

A HEARTFELT THANKS & KEEP SUPPORTING

July 15, 2025



Dear Memphis Tigers NIL Supporters,

We hope this message finds you well. As you know, Bluff City Collective has played a crucial role in supporting Memphis Men's Basketball through Name, Image, and Likeness (NIL) opportunities.

As a result of the recent House v. NCAA settlement, the University of Memphis has decided to bring NIL services in-house, which means Bluff City Collective has now ceased operations. While the collective is no longer active, the need for continued support for Memphis Men's Basketball remains as strong as ever.

To ensure a smooth transition and continued success for the Tigers, I have chosen to step in and assist the Memphis Rebounders during this period of change. The Rebounders have always been a passionate and vital part of the Memphis basketball community, and together, we will continue to support the program through new initiatives and strategic efforts.

We encourage you to remain an integral part of this mission by joining the Memphis Rebounders. Your support, whether through membership or other contributions, will ensure that Memphis Men's Basketball continues to have the resources needed to succeed both on and off the court.

Coach Penny Hardaway, our athletic department, and we are incredibly grateful for all you have done for Bluff City Collective. The Memphis Rebounders are poised to carry on this important work, and we invite you to join us as we embark on this exciting new chapter.

Thank you again for your commitment to Memphis Men's Basketball. Your impact has been invaluable, and we look forward to continuing this journey together as we support the Tigers every step of the way.

Best regards,

Michael Hawkins

Michael Hawkins
Founder, Bluff City Collective

Marvin White

Marvin White
President, Memphis
Rebounders