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UVA Men's Basketball Student-Athletes Sign with Hook Sports Marketing

CHARLOTTESVILLE, Va. – Virginia men's basketball student-athletes Reece Beekman, Jayden Gardner and Kadin Shedrick have signed exclusive representation agreements with Hook Sports Marketing, a Charlottesville-based firm. HSM will represent Beekman, Gardner and Shedrick in all Name, Image and Likeness opportunities.

"We're thrilled Reece, Jayden and Kadin have joined the Hook Sports Marketing team," said Chip Royer, founding partner of HSM. "All three student-athletes are interested in connecting with the community and engaging with fans in new and exciting ways that are now available through NIL business opportunities."

HSM actively seeks opportunities for the student-athletes it represents to make public appearances, conduct clinics, promote businesses through a variety of marketing channels and create licensed apparel.

Beekman, Gardner and Shedrick join fellow UVA student-athletes Chris Glaser (football), Ryan Goetz (men's tennis), Cam Lexow (women's soccer), Diana Ordonez (women's soccer) and William Woodall (men's tennis), who are represented by HSM.

For more information on NIL sponsorship opportunities with UVA student-athletes, business representatives should contact Todd Goodale by email at goodale@hooksports.net or by phone at (434) 981-0004.

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