

Rimas Sports, Celebrity Partners, and the Future of Athlete Branding

Rimas Sports, the sports management agency based in Puerto Rico co-owned by Puerto Rican rapper and singer Bad Bunny, has announced a new partnership with San Diego Padres outfielder Fernando Tatis Jr. The agency will oversee marketing, brand relations, and other business opportunities for Tatis, aiming to “expand his portfolio as an athlete, businessman and philanthropist,” according to the Associated Press.

Tatis remains under contract with Dan Lozano’s MVP Sports, the agency that negotiated his 14-year, \$340 million extension with the Padres in 2021. However, his decision to join Rimas Sports for management services signifies a shift in his branding and off-the-field business strategy.

“We are not taking on a marketing role but rather acting as a management agency,” Rimas CEO Jonathan Miranda told Sports Business Journal. “Our goal is to expand Tatis Jr.’s global image by collaborating with diverse partners across various industries, welcoming those who align with his personal brand and vision.”

The move is particularly of interest given the controversy surrounding Rimas Sports. In 2023, the Major League Baseball Players Association (MLBPA) revoked the agent certification of William Arroyo, a lead agent at Rimas, and denied certification to other company executives Noah Assad and Jonathan Miranda. The Players Association found multiple violations including a \$200,000 interest-free loan and a \$19,500 gift intended to persuade players to sign with the agency, according to ABC News. The MLBPA fined Rimas Sports \$400,000 for misconduct, calling it a “death penalty” for the agency. Arbitrator Ruth M. Moscovitch upheld five-year suspensions for Assad and Miranda, while Arroyo’s suspension was reduced to three years.

Despite these obstacles, Rimas Sports has continued to expand its athlete representation, particularly among Latin American players. The agency already represents MLB athletes like Atlanta Braves outfielder Ronald Acuña Jr., Colorado Rockies shortstop Ezequiel Tovar, and New York Mets catcher Francisco Álvarez, as reported by Sports Illustrated. While Rimas can no longer negotiate player contracts, they can still assist athletes with endorsement deals and other off-field business moves.

For Tatis, this partnership allows him to rebuild his brand, following a rocky period in his career. In 2022, Adidas ended its sponsorship agreement with Tatis after he tested positive for a performance-enhancing substance, resulting in an 80-game suspension. However, he made a

solid return in 2024, hitting four home runs in seven postseason games, as noted by Sports Business Journal, and his confidence has not left him.

“All the respect to all the big-league talent that is out there,” Tatis told the San Diego Union-Tribune. “I definitely acknowledge them. But when I’m 100% and my head is in the right spot, I feel like I’m second to no one in the baseball field.”

Tatis and other MLB athletes’ decision to join Rimas Sports has caused excitement and skepticism within the baseball community. The agency’s connection to a global star like Bad Bunny brings unique marketing opportunities for Tatis. As Rimas continues to move through its legal challenges, the success of its partnership with Tatis and other will be closely watched by the sports industry.

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