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## Morgan Stanley Global Sports & Entertainment Unveils Money in the Making™ for the Next Generation of Athletes, Entertainers and Emerging Talent

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- New digital financial education program aims to help young athletes, entertainers and emerging talent in the sports and entertainment industry build and manage wealth
- Entertainers, creators, and athletes, such as NFL great Larry Fitzgerald, Jr. are partnering with Money in the Making™

**NEW YORK** - Morgan Stanley Global Sports & Entertainment (GSE), a division of Morgan Stanley Wealth Management dedicated to serving the unique and sophisticated needs of elite and professional athletes, entertainers, executives, creators and other top talent and professionals in the sports and entertainment industry, announced today the launch of [Money in the Making™](#), a digital financial education program developed and designed specifically for the next generation of athletes, entertainers, sports and entertainment professionals and emerging talent. The program aims to provide these individuals with the financial education, tools and resources needed to build and manage wealth as they embark on their personal and professional journeys.

Money in the Making™ is the latest enhancement to Morgan Stanley GSE's comprehensive suite of financial education programming that, for nearly a decade, has been a trusted resource for many professional athletes, entertainers, creators, and other top talent and professionals in the sports and entertainment industry across the country. The program presents users with access to a tailored collection of dynamic content that spans topics, ranging from the fundamentals of budgeting, saving, investing and credit – to taxes, personal branding, and starting a business. Money in the Making™ also features a section dedicated to Name, Image, and Likeness (NIL) education, sharing key information and considerations for collegiate and high-school student athletes – as well as their parents, guardians, and close trusted circles – to help them navigate the complexities of a landscape in college athletics that features a rapidly growing market for monetization through NIL endorsement deals, sponsorships and other commercial opportunities; along with a regulatory structure that continues to witness change. The content within the Money

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in the Making™ program comes in the form of curated videos, podcasts, and articles that are available on-demand, so that users can watch, listen, and read as they please – anytime, anywhere. And like the rest of Morgan Stanley GSE's financial education programming, the Money in the Making™ platform is free of charge to all users.

“Morgan Stanley Global Sports & Entertainment is proud to introduce Money in the Making™ to our community of athletes, entertainers, creators and other talented individuals in the sports and entertainment industry, a fully integrated and accessible digital financial education program built to equip them with the knowledge, skills and confidence needed to make smart money moves, and take their finances and careers to the next level,” said **Sandra L. Richards**, Managing Director, Head of Global Sports & Entertainment and Segment Sales & Engagement, Morgan Stanley Wealth Management. “It is never too early to begin preparing and planning for your future – whether you are an athlete securing your first Name, Image, and Likeness (NIL) deal, an entertainer working to build your repertoire, an influencer building a following on social media, or an aspiring sports and entertainment business executive and entrepreneur, Money in the Making™ can help you take ownership of your financial future and guide you through various stages of your life and career.”

As part of their initiative to further engage young and emerging athletes, entertainers, creators, and other emerging industry talent with Money in the Making™, Morgan Stanley GSE has welcomed 17-year NFL veteran, businessperson, entrepreneur and financial education advocate, **Larry Fitzgerald, Jr.** to help launch the program. Fitzgerald will share his own learnings, personal stories, and insights, including key money lessons from his early playing days to post-football life, philanthropic endeavors, and transition into a burgeoning career in business, entrepreneurship and investing.

“I am thrilled to team up with Morgan Stanley Global Sports & Entertainment on the Money in the Making™ platform,” said **Fitzgerald**. “It’s all about helping young talent make smart financial decisions, so they can build their career success into their legacy cornerstone, ensuring that when one chapter is over – their brand, ambitions, and finances keep growing and thriving as they embark upon the next chapter of their journeys.”

**Added Richards:** “Larry’s authenticity, curiosity, success both on and off the football field, passion for giving back and longstanding dedication to teaching financial education to young people make him a perfect advocate for Money in the Making™. He is a model example, not just for the next generation of athletes, entertainers and other aspiring sports and entertainment industry leaders, but for any ambitious young person embarking on their own career pursuits and wealth journeys.”

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Larry will join Sandra for an exclusive conversation on Morgan Stanley Wealth Management's "Lessons in Leadership" series on Wednesday August 23 at 4:30pm ET, to go more in-depth about Money in the Making™ and his life and career, including his journey from professional football standout to committed philanthropist, business leader, financial education advocate for young people and more. **Andrea Zaretsky**, Managing Director, Chief Marketing Officer, Morgan Stanley Wealth Management, will provide introductory remarks before the fireside chat begins. Those interested can register to view the full episode [HERE](#).

"When thinking about professional athletes and entertainers, many tend to think about the super stars, but the reality is, there remains a large population of professionals who must master prudent financial planning to protect and grow their nest egg for themselves and their families," said Zaretsky. "Through this exciting program we aim to empower athletes and entertainers across the globe, delivering bespoke content that speaks directly to this unique and important investor population."

Money in the Making™ will also feature American actor **Jamie Hector**, and online brand sponsorship platform **PARITY**. **Hector** is widely known for his roles on HBO's critically acclaimed drama series *The Wire* and Amazon TV's *Bosch*; and is a committed activist, philanthropist, and nonprofit founder. **PARITY**, founded by former Wall Street executives passionate about closing the gender pay gap in sports, aims to drive revenue to women athletes by using proprietary data analytics to thoughtfully match athletes with impactful brands and causes. Morgan Stanley GSE will work with Hector and PARITY to highlight personal money management stories and key learnings of both the acclaimed actor and select women athletes from PARITY, amplifying content across the Money in the Making™ platform and social media to empower other current and aspiring entertainers and women athletes navigating their own financial journeys. Back in 2021, [Morgan Stanley GSE and PARITY together launched the "Practice Makes Perfect" campaign](#), a financial education-focused campaign focused on highlighting and empowering women athletes.

To learn more and get started with Money in the Making™, please visit the homepage [HERE](#). And to learn more about Morgan Stanley Global Sports & Entertainment, please visit their website at [morganstanley.com/gse](http://morganstanley.com/gse).

## **About Morgan Stanley Wealth Management**

Morgan Stanley Wealth Management, a global leader, provides access to a wide range of products and services to individuals, businesses, and institutions, including brokerage and investment advisory services, financial and wealth planning, cash management and lending products and services, annuities and insurance, retirement, and trust services.

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Larry Fitzgerald and Jamie Hector are neither employees nor affiliated with Morgan Stanley Smith Barney LLC. Opinions expressed by the guest speaker are solely his or her own and do not necessarily reflect those of Morgan Stanley Smith Barney LLC.

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