europe and the Caribbean by 60%.
- The 2010 World Cup was the most-watched televised event in the history of FIFA, exceeding 26B viewers, with an average of 400M per match.



- Advised and assisted the SWAC Commissioner on NFL Partnerships that included: speaking series, clinics, camps, and workshops for inner city youth and AAU coaches.
- Developed and implemented a career fair around the SWAC Championship with ESPN and the National Football League (NFL).
- SSI continues to advise the SWAC and its institutions in the following states: Florida, Alabama, Louisiana, Arkansas, Texas, and Mississippi, with panels on careers in sports and youth camps for underprivileged youth and communities.
- Negotiated and closed the first major network deal for the SWAC Football and Basketball championships.
- Developed strategies to grow viewership through market research on current students, parents, alumni and sponsors.
- Developed and executed strategic business plan that increased SWAC's revenues by \$6 million.
- Identified and developed new product lines for the Southwestern Athletic Conference (SWAC) apparel line, driving 35% increase in revenue through online sales.



*““Nichelle’s global perspective quickly enables her to understand stakeholders and deliver successful outcomes every time. She works tirelessly to achieve all goals.”*

**– Fred Warner, President of AECOM’s Design and Consulting Service Group in the Americas**



- Assisted & Guided FIFA, which lead to the 1<sup>st</sup> Memorandum of Understanding (MoU) signed for United Nations (UN’s) Women Gender Equality and Empowerment
- Delegate, FIFA Monitoring Committee, Israel/Palestine Meeting
- Advisor, FIFA TV/Media Committee
- VVIP & VIP Guest of FIFA World Cups:
  - 2006 FIFA World Cup – Germany
  - 2010 FIFA World Cup – South Africa
  - 2014 FIFA World Cup – Brazil
  - 2018 FIFA World Cup – Russia
  - 2022 FIFA World Cup – Qatar, Scheduled to Attend



- Member of the 2028 Los Angeles Candidature Board of Directors, instrumental in returning the Olympic Games to Los Angeles.
- Based on track record of successful strategy development and entrepreneurship for global sports brands, appointed to the board of directors by L.A. 2028 Chairman Casey Wasserman, Chairman & CEO of the Wasserman Media Group.



- Guided AECOM, a global construction management firm, in securing new business totaling \$35M.
- Developed and implemented strategies for new business that enabled AECOM to secure a \$45M contract for transit, water waste removal and toll road projects.



- Assisted the South African Football Association (SAFA), and its leadership, in developing the SAFA Regulation National Development Plan and the SAFA 10-Year Technical Master Plan which is being used as a blueprint to elevate the performance of the national teams to consistently compete in the top 3 in Africa and the top 20 in the world.
- Developed South Africa’s first football philosophy concept of Play which serves as the guideline for all coaches on all levels in South Africa.
- Within the Technical Master Plan, SSI advised on specific physical, mental, technical, and tactical attributes of players for the South African national teams and identified that these attributes need to be dynamic.





*"Nichelle has the innate ability to solve problems, adapt to the environment, and learn from experiences to implement strategic growth across the globe. Her integrity, experience, and contacts in sports and media markets have opened opportunities and solved problems for her clients at the highest levels. She is a force!"*

– Don Logan, Owner of the Birmingham Barons minor league baseball team; Owner- Bass Anglers Sports Society; and Former Chairman/CEO at Time Warner Inc.



- Assisted the Nigerian Basketball Federation (NBBF) on identifying key Sponsorships in North America and the Middle East
- Identified future contacts and opportunities for sponsorships in North America, the Middle East, and China.
- Consultant, Team Nigeria, 2007 All-Africa Games



- NBA Africa-Strategic Advisor to the President of the African Basketball League (ABL) to implement women's involvement in career forums and clinics for the African diaspora in North America and the African continent through the SEED Project, emphasizing the importance of women empowerment.



- The only female American invited to speak on "A.I. in Sports Biometrics" at the 6th Asian Football Conference, Medical Conference in Chengdu, China on behalf of the FIFA MARC (Medical Assessment & Research Centre) Program.
- Organized training and development for the Chinese National Women's Soccer Team in 2007, which led to the team's successful showing in the 2008 Olympic finals in Beijing, China.



- Created and developed a program partnering HBCUs and NASCAR together for students to participate in an internship program with NASCAR (2004) called "DRIVE FOR DIVERSITY."
- Advised the "DRIVE FOR DIVERSITY" Program.



- Advised, facilitated and served as the liaison to the President of the Confederation of North, Central America and Caribbean Association Football (CONCACAF) and the Under Secretary General/Executive Director of UN Women to develop and adopt a visionary roadmap for women's empowerment and gender equality.
- Identified and assisted in the strategies to bring 2026 World Cup to CONCACAF through a joint bid.
- Developed new partnership with United Nations Women to fit CONCACAF's sports business model to support their women's empowerment summit series.



