

# **NIL Project Portfolio**

**Stephens Family YMCA**

**X**

**Coleman Hawkins**

**By: Evan Scott**

**Marketing and Communications Intern**

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# SCRIPT

## \*SCENE 1\*

*(Camera focuses on the ringing phone at YMCA front desk. A hand goes to pick it up.)*

**Coleman Hawkins:** *(picks up the phone and says)* “Stephens Family YMCA, this is Coleman Hawkins, how can we help you today?”

## \*INTERVIEW 1\*

**Coleman:** “Ya know, I get really bored in the off-season. I figured what better way to keep myself busy, then to get a part time job. Or 5.”

## \*SCENE 2\*

*(Next shot is Coleman teaching a fitness bar class in one of the studios. Coleman is wearing a headband, and leg warmers, dressed like an 80's workout instructor.)*

**Coleman:** “One of my favorite things to do here is teach group fitness classes. The Y actually offers over 100 land AND water fitness classes.

*(Incredibly dramatic like a fitness instructor)* “Okay now people, push through the pain, you can do this!”

## \*INTERVIEW 2\*

**Evan Scott:** “Coleman is what you would call a positionless basketball player. He does a little bit of everything on the basketball court. It's no different here at the Y, he does it all. Actually, I'm pretty sure he's lifeguarding right now!”

## \*SCENE 3\*

*(Next shot is Coleman as a lifeguard in the pool area. He is wearing a lifeguard visor, tube, and fanny pack)*

**Coleman:** “I'm kind of like the referee of the pool right now. I have all the power.” *(Kids run by lifeguard stand. Coleman blows his whistle and does the Technical foul hand signal. Super dramatic.)* “Technical foul, running on the pool deck!” *(smirks and winks at camera)*

## \*INTERVIEW 3\*

**Kevin Khan:** “Coleman has also been a great addition to our personal trainer staff. Although there are times when he can get just a little.....distracted”

#### **\*SCENE 4\***

*(Coleman checking his biceps out in the mirror. Doesn't realize Evan is struggling to get the bar off his chest)*

**Coleman:** "Sheeeesh lookin nice, lookin nice"

**Evan:** *(Grunting and struggling to get weight off his chest)* "UHhhh Coleman, lil help here??"

**Coleman:** "SHOOT, my bad bro. AYE Joel, help me lift this up real quick"

#### **\*INTERVIEW 4\***

**Child Watch Parent:** "One of the best things about the Y is their child watch facility. I can drop my kids off for a couple hours while I work out, and I know they will have it under control. Especially when Coleman is working."

#### **\*SCENE 5\***

*(Coleman is under the awning in family adventure, essentially terrified while a bunch of kids run around screaming and causing chaos. Looks at camera and gives thumbs up)*

**\*\*No script needed for this particular scene. Only going to be kids screaming.\*\***

#### **\*INTERVIEW 5\***

**Lexi:** "I've been working here at the Y for a long time, and I have NEVER seen an employee as good as Coleman. I think we are even going to offer him a full time job. He just knows exactly what he's doing"

**Coleman:** "She said whaaat? Wow. Lots of things to think about I guess. I mean I would have to quit playin ball, but who wouldn't want to work here? This place is the best. They even have a rock wall!"

#### **\*SCENE 6\***

*(Coleman shoots the ball from up on the rock wall into the mini - hoop. Celebrates after.)*

#### **\*INTERVIEW 6\***

**Jeff Scott:** "Having Coleman be a part of our team the last few months has been really special. We know he has a huge decision in front of him. YMCA, or Basketball. That's a hard one. We just want to wish him the best in whatever he decides."

## **\*SCENE 7\***

*(Coleman sitting at a table with a YMCA hat and a basketball hat in front of him)*

**Coleman:** “Thank you everybody for coming. These are two things I love most in the world; working at the Y, and playing ball. This was the hardest decision I have ever had to make. With that being said, as much as I love the Stephens Family YMCA, I have decided to pursue a future in basketball. Thank you.”

