

GOAT USA × LEGACY MEDIA GROUP

Creator & Media Link Sheet

A single reference for reviewing the core Legacy properties and additional creators or media pages that may be explored for a GOAT campaign.

Core Legacy properties

Property	Clickable profile	Campaign role	Following
NYYHistory	@nyyhistory	Yankees-focused media page	240K+
@Athlete	@athlete	Broad sports-media page	277K
Zach Cummings	@zacharycummings	Forward-facing creator and Journey host	172K

Additional creator and media network

Click any handle to review the corresponding Instagram profile and content style.

Name	Clickable profile	Following
Alex Day	@alexday7	65.2K
Quentin Martin	@mister_wallst	5.5K
John Franklin	@_johnfranklin	221K
Ariel Epstein	@ariepst	30.6K
Jojo Scarlotta	@jojoscarlotta	538K
Nicky Scarlotta	@nickyscarlotta	517K
Mark Brucato	@LilMoMozzarella	982K
Brandon Colon	@thebrandoncolon	105K
Gabriel Woodley	@Johnny2Phones	215K
Vinny / Angelo	@BigKnicksEnergy	140K
Briana Martinez	@hotgirlstalksports	19K
John Scafiddi Jr.	@johnscafiddijr	40.6K
Sam Luckini	@firesideyankees	126K
Caleb Vasquez	@nyc_money301	4.9K
Alex Tantum	@mlb.fits	166K
Adam Crouch	@seinfeldepisodes	662K
Matt Toglia	@mangiawithmatteo	2.8K

Campaign and content examples

These links provide additional examples of campaign thinking, creative development and published social content.

Example	Format	Clickable link
Creative presentation example 1	Google Slides	Open example
Creative presentation example 2	Google Slides	Open example
Campaign / media example	Google Drive	Open example
Published content example	Instagram	Open example

How to use this list

If a particular creator, personality or audience aligns with an upcoming GOAT initiative, Legacy can explore availability and determine the right campaign role, deliverables and distribution plan.

Participation is subject to creative fit, availability and final approval. Follower counts are approximate Instagram figures provided for planning and should be reconfirmed when a specific creator is scoped.