



INDIYA BOWEN #11

UAPB WOMEN'S BASKETBALL

THE GAME. THE GRIND. THE GLOW.

A dynamic competitor with a winning mentality, Indiya Bowen represents the next generation of leaders on and off the court. Driven by purpose, fueled by faith, and committed to impact.



2025-26 SEASON PERFORMANCE HIGHLIGHTS

FIRST-TEAM ALL-SWAC

SWAC
NEWCOMER OF THE YEAR

14.9 PPG
POINTS PER GAME

3.4 RPG
REBOUNDS PER GAME

1.9 APG
ASSISTS PER GAME

1.9 SPG
STEALS PER GAME

31 STARTS

29 POINT DEBUT VS. MEMPHIS

27 POINTS VS. MISSISSIPPI VALLEY ST.



DIGITAL IMPACT

4,700 INSTAGRAM FOLLOWERS

≈ 2,300 AVERAGE VIEWS

17-35 CORE AUDIENCE AGE RANGE

AUDIENCE OVERVIEW

Athletes and Entertainers from ages 17-35

TOP AUDIENCE MARKETS

- MISSISSIPPI
- ARKANSAS
- TEXAS
- GEORGIA
- TENNESSEE
- LOUISIANA



CONTENT THAT CONNECTS

- GAME DAY DRIP**
Outfit reveals, arrivals, and game day fits
- BEHIND THE GRIND**
Training, practice, film study, and recovery
- FUEL THE PERFORMANCE**
Nutrition, hydration, and healthy living
- LIFE OFF THE COURT**
Faith, fun, friends, and community moments
- Q&A / GET TO KNOW INDIYA**
Personal stories, favorites, and more

WHY INDIYA?

- ✓ Elite competitor with a proven record of performance in big moments
- ✓ Relatable, authentic & engaged on social media
- ✓ Represents the strength and culture of HBCU athletics
- ✓ Strong influence across the South and among young consumers
- ✓ Leader, teammate, role model and community advocate

BRAND PILLARS

- THE GAME**
Compete. Perform. Win.
- THE GRIND**
Discipline. Growth. Purpose.
- THE GLOW**
Confidence. Style. Impact.

PINE BLUFF & ARKANSAS MARKET OPPORTUNITIES

Strong Community. Strong Partnerships. Strong Impact.

Building a better future for Pine Bluff, UAPB and beyond.

PARTNERSHIP CATEGORIES

- ATHLETIC & SPORTS**
- BEAUTY & FASHION**
- HEALTH & WELLNESS**
- FOOD & NUTRITION**
- FINANCIAL SERVICES**
- TECH & LIFESTYLE**
- COMMUNITY & NONPROFIT**

Indiya brings energy, credibility and influence to brands that align with her values and audience.

NIL PARTNERSHIP PACKAGES

FOUNDATION

\$1,000 - \$2,500

- ✓ 1 Social Media Post
- ✓ 2 Story Mentions
- ✓ Brand Tagging
- ✓ Usage (30 days)



GROWTH

\$2,500 - \$5,000

- ✓ 2 Social Media Posts
- ✓ 4-6 Story Mentions
- ✓ Short Form Video
- ✓ Brand Tagging
- ✓ Usage (60 days)



PREMIER

\$5,000 - \$10,000

- ✓ 3-4 Social Media Posts
- ✓ Reels / Short Form Series
- ✓ Brand Feature / Spotlight
- ✓ Event Appearance (1)
- ✓ Usage (90 days)



CHAMPIONSHIP

\$10,000+

- ✓ Season-Long Partnership
- ✓ Custom Content Series
- ✓ Multiple Appearances
- ✓ Exclusivity Category
- ✓ Usage (Season Long)



LET'S BUILD SOMETHING GREAT TOGETHER.

Align your brand with a rising star who represents excellence, influence and the future.

TOGETHER, WE CAN ELEVATE THE GAME.

LET'S CONNECT

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