



JADEN OWENS MEDIA KIT



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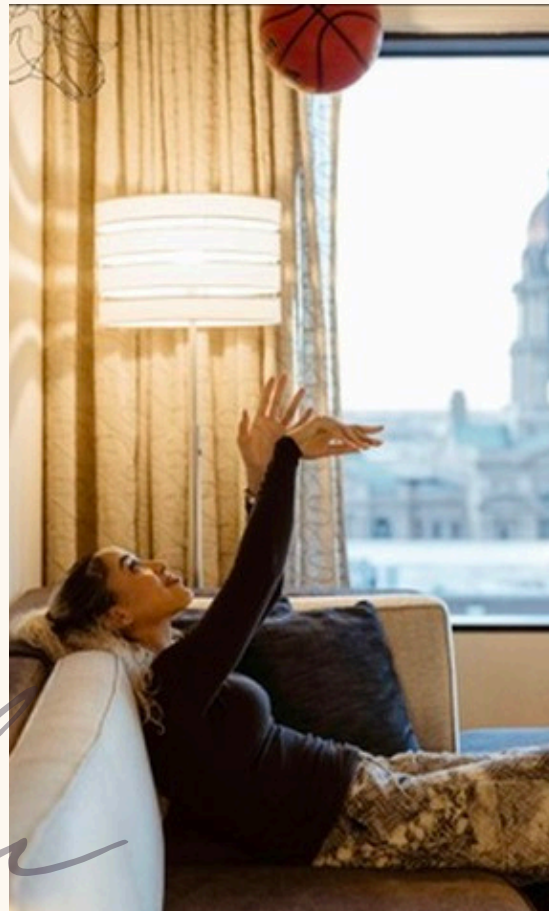
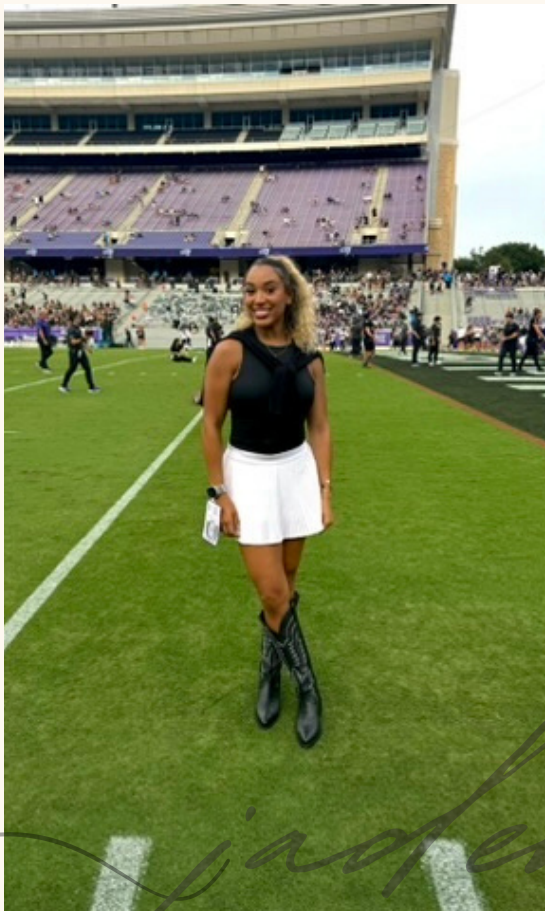
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ABOUT JADEN

JADEN OWENS IS A PROFESSIONAL BASKETBALL PLAYER AND MEDIA TALENT, KNOWN FOR HER AUTHENTIC VOICE, JOYFUL ENERGY, AND UNWAVERING FAITH. AFTER A STANDOUT COLLEGIATE CAREER AT TCU, BAYLOR, AND UCLA, WHERE SHE LED THE NCAA IN ASSISTS PER GAM.

