

JAXON DOLLAR

Five-Star Tight End · Class of 2027 · Georgia Commit · Nike Athlete

The name carries currency.



AT A GLANCE

POSITION	Tight end · No. 4
CLASS	2027
SCHOOL	East Lincoln High School (Mustangs)
HOMETOWN	Denver, North Carolina
HEIGHT / WEIGHT	6-5 · 222 lbs
COMMITMENT	University of Georgia, April 30, 2026
NATIONAL RANK	No. 28 overall (247Sports) · No. 19 (Rivals)
RATING	Five-star · No. 2 tight end · No. 1 in N.C. (247Sports)
TWO-SPORT	Basketball — Charlotte Observer overall Player of the Year, 2025-26
NIL	Nike NIL athlete, July 2026 (terms undisclosed)
VERIFIED SOCIAL	Instagram @jaxondollar4 · X @JaxonDollar4

HEADLINE NUMBERS

1,190

Receiving yards, junior season

21.0

Points per game, basketball

20

Receiving touchdowns

5-Star

Recruiting rating

251

Receiving yards, first two games of 2026

SOURCE 2 · 3 · 7

SOURCE 1 · 3 · 5 WHY JAXON

- **A surname built for marketing.**
“Dollar” is a natural fit for financial, retail and value brands — no forced acronym, no explanation required.
- **A top-ranked national profile.**
Five-star, No. 28 overall nationally and No. 1 in North Carolina, with coverage across the major recruiting outlets.
- **Two-sport crossover audience.**
Reaches both football and basketball fans; the Charlotte Observer's overall player of the year for 2025-26 across all sports.
- **Already validated at the top.**
A Nike NIL athlete headed to the University of Georgia.
- **Represented by a firm that has closed at the top of the market.**
Dollar Performance has negotiated an endorsement contract with Nike on behalf of a client athlete. The athlete and the terms are not disclosed.

IDEAL BRAND FIT

Financial literacy / banking

“The name carries currency” — a youth money-skills series fronted by a two-sport student athlete.

Value retail

Everyday-value messaging carried by an athlete named Dollar; back-to-school and game-day kits.

Vehicle rental / automotive

Recruiting-trail and road-game travel content built around getting to the next stop.

Food, telecom and other non-competing categories

Game-week routine and family-table content that avoids conflict with existing NIL terms.

COMPLIANCE

All partnerships are subject to parent/guardian approval and to compliance with applicable state law, NCHSAA rules, University of Georgia policy and Jaxon Dollar's existing NIL terms. Dollar Performance is an NIL advisory and athlete development firm. Deal terms are not disclosed.

Contact

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