**YMCA PLAYS AND THE CREDITS ROLL**

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**Video Shoot Production Plan**

## *“Coleman Hawkins The Ultimate Employee”*

### Monday Shoot

Arrive 6:30-7:00 PM

#### (6:00 PM)

- **Scene 1 - Front Desk (10 min for shooting)**
  - Who: Coleman, Front Desk Staff (whoever working)
  - Scene Summary - ***Phone rings and Coleman answers as receptionist “Hello Stephens Family YMCA, this is Coleman Hawkins speaking”***
  - Coleman Costume: (just jersey, nametag)

#### (6:20 PM)

- **Scene 7 - The Decision (10-15 min for shooting)**
  - Who: Coleman.
  - Scene Summary - ***Coleman giving mini-speech and choosing the Orange and Blue hat over YMCA hat.***
  - Coleman Costume: (jersey)
  - Props needed: YMCA hat. orange and blue hat. Table cover.

#### (6:45 PM)

- **Scene 6 - Rock Wall (20-25 minutes for shooting)**
  - Who: Coleman. Rock Wall Worker
  - Scene Summary - ***Coleman on the rock wall and shoots into a mini-hoop.***
  - Coleman Costume: Jersey. Climbing gear.
  - TO DO: Coordinate with Jeff about rock wall logistics

#### (7:20 PM)

- **Scene 2 - Workout Studio (30 min for shooting)**
  - Who: Coleman, Members of workout class
  - Scene Summary - ***Coleman Teaching Zumba dance class to a group of Y members. “You know, the YMCA actually offers over 100 land and water fitness classes. Maybe you’ll be lucky enough to get me as your teacher. FOCUS PEOPLE”***
  - Coleman Costume: (leg warmers. Headband. Microphone. Short shorts)
  - TO DO:
    - Get in touch with Amber about logistics.
  - Props needed: leg warmers/headband.

Wrap at 8:00 PM

## Friday Shoot (Day 2)

### (1:30 PM)

- **Staff Interviews (1 hour for shooting)**
  - Interview 2 (Evan)
  - Interview 3 (Kevin)
  - Interview 4 (Child Watch Parent)
  - Interview 5 (Lexi)
  - Interview 6 (Jeff S.)

### (3:00 PM)

- **Scene 4 - Upstairs Gym (15-20 minutes for shooting)**
  - Who: Coleman. Kevin. Joel. Evan.
  - Scene Summary - ***Coleman checking out his muscles in the mirror while he is supposed to be personal training. Person he is training needs help lifting the bar, says "uhhh help please". Coleman comes to finally and helps the person.***
  - Coleman Costume: Jersey.
  - Props needed: Bench, barbell, weights.

### (3:30 PM)

- **Scene 3 - Pool (15-20 minutes for shooting)**
  - Who: Coleman. Kids.
  - Scene Summary - ***Coleman as a Lifeguard. Kids run on pool deck and he gives them a technical foul \*BLOWS WHISTLE\* "Technical foul - no running allowed on the Pool deck".***
  - Coleman Costume: (lifeguard fanny pack, tube, whistle).
  - TO DO:
    - Identify HEAT kids for shoot w/ Will.
    - Coordinate lifeguard props.
    - Find an ideal shooting spot.
  - Props needed: Lifeguard gear.

### (4:00 PM)

- **Scene 5 - Child Watch (30 minutes for shooting)**
  - Who: Coleman. Child Watch kids.
  - Scene Summary - ***Coleman is going to be sitting under the awning in the family adventure, essentially terrified, while a bunch of children run around causing chaos. Zoom in on Coleman giving the thumbs up.***
  - Coleman Costume: Jersey.
  - TO DO:

- Coordinate time to shoot and kids for child watch.
- Talk to Renae/Mary about a parent interested in being in the video.
- Props needed: Toys for kids to throw around and other props to cause some chaos.

#### (4:30 PM)

- **Coleman Interview's (20 minutes for shooting)**
  - *Interview 1/Interview 5*

#### **5:30 WRAP**

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# Name, Image, and Likeness Marketing Campaign

## Stephens Family YMCA

Evan Scott - Communications and Marketing Intern

The Stephens Family YMCA is partnering with University of Illinois **athlete**, Coleman Hawkins, to promote the mission and programs of the Y. There is an undeniable overlap between fans of Illini Athletics and YMCA members. Taking advantage of the opportunities presented under the NIL umbrella is something the YMCA has immense interest in. The social media campaign surrounding Hawkins will have a light-hearted and energetic theme. Our goal is to build a strong connection between the Y and Illini Athletics, while increasing engagement in all areas of our YMCA.

