

FOR IMMEDIATE RELEASE

## Former NFL Quarterback Rudy Carpenter and Sports Executive Gary Knudson Launch 12 Sports Consulting, a Private Recruiting Advisory for College Football Families

*The firm offers structured, relationship-driven guidance from initial consultation through Letter of Intent signing.*

**PHOENIX, ARIZONA — June 1, 2026 —** 12 Sports Consulting, a private recruiting advisory firm focused on the families of high school football athletes with college-level potential, today announced its public launch. Founded by former Arizona State quarterback Rudy Carpenter, who spent time in the NFL with the Dallas Cowboys and Tampa Bay Buccaneers, and longtime sports executive Gary Knudson, the firm offers personalized, relationship-driven guidance through the full recruiting cycle.

Built around a small-cohort engagement model, 12 Sports Consulting works directly with families from initial consultation through Letter of Intent signing. The advisory's approach centers on three disciplines that form the firm's operating philosophy: Navigate, Compete, and Commit.

Carpenter, a former Pac-10 starting quarterback who later spent time in the NFL with the Dallas Cowboys and Tampa Bay Buccaneers, leads athlete evaluation, coach communication, and strategic advisory work. He maintains active relationships with over 100 college coaching programs across the FBS and FCS landscape, relationships that form the operational foundation of the firm's outreach work.

*"Most families enter recruiting believing they need more exposure. They have been told that more views, more camps, more eyes on their son is how this works. What I have learned, both from being recruited myself and from working with families now, is that exposure is not the goal. Direction is. The firms that succeed in this work are the ones that bring discipline to a process that has gotten very noisy."*

**Rudy Carpenter**, Managing Partner

Knudson, who played tight end at Arizona State before a brief NFL stint with the Los Angeles Rams, is the founder and chief executive of AdSport, a sports sponsorship consultancy with three decades of work negotiating and activating partnerships across the NFL, NBA, NCAA, MLS, and MLB. At 12 Sports Consulting, he leads operations, technology, brand strategy, and the business infrastructure that supports the advisory work.

*"Rudy brings credibility and coaching relationships that families cannot build on their own. My job is to make sure the firm operates at a standard that matches that. We have built a platform behind the advisory that gives families real visibility into the process, real communication, and real organization. The recruiting industry has been overdue for that kind of professionalism, and this is our answer."*

**Gary Knudson**, Managing Partner

Central to the firm's model is a technology platform that Knudson leads. Each family works through a private client portal that tracks recruiting progress, logs every coach interaction, stores recruiting documents, and keeps communication in one place. The firm's Coach Share system delivers a clean, mobile-first athlete profile to college coaches through a single link, with engagement insight that tells the advisory which programs are showing real interest. The platform is built to give families visibility into a process that, at most firms, happens out of sight.

The firm operates from Phoenix, Arizona, and serves families across the country. Engagements are structured around four-year cycles for athletes engaged earlier in high school and around the active recruiting window for athletes engaged closer to senior year. Quarterly strategic meetings, recruiting profile development, direct coach outreach, and decision support through commitment day are core elements of every engagement.

12 Sports Consulting is not a recruiting service. The firm does not negotiate with institutions, does not act as agent representation, and does not engage with athletes beyond Letter of Intent signing. Its operating model is selective and intentionally small in capacity, with engagements limited to ensure the depth that the advisory work requires.

## ABOUT 12 SPORTS CONSULTING

12 Sports Consulting is a private recruiting advisory firm serving the families of high school football athletes with legitimate college-level potential. Co-founded by Rudy Carpenter (former ASU and NFL quarterback) and Gary Knudson (founder of AdSport), the firm provides structured guidance through the full recruiting cycle, from initial consultation through Letter of Intent signing. The advisory model is selective, relationship-driven, and disciplined around the firm's three-part operating philosophy: Navigate, Compete, Commit. The firm offers strategic guidance, not agent representation. Results depend on athlete performance, academic qualifications, program fit, and coach evaluation decisions.

## MEDIA CONTACT

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