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PRESS & MEDIA KIT · 2026

JAXON DOLLAR

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

The name carries currency.

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THE PROFILE.

AT A GLANCE

SOURCE 1 · 2 · 3 · 5

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



Jaxon Dollar, East Lincoln High School. Photo: Dollar family.

BIOGRAPHY

Jaxon Dollar is a tight end at East Lincoln High School in Denver, North Carolina, and a member of the class of 2027. At 6-5 and 222 pounds he plays on both sides of the ball. As a junior he caught 54 passes for 1,190 yards and 20 touchdowns, and added 38 tackles, 13 tackles for loss and five sacks for a team that finished 10-2 and reached the NCHSAA 5A playoffs. He committed to the University of Georgia on April 30, 2026, choosing the Bulldogs from a final group of Notre Dame, Miami, Clemson and

SOURCE 1 · 3 · 4 · 6

Texas after collecting more than 40 scholarship offers. He is rated a five-star prospect, the No. 28 player nationally and the No. 1 player in North Carolina by 247Sports. He also plays varsity basketball, where he averaged 21.0 points, 10.3 rebounds and 6.3 assists a game and was named the Charlotte Observer's overall player of the year for 2025-26. He opened his senior season in August 2026 with 12 receptions for 251 yards, a receiving touchdown and an interception returned for a touchdown across East Lincoln's first two games, both wins.

1,190

Receiving yards, junior season

20

Receiving touchdowns

No. 1

Player in North Carolina

21.0

Points per game, basketball

5-Star

Recruiting rating

SOURCES

- 247Sports — <https://247sports.com/college/georgia/article/georgia-lands-third-top-32-prospect-in-2027-class-with-te-jaxon-dollar-over-notre-dame-283649077/>
- On3 / Rivals — <https://www.on3.com/rivals/jaxon-dollar-250057/>
- The Charlotte Observer — <https://www.charlotteobserver.com/sports/high-school/article314136134.html>
- The Charlotte Observer — <https://www.charlotteobserver.com/sports/high-school/article316023056.html>
- The Gaston Gazette — <https://www.gastongazette.com/story/sports/high-school/2026/07/16/jaxon-dollar-georgia-football-recruit-east-lincoln-star-signs-nil-deal-with-nike/90949681007/>
- Fayetteville Observer — <https://www.fayobserver.com/story/sports/high-school/2026/09/02/nc-high-school-football-recruiting-ladder-sept-1-2026/91506083007/>

ON THE RECORD.

FOOTBALL PRODUCTION

SOURCE 1 · 5 · 6

SEASON	REC	YDS	TD	DEFENSE	TEAM RESULT
2026 (Sr.)	12	251	1	Pick-six · 2 sacks · 3 tkl	2-0 · season in progress
2025 (Jr.)	54	1,190	20	38 tkl · 13 TFL · 5 sacks	10-2 · NCHSAA 5A playoffs
2024 (So.)	13	224	6	32 tkl · 3 sacks	Varsity contributor
Career	79	1,665	27	Three varsity seasons	—

Senior-season figures are through two games, updated September 3, 2026. Receiving yards for the August 28 Providence game are reported as 160 by MaxPreps and as 195 by the Fayetteville Observer; the MaxPreps figure is used here. No individual line has been published for the August 21 opener.

2026 SENIOR SEASON

SOURCE 5 · 6

Aug 21 · at South Iredell	W 35-7	Individual line not published
Aug 27-28 · at Providence	W 26-24	8 rec, 160 yds, 1 TD, interception returned for a touchdown, 2 sacks, 3 tackles (2 TFL). Named player of the game. Contest was suspended in the third quarter and completed the following night.
Next		Sept 4 · at Newton-Conover



Football, East Lincoln. Photo: Dollar family.

SOURCES

1. The Charlotte Observer — <https://www.charlotteobserver.com/sports/high-school/article314136134.html>
2. The Charlotte Observer — <https://www.charlotteobserver.com/sports/high-school/article316023056.html>
3. 247Sports — <https://247sports.com/article/the-opening-finals-5-star-jaxon-dollar-earns-alpha-dog-title-for-thursdays-main-action-while-others-impress-287992698/>
4. 247Sports — <https://247sports.com/college/georgia/article/georgia-lands-third-top-32-prospect-in-2027-class-with-te-jaxon-dollar-over-notre-dame-283649077/>
5. MaxPreps — <https://www.maxpreps.com/nc/denver/east-lincoln-mustangs/athletes/jaxon-dollar/football/stats/?careerid=1nb9b8ijftn66>
6. Fayetteville Observer — <https://www.fayobserver.com/story/sports/high-school/2026/09/02/nc-high-school-football-recruiting-ladder-sept-1-2026/91506083007/>

THE RESUME.