## Goals

1. Utilize campaign strategies and posts to tell the story of the Stephens Family YMCA
2. Bring awareness to the community regarding YMCA programs and offerings
3. Craft a lighthearted but polished campaign that reflects the family nature of the YMCA
4. Build a strong connection for future engagement between Illini Athletics and the Stephens Family YMCA

## YMCA (our) Social Media Postings

1. Skit video of **Coleman Hawkins** promoting membership using facilities all over the YMCA.  
(1:30 - 2:00 Min)
2. Collaborative Instagram Posts with Hawkins account
3. Post Instagram Posts to YMCA Facebook page

## Athlete Social Media Postings

1. 2 social media postings on Instagram feed promoting specific Y programs or general Y information.
2. One post, re-posting the video made at YMCA.

### 1. Post on Athlete Social Media (4/7/22)

The purpose of this post is to announce the partnership between SFYMCA and Coleman Hawkins, whilst promoting the core themes of the YMCA. These include bettering your spirit, mind, and body.

- **Stephens Family YMCA Facebook page - 365 Likes/22 Shares**
- **Hawkins/YMCA Collaborative Instagram Post - 3,823 Likes**



Liked by teriyakisauce and 3,823 others

sfymcaofficial ♦ ♦ We are thrilled to announce a new partnership between Coleman Hawkins and the Stephens Family YMCA of Champaign County! With so many programs to help better your spirit, mind, and body, the YMCA has something to offer for everyone! It's even one of Coleman's personal favorite places in all of Champaign to work out and get some shots up! ♦ ♦

Check out what the Y has to offer today!! @sfymca #findyourY #whyyourY 🏀



Stephens Family YMCA with Larkin's Place

6d · 🌐

♦ ♦ So excited to announce our new NIL partnership with our guy, Coleman Hawkins! ♦ ♦

Coleman is the perfect person to represent the YMCA's values to Champaign County. Be on the lookout for more content with Coleman coming very soon!



## 2. Post on Athlete Social Media

- Post Graphic/Photo

## 3. Video Skit Collaborative Post

- (See Script)
- (See Production Plan)

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## **CONTRACT AGREEMENT**

**This Promotion Agreement ("Agreement") is made by and between Coleman Hawkins ("Player"), and Stephens Family YMCA, an Illinois nonprofit corporation ("Company").**

**WHEREAS, Company is in the business of putting Christian principles into practice through programs that build healthy spirit, mind and body for all;**

**WHEREAS, Company desires to engage Player in certain promotional activities connected with its business; and**

**WHEREAS, Company desires to engage Player on the terms, conditions, and covenants set out in this Agreement, and Player desires to be engaged by Company on the terms, conditions and covenants set out in this Agreement.**

**NOW, THEREFORE, in consideration of the premises and covenants hereinafter contained in this Agreement and other good and valuable consideration, the receipt and sufficiency of which consideration is acknowledged by the parties, Company and Player agree and covenant as follows:**

**1. The term of this Agreement ("Term") shall last until May 31, 2022, from the date of signature, subject to the limitations of Section 6. The Term may be extended upon the mutual agreement of both parties. During the Term, Player shall perform services for Company (the "Services") consisting of the following:**

- a. Player shall make three (3) social media posts on Instagram (the "Social Media Posts") throughout the remainder of the Term, at times as mutually agreed upon by the Company and Player at a later date. The Social Media Posts shall include at least two photographs and one video and additional language, as mutually agreed upon by the Company and Player at a later date.**
- b. Player will shoot content for one video (the "Video") with Company during a mutually agreed upon time for up to three (3) hours. Video will be posted on Company social media channels (Facebook and Instagram). Player will share Video via Player's Instagram within one of the Social Media Posts, as directed by Company.**
- c. Player may, from time to time, provide additional content to Company in connection with the promotion of its business. Such additional content may be mutually agreed upon by Company and Player at a later date.**

**2. In consideration of the provision of the Services and the rights granted to Company under this Agreement, Company shall award a one-time payment of \*\*\*\* to Player ("Payment") within ten (10) business days of Player's satisfactory completion of the Services. Company reserves the right to request that Player submit**

proof to Company that the Services have been completed prior to providing the Payment. Company assumes no responsibility for payment or withholding of any taxes or other deductions on behalf of Player and Player agrees to comply with all requirements of the Internal Revenue Service, Illinois Department of Revenue, or other appropriate taxing authority with respect to payment of self-employment, income and other taxes.