*"We worked with Nichelle in the early stages of the evolution of the media landscape. Nichelle displayed a valuable ability to quickly identify and solve problems, adapt to the challenging circumstances of time, and implement strategic initiatives across evolving multimedia platforms. Her expertise from around the globe adds significant value to any organization. Her persistence and grit distinguish her from the rest."*

**Houston Smith, – Vice President, Governmental Affairs  
Alabama Power Company**



- Advisor to the President of the Confederation of African Football on sponsorship and marketing for 2008 African Cup of Nations.



- Worked with Myles Brand and Dr. James Frank, former Presidents of the NCAA, on incorporating women soccer in all HBCUs and served on the Division 1 soccer selection committee and Site selection inspections for bidding in division 1 schools.



- Evaluated, developed and completed a case study report, which included the evaluation of all corporate sponsorships. This in-depth report contributed to the development of their overall Marketing and Communication strategies for their consumers.
- Created and developed a rollout activation for Alabama Power Company's (APCO) public relations campaign entitled "The Power of Sports" with their Communication Department.





# ASSOCIATIONS:

- TRACE International Certified
- Former Member, NCAA Division 1 Soccer Championship Bid and Site Selection Committee, Spearheaded establishment of NCAA soccer at HBCUs
- Developed and introduced the 3<sup>rd</sup>-largest women's soccer classic for international women's soccer matches in Alabama in 2007, generating \$2.9M in combined revenue for six host cities. Countries represented included United States, China, Mexico, Trinidad and Tobago, Argentina, and Canada.
- SEED (Seeking Educational Equality & Diversity) Project- Strategic Advisor
- Attendee, 2018 Doha Forum, Invited by Qatar Government
- Trustee, Alabama A&M University
- Member, National Association of Collegiate Directors of Athletics (NACDA)
- Co-Founder, Professional Women's Golf Association
- Member, American Israel Public Affairs Committee, Policy Conference Outreach Program
- Member, Links, Inc. and Delta Sigma Theta Sorority
- Certificate of Congressional Commendation, Distinguished Citizen of Georgia, 5th Congressional District of Atlanta (Rep. John Lewis's District)
- City of Birmingham Resolution, Distinguished Citizen Proclamation
- Classic Business Connect, Black Business Excellence Award
- HBCU Alumni Honors, Trailblazing Influencer Business Award
- VIP Guest, FIFA Women's World Cup, Multiple Years
- Speaker, MIT, Sloane School, Sports Analytics Conference
- "25 Most Influential Women in Business in America," *The Network Journal*
- Attended private memorial services of Nelson Mandela as a special guest of the Mandela family and the ANC Chairman; one of 300 selected guests invited.
- Keynote Speaker, "Sports and Globalization," Harvard University, Kennedy School of Government
- "Top 40 Under 40," *Birmingham Business Journal*
- Member, Tobeka Madiba Zuma Foundation, founded by wife of President Jacob Zuma (President of the Republic of South Africa)
- Co-chair, International Women's Day Salute to Spain
- Member, Leadership Birmingham
- Advisory Board Member, Governor's Emerging Leaders, Appointed by Governor
- Co-Chair, Birmingham City Schools (50+), AD-Hoc committee
- Transition Team Member (2 Terms), City of Birmingham - Mayor William Bell

# RECOMMENDATION:



February 24, 2021

Nichelle Gainey

To Whom It May Concern:

I write with great enthusiasm to recommend Nichelle Gainey and her company, SilverStone International.

I have been acquainted with Nichelle and her family for many years. I first met her mother, Lucy Hall Gainey, when she was a freshman at Spelman College in Atlanta, participating with me and others alongside the Rev. Dr. Martin Luther King Jr. in the civil rights marches of the 1960s. I was later reintroduced to Nichelle through her mentor and my dear friend, the Rev. Dr. Paul Smith, who served as a spiritual advisor and friend to me, former New York City Mayor David Dinkins and Arthur Ashe.

In 2009, Nichelle and I were two of only five guests from the United States invited to attend the inauguration of South African President Jacob Zuma. She and I were also invited to attend the private burial of South African President Nelson Mandela in December 2013. I could not attend but strongly encouraged Nichelle to go without me, which she did, to bear witness as South Africa's first Black president was laid to rest.

From the moment I met Nichelle, I was moved by her intellect, poise, tenacity and fondness for being a fifth-generation graduate of one of the nation's prestigious historically Black colleges and universities (HBCUs), Alabama A&M University. Among her many attributes, Nichelle is a world traveler and global citizen. A self-proclaimed "military brat," she grew up on U.S. Army bases around the world, learning to move fearlessly and fluidly between continents, countries and cultures. Her professional career has taken her from an educator, teaching Advanced Placement chemistry to high school students in Florida, to an entrepreneur, negotiating multimillion deals with world leaders, international financiers, media moguls and corporate CEOs in Europe, Africa, South America, the Caribbean, Middle East and United States through her company, SilverStone International.