JADEN SIGNED WITH THE CASEY CAVALIERS IN AUSTRALIA'S NBL1 LEAGUE. BEYOND THE COURT, SHE USES HER PLATFORM TO INSPIRE AND CONNECT, BLENDING SPORTS, LIFESTYLE, AND PURPOSE-DRIVEN STORYTELLING.



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FOLLOWING

FOLLOWERS

 **209K**

 **140.4K**

AVERAGE VIEWERSHIP

 **150.7K**

 **12.5K**

AVERAGE ENGAGEMENT RATE

46%

AUDIENCE

AGE RANGE

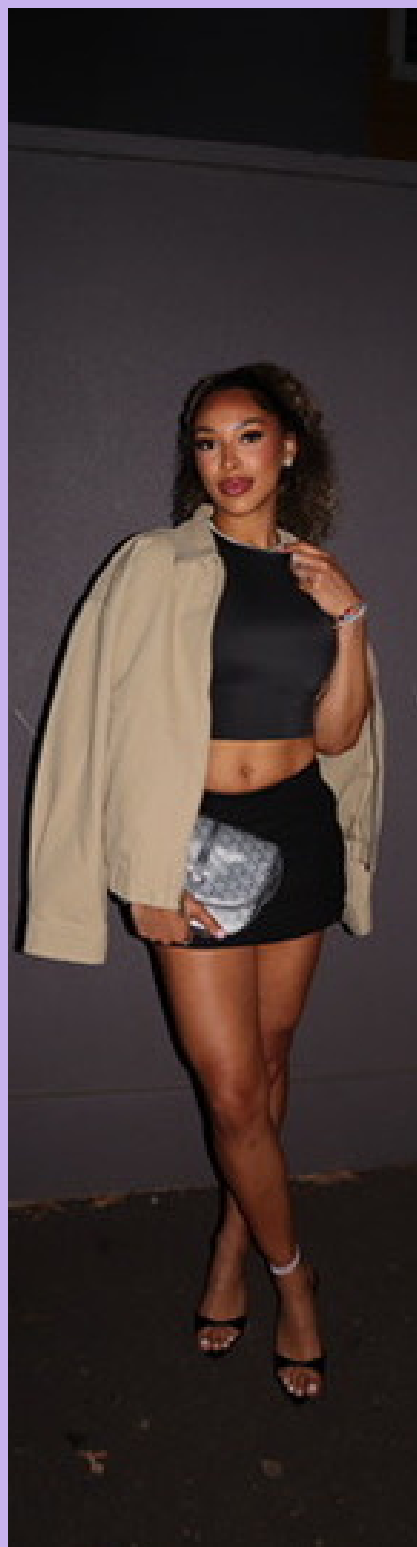
70% 25-34 YEARS

LOCATION

60% DALLAS

GENDER

88% FEMALE



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faith+purpose - authenticity - joy- growth -athletic- empowerment- lifestyle



AESTHETIC

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PAST BRAND PARTNERSHIPS

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MARRIOTT
BONVOY™

OVERTIME

ULTA®
BEAUTY



**RESTAURANT
BREWHOUSE**

USRx®

The Even Tone Experts




AuntieAnne's®

HIBBETT | CITY GEAR

ESTABLISHED 1945

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POTENTIAL CAMPAIGN CONCEPTS

WHERE FAITH MEETS GRIT — A RAW,
UNFILTERED SERIES OF WORKOUTS,
PRAYER, AND ROUTINE.

COURTSIDE GLOW — PRE/POST-GAME
BEAUTY & WELLNESS ESSENTIALS FOR THE
ATHLETE ON-THE-GO.

JET SET WITH JADEN — TRAVEL,
INTERNATIONAL LIVING, AND PACKING
MUST-HAVES.

MIC'D UP MOTIVATION — VOICEOVER-
DRIVEN CONTENT LAYERED OVER
WORKOUTS, MEDIA PREP, OR SOLO TALKS.



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PLEASE GET IN TOUCH AND MY TEAM WILL GET
BACK TO YOU IN 1-2 BUSINESS DAYS.