

## MEDIA KIT

# 12 Sports Consulting

## FOUNDED

2025

## HEADQUARTERS

Phoenix, Arizona

## WEB

12sportsconsulting.com

## PUBLIC LAUNCH

June 1, 2026

## CATEGORY

Private Recruiting Advisory

## MEDIA CONTACT

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## ABOUT THE FIRM

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, a former Arizona State quarterback who spent time in the NFL, and Gary Knudson, founder of the sports sponsorship consultancy 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.

## FOUNDERS

**Rudy Carpenter**

Managing Partner

Rudy Carpenter was the starting quarterback at Arizona State University before spending time in the NFL with the Dallas Cowboys and Tampa Bay Buccaneers. He has spent the years since building trusted relationships across the college football coaching landscape, with active connections to over 100 FBS and FCS programs. At 12 Sports Consulting, Rudy leads athlete evaluation, recruiting strategy, and direct outreach to college coaching staffs. He is the credibility wedge of the firm. When Rudy calls a coach, that coach calls back.

**Gary Knudson**

Managing Partner

Gary Knudson was a starting tight end at Arizona State University and played briefly in the NFL with the Los Angeles Rams. He is the founder and chief executive of AdSport, a sports sponsorship consultancy with over thirty years of experience negotiating and activating partnership programs across the NFL, NBA, NCAA, MLS, and MLB for brands including Chevron, Texaco, State Farm, and ExtraMile. At 12 Sports Consulting, Gary leads operations, technology, brand strategy, and the business infrastructure that supports the advisory work. The firm operates with the institutional discipline of his sponsorship career applied to the recruiting space.

### THE TECHNOLOGY PLATFORM

The advisory is backed by a technology platform built in-house and led by Gary Knudson. It gives families institutional-grade visibility into a process that, at most firms, happens out of sight.

#### **Client Portal**

A private workspace where families track recruiting progress by stage, see status notes from the firm, and know what is happening now and what comes next.

#### **Coach Share System**

A clean, mobile-first athlete profile delivered to college coaches through a single link. No attachments, no logins. Engagement insight tells the advisory which programs are showing real interest.

#### **Recruiting Activity Log**

Every coach contact, every profile sent, every interest level, logged and visible to the family. The work the firm does is no longer a black box.

#### **Document Vault & Messaging**

Resumes, evaluations, film links, and the client agreement in one secure place, with direct communication between the family and the firm.

### TOPICS FOR COMMENTARY

- NIL and the post-House-settlement landscape
- Revenue sharing under the House v. NCAA settlement
- The transfer portal and recruiting strategy
- Junior days, signing windows, and the recruiting calendar
- Evaluation culture: what coaches actually look for
- Coach-family communication and the relationship economy
- Parent decision-making under pressure
- The advisory model vs. the recruiting-service model

### QUOTE BANK

*"Exposure is not the goal. Direction is."*

Rudy Carpenter · recruiting philosophy

*"A family running this themselves is making these judgments for the first time. I am making them for the hundredth time this year."*

Rudy Carpenter · advisory model

*"That is what a Letter of Intent should feel like. Not relief that the process is over. Confidence that the path forward is the right one."*

Rudy Carpenter · commitment

*"When Rudy calls a coach, that coach calls back. That is the moat."*

Gary Knudson · differentiation

*"The recruiting industry has been overdue for institutional discipline. This is our answer."*

Gary Knudson · firm thesis

*"Talent matters. But I have watched plenty of talented kids leave yards on the field in recruiting because nobody positioned them."*

Rudy Carpenter · positioning vs. talent

*"Three camps in May feels productive. It is not, if the wrong staffs are at the wrong camps."*

Rudy Carpenter · camp strategy

*"Families are not just hiring for access. They are hiring for confidence."*

Gary Knudson · what families buy

## **MEDIA CONTACT**

### **Gary Knudson**

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