Nichelle is an exceptional and accomplished entrepreneur who gets results. I was happy to see, through my encouragement, that she recently expanded her company from Birmingham to Atlanta. With expertise in sports, business, logistics, fundraising, infrastructure development and media strategy, she has built SilverStone International into a global powerhouse. She was appointed by the Chairman of the African Union, Tanzanian President Jakaya Kikwete, to ensure that Africa's five geographical regions were involved in the successes of the 2010 FIFA World Cup in South Africa. She was a passionate advocate for the inclusion of Afro-Brazilian communities that had been closed out of opportunities leading up to the 2014 FIFA World Cup in Brazil. She also worked with the ESPN production team to broadcast the South Africa and Brazil World Cups to viewers worldwide. She currently sits on the board of directors for the 2028 Olympic and Paralympic Games in Los Angeles – only the second U.S. city in 100 years to win the bid to host the event. As co-chairman of the 1996 Atlanta Olympic Committee that brought the Summer Games to my city, I know firsthand the honor and distinction of serving on such a board.

Finally, Nichelle is a relationship-builder. She knows how to connect with people from a place of authenticity, honesty and integrity. Her vast and diverse network of connections affords her the ability to pick up the phone, create dynamic and strategic partnerships, and raise millions of dollars in service to her clients and causes close to her heart.

I applaud Nichelle's hard work and accomplishments and believe she would be an outstanding addition to anyone's company and asset to any C-Suite executive. When an expert needs an expert, they call Nichelle.

Peace and Blessings,

Andrew Young

# RECOMMENDATION:

OFFICE OF THE PRESIDENT

22 May 2007



Ms. Nichelle Gainey  
President/CEO  
Silverstone International  
P.O.Box 59644  
Birmingham, Alabama 35259

## **PROPOSAL AS THE OFFICIAL SPORTS CONSULTANT TO THE PRESIDENT OF SAFA**

Dear Ms. Gainey,

I am directed to refer to your proposed letter of 10 July 2006 and have approved the following items as discussed in our meeting on 09 May 2007 at the SAFA House.

- To assist in Women's Football Development and Scholarship to USA Schools.
- Exchange programs with SAFA under 21 with USA Football (Soccer) clubs
- Sponsorships.
- Assist with training facilities in the USA.
- Identify top USA orthopedic groups for SAFA medical trainers and local physicians.
- Improving underdeveloped Football Business Environment at the grassroots level.

We are excited to have your company Silverstone International, LLC as part of the South African Football Association family. This letter will serve as a formal approved agreement until such formal proposal has been finalized. This partnership will start June 1, 2007 until June 1 2011.

We look forward to your partnership along with a BEE company that has been established and approved here in South Africa.

Yours sincerely,

A handwritten signature in dark ink, appearing to read "M. Oliphant", is placed above the printed name of the President.

**Dr. Molefi Oliphant**  
PRESIDENT

# RECOMMENDATION:

Former President of the *Federación Mexicana de Fútbol* (Mexican Fútbol Federation), FMF and former member of the CONCACAF Executive Committee

## **JUSTINO COMPEÁN**

18 January 2018

Nichelle Gainey  
President/CEO  
SilverStone International  
160 Central Park  
New York, NY 10080

Dear Ms. Gainey:

### **RE: LETTER OF ENDORSEMENT FOR NICHELLE GAINNEY**

It is with great pleasure to send a letter of endorsement for your work both national and international for your outstanding contributions to the global sports arena, particularly with her involvement in the 2010/2014 FIFA World Cup Planning Committee and in 2012 with the Confederation of North America, Central America and Caribbean Football Association (CONCACAF) as then the President of Mexico Football Federation (MFF) and a member of the Executive committee for CONCACAF. We all have appreciated both you and your company SilverStone International on providing valuable assistance with ESPN Inc, the launch of 30 for 30 and the access to helping CONCACAF develop our relationships with United Nations, UNAIDS and UN Women that we maintain to this day. Your intuitive instinct on the Members associations around AFC, CAF and CONCACAF are deep relationships that the Mexican Football Federations have maintained with you over the years, which gave us the support we needed in our discussions when we started confirming our plans in 2012 for a Mexican bid to host a World Cup. Nichelle you are a driven leader with abundance of passion and in depth knowledge of the inner working of FIFA's 211 members associations goals and objectives. I first met Nichelle in 2006 in Her efforts as a consultant with ESPN's production team who was led by John Skipper who have produced high quality results time and time again, which has made MFF a powerhouse in North America. We find you to be a person of strong and reliable character and integrity that we have all benefitted from your efforts and contributions to our teams and our members Associations within the FIFA family.