3. Company is hereby authorized to advertise and promote itself with regard to its association with Player. Said promotion may include, but is not limited to, placing a likeness of and/or using the name of Player in print, electronic or other marketing devices; provided, however, Player does not purport to grant to Company any rights to use University of Illinois or Big Ten Conference intellectual property, including trademarks, logos or other materials. Company owns all worldwide right, title, and interest in and to all Social Media Posts and any written, graphic, coded, audio, and visual materials and other work product (whether finished or unfinished and whether used by Company or not) delivered to or developed for Company under this Agreement or are prepared by or on behalf of Player in the course of performing the Services, including all copyrights, trademarks, service marks, trade dress, trade names, trade secrets, patents, and other intellectual and industrial property rights therein, together with all of the goodwill associated therewith.

4. Player shall not be liable, responsible or be deemed to have defaulted under or breached this Agreement, for any failure or delay in fulfilling or performing any term of this Agreement, when and to the extent the Player's failure or delay is caused by or results from the following events ("Force Majeure Event(s)"): (a) acts of God; (b) flood, fire, earthquake, or explosion; (c) war, invasion, hostilities (whether war is declared or not), terrorist threats or acts, riot or other civil unrest; (d) government order, law, or action; (e) embargoes or blockades in

effect on or after the date of this Agreement; (f) national or regional emergency; (g) strikes, labor stoppages or slowdowns or other relevant industrial disturbances; (h) a material worsening of the effects of the COVID-19 (including any of its related variants) pandemic resulting in the widespread closure of businesses, (i) shortage of adequate power or transportation facilities; and (j) other similar events beyond the control of Player.

5. Notwithstanding the above, in the absence of any Force Majeure Event, this Agreement may be terminated by Company upon notice to Player with no further obligations to Player if Player is unable or unwilling to reasonably render the Services due to no fault of Company.

6. This Agreement shall terminate immediately in the event that Player (a) ceases to be eligible for athletic participation, is dismissed from the team or for any reason is no longer a part of University of Illinois Athletics, (b) enters the National Collegiate Athletic Association Transfer Portal or (c) is publicly accused of having committed a crime, violation or other moral offense.

7. Either party may terminate this Agreement at its discretion upon thirty (30) days' prior written notice to the other party.

8. In the event of termination of this Agreement, Player shall return the Payment to Company within a reasonable time, but under no circumstances shall Company be entitled to any pro-rata refund for benefits previously paid to Player pursuant to Sections 5, 6 or 7, Company shall be entitled to a pro-rata refund of any Payment previously paid to Player for any Services that Player will not perform.

9. This Agreement constitutes the entire agreement between the parties, and there are no verbal understandings or other agreements of any nature with respect to the subject matter hereof except those contained in this Agreement. No provisions of this Agreement shall be changed or modified except by a signed written instrument executed by both parties hereto.

10. All notices, acknowledgments, requests and other communications hereunder shall be in writing and shall be deemed to have been duly given on the day thereof. All notices must be delivered electronically (by email, text message or other electronic writing) or by hand.

11. This Agreement shall not be assignable by either party. In addition, this Agreement shall be binding on and inure to the benefit of the parties and their respective heirs, legal representatives, successors, and assigns.

12. This Agreement and performance hereunder and all suits and special proceedings hereunder shall be governed by and construed in accordance with the laws of the State of Illinois.

13. This Agreement may be executed in any number of counterparts, each of which shall constitute an original. No other counterpart needing to be produced, and all of which when taken together shall constitute but one in the same instrument. Any electronic signature hereon shall be given the same force and effect as an original signature.

14. Nothing in this Agreement creates any agency, joint venture, partnership, or other form of joint enterprise, employment, or fiduciary relationship between the parties. Player is an independent contractor pursuant to this Agreement. Neither Company nor Player has any express or implied right or authority to assume or create any obligations on behalf of or in the name of the other or to bind the other to any contract, agreement, or undertaking with any third party.

Executed on \_\_\_\_\_, 2022.

By: \_\_\_\_\_

**[Company Representative], [Title]**

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**[Coleman Hawkins]**

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