TWO-SPORT

SOURCE 1

Averaged 21.0 points, 10.3 rebounds, 6.3 assists and 3.2 steals a game in 2025-26 for a 22-5 team that reached the NCHSAA regional finals. Foothills 4A/5A Conference and NCBCA District 10 Player of the Year, and the Charlotte Observer's overall player of the year across all sports. Holds Division II basketball offers.

THE OPENING

SOURCE 2

Earned the "Alpha Dog" title for the best individual performance of the day at Nike's The Opening Finals in Beaverton, Oregon, in June 2026, with 8 receptions for 117 yards and 4 touchdowns in 7-on-7 play.

RECRUITMENT

SOURCE 3

Held more than 40 scholarship offers and committed to the University of Georgia on April 30, 2026, over a final group of Notre Dame, Miami, Clemson and Texas.



East Lincoln basketball. Photo: Dollar family.

SOURCES

1. The Charlotte Observer — <https://www.charlotteobserver.com/sports/high-school/article316023056.html>
2. 247Sports — <https://247sports.com/article/the-opening-finals-5-star-jaxon-dollar-earns-alpha-dog-title-for-thursdays-main-action-while-others-impress-287992698/>
3. 247Sports — <https://247sports.com/college/georgia/article/georgia-lands-third-top-32-prospect-in-2027-class-with-te-jaxon-dollar-over-notre-dame-283649077/>

OFF THE FIELD.

NIL — NIKE, JULY 2026

SOURCE 1 · 2

On July 16, 2026, Jaxon Dollar signed an NIL agreement with Nike as one of 19 high school and college athletes named in a single announcement, selected out of the field at The Opening. The agreement includes the opportunity to help design a custom Nike Air Max. Terms are undisclosed and are not published.

COMMUNITY — RALLY FOUNDATION

SOURCE 4

Jaxon partners with the Rally Foundation for Childhood Cancer Research, an Atlanta-based charity run by friends of the Dollar family, and supports its work in his community.

VERIFIED CHANNELS

Instagram @jaxondollar4 and X @JaxonDollar4 are the only accounts confirmed as his. Partnership and media requests go through Dollar Performance rather than through direct messages.

BRAND — A TRADEMARK ON HIS NAME

SOURCE 3

"JAXON DOLLAR" is the subject of a pending U.S. trademark application, USPTO Serial No. 99213510. The name, and the Dollar Performance marks, are managed as brand assets rather than left to chance.

REPRESENTATION — DOLLAR PERFORMANCE

Jaxon is advised by Dollar Performance, an NIL advisory and athlete development firm based in Denver, North Carolina, serving elite high school and college athletes across the Southeast. The firm has negotiated an endorsement contract with Nike on behalf of a client athlete; the athlete and the terms are not disclosed. Cameron Dollar, his brother and advisor, set an NFHS national record with seven touchdown catches in a half at East Lincoln and played wide receiver for the Charlotte 49ers from 2018 to 2021. A second brother, Sidney Dollar, was an East Lincoln basketball conference player of the year and played at Lees-McRae College.

MEDIA USE

Photographs are supplied by the Dollar family and cleared for editorial use in coverage of Jaxon Dollar. They are not for commercial use without written permission. "JAXON DOLLAR" and the Dollar Performance logo are trademark-protected. Media requests, additional photography and interview availability: contact Dollar Performance.

SOURCES

1. The Gaston Gazette — <https://www.gastongazette.com/story/sports/high-school/2026/07/16/jaxon-dollar-georgia-football-recruit-east-lincoln-star-signs-nil-deal-with-nike/90949681007/>
2. UGA Wire — <https://ugawire.usatoday.com/story/sports/college/bulldogs/football/2026/07/17/georgia-football-nike-deal-six-players/90951327007/>
3. USPTO — <https://tsdr.uspto.gov/statusview/sn99213510>
4. WSOC-TV — <https://www.wsoc.tv/news/local/big-22-east-lincolns-jaxon-dollar/VW3XH5JYX5HSXGPNPUEKN6PISA/>