I would have Nichelle on my team any day and look forward to continued collaborations in the future.



Justino Compean

San Jerónimo 790 \* Col. San Jerónimo Lídice \* Del. Magdalena Contreras \* 10200 \* México, D.F.  
Teléfono. 5595-2433



# RECOMMENDATION:



## 2010 FIFA World Cup Organising Committee South Africa

SABA HOUSE, 76 Nance Road, Nance Ert 3, Johannesburg, 2190, Private Bag X 2010, Monroeville, Johannesburg, South Africa, 2110  
Tel +27 (0)11 567 2010, Fax +27 (0)11 494 3161, Smart Access 0840 SA 2010 10840 72 2010  
E-mail info@2010fifa.com, [www.fifa.com](http://www.fifa.com)

16 July 2009

Nichelle Gainey  
Founder/President  
SilverStone International  
160 West 66th Street  
Suite 29-H  
New York, New York 10023

Per electronic mail:

Email: [ngainey@silverstoneintl.com](mailto:ngainey@silverstoneintl.com)

Dear Ms. Gainey,

### LETTER OF ENDORSEMENT FOR NICHELLE GAINNEY

Consider this a letter of firm endorsement for your courage, vision, and integrity in an environment that does not often provide opportunities for women. Despite this reality, you have been tireless in your efforts to promote the ability of sports to, in Nelson Mandela's words, "...change the world...inspire...unite people, and awaken hope in a way that little else does". And your confidence in the American team paid off—this ambition and confidence are some of what I like about Americans.

We both value the merits of soccer and the platform that the World Cup presents for us to unite our people on either side of the Atlantic Ocean. We're proud to have SilverStone International (SSI) as our liaison on matters between our association and the United States. We look forward to re-confirming President

## 2010 FIFA World Cup Organising Committee South Africa Directors

Dr. I. Khosa (Chairman) Dr. D. Jordaan (CEO) Mr. K. Bekker Mr. R. Hack Prof. M. Katz Mr. K. Lebonyo Mr. M. Mahomed Mr. P. Molekoti  
Mr. K. Motaung Mr. C. Ngqulula Dr. M. Othman (SAFA President) Mr. Aziz Pahad (Alternate Director) Dr. EG. Pohod Mr. I. Radebe  
Mr. T. Seneke Rev. M. Sotile Ms. A. Tshole Mr. S. Mufanadi Mr. S. Nathan Mr. Z. Vee Dr. M. Moxama Dlamini-Zuma

2010 FIFA World Cup Organising Committee South Africa (Association incorporated under Section 21) (Registration Number 2005/028045/06)  
is a non-profit entity governed by South African law tasked with the responsibility of organising, hosting and hosting the 2010 FIFA World Cup™







Sepp Blatter's invitation to President Obama as our guest to the 2010 FIFA World Cup, this will indeed be the best "Africa's Cup" the world has ever seen.

We wish you well and look forward to seeing you again in South Africa for the Draw and the 2010 FIFA World Cup.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Irvin Khoza".

**DR. IRVIN KHOZA**  
**CHAIRMAN**



# AWARD:

OFFICE OF THE GOVERNOR

KAY IVEY  
GOVERNOR



STATE CAPITOL  
MONTGOMERY, ALABAMA 36130

(334) 242-7100  
FAX: (334) 242-3282

## STATE OF ALABAMA

March 21, 2018

Ms. Nichelle Gainey

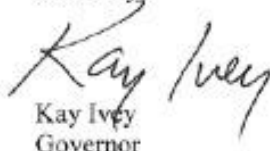
Dear Ms. Gainey:

By this letter, I hereby appoint you to the Alabama Agriculture & Mechanical University Board of Trustees, effective immediately. This appointment is subject to Senate confirmation. You will serve as an At-Large representative. Your term of service will expire January 31, 2024.

As one of my appointees, you will be making important decisions that directly affect the citizens of Alabama. I have made honesty and integrity a priority in my Administration, and I know that you will embody these two virtues while serving the people of Alabama. Please plan to attend all meetings within reason, be a good steward of the taxpayers' money, and work in your position to instill trust in state government. The responsibility that comes with this appointment is not to be taken lightly. I trust that you will rise to the occasion and set a standard for others to follow.

I appreciate your serving in this capacity, and I am confident you will render valuable service to the citizens of Alabama.

Sincerely,

  
Kay Ivey  
Governor

KI/at

cc: Dr. Andrew Hugine, Jr., President, Alabama A&M University  
Ms. Michele Brown  
Ms. Nita Carter



# AWARD:

From the 5<sup>th</sup> Congressional District of Atlanta, Georgia  
Former office of Congressman John Lewis





Silverstone International  
(SSI) is the company that  
**EXPERTS** call when they  
need an **EXPERT** to get the  
job done.