

KOBE SANDERS

**BY ATHLETE LAB
TEAM 5**

ATHLETE PROFILE



KOBE SANDERS #3

HEIGHT: 6'8" // WEIGHT: 205 // YEAR: SENIOR

7.9 POINTS PER GAME

3.3 REBOUNDS PER GAME

2.4 ASSISTS PER GAME

28.4 MINUTES PER GAME



Leadership



Grit



Versatility



ABOUT KOBE



FROM SAN DIEGO



STUDYING KINESIOLOGY



DREAM TO OPEN A GYM

OFF THE COURT...





SWOT ANALYSIS

STRENGTHS:

- ATHLETIC TALENT
- SOCIAL MEDIA REACH
- PREVIOUS NIL EXPERIENCE

WEAKNESSES:

- LIMITED TIME
- LACK OF PROFESSIONAL REACH

OPPORTUNITIES:

- SOCIAL MEDIA ENGAGEMENT
- FAN SUPPORT
- COMMUNITY SERVICE

THREATS:

- EXTRA YEAR OF ELIGIBILITY
 - NCAA REGULATIONS
 - OVERSATURATION
- 

POTENTIAL PARTNERSHIPS

1 Kobe's first potential partnership will be with the Boys and Girls Club in SLO to host a clinic for middle schoolers. After running drills, the kids can enjoy Jay Bird's and/or Perfect Scoop: two of Kobe's favorite spots.



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2 The next potential partnership would incorporate Kobe's love of cooking and his appreciation for one of SLO's favorite local restaurants, Mama's Meatballs. Kobe would cook his own pasta dish and then have his teammates compare the results to Mama's classic meatball recipe. This collaboration is a great opportunity to increase both Kobe's and Mama's Meatballs social presence.



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POSITIONING

Kobe's Key Attributes:

Versatile

He describes himself as versatile, both on and off the court. He can shoot, drive, and dunk the ball, and he is also very outgoing and personable off the court. His versatile personality may potentially open doors for him in terms of professional opportunities.

Leader

He sees himself as a leader on the team. As one of the longest-tenured players on the team, the best player, and one of the tallest, his teammates look up to him literally and figuratively.

Tactics:

Keep the voice for his messaging upbeat, engaged, and confident- similar to his personality on and off the court.

Sample Messaging to Initiate Partnership:

Boys and Girls Club,

To briefly introduce myself, my name is John Doe, and I work with the Athlete Lab here at Cal Poly. Our Athlete Lab team represents Mustang athletes and works to connect them with local businesses to grow both the company's engagement and build the athlete's professional brand. I believe Kobe Sanders would be a great fit for the Boys and Girls Club of SLO.

Kobe has been a starter for the past 3 years, and continues to serve as a leader during his final year. He values giving back to the community and sharing his knowledge with younger generations. One idea of this partnership could exhibit Kobe hosting a basketball coaching clinic for kids of all ages, engaging with the community and providing an expert point of view, all through your Boys and Girls Club foundation. His fun attitude and involvement with your brand can grow your local reach through this clinic, as well as engagement from his 2K followers on social. Here at the Athlete Lab, we believe this partnership will be of great benefit for both parties, and create many opportunities to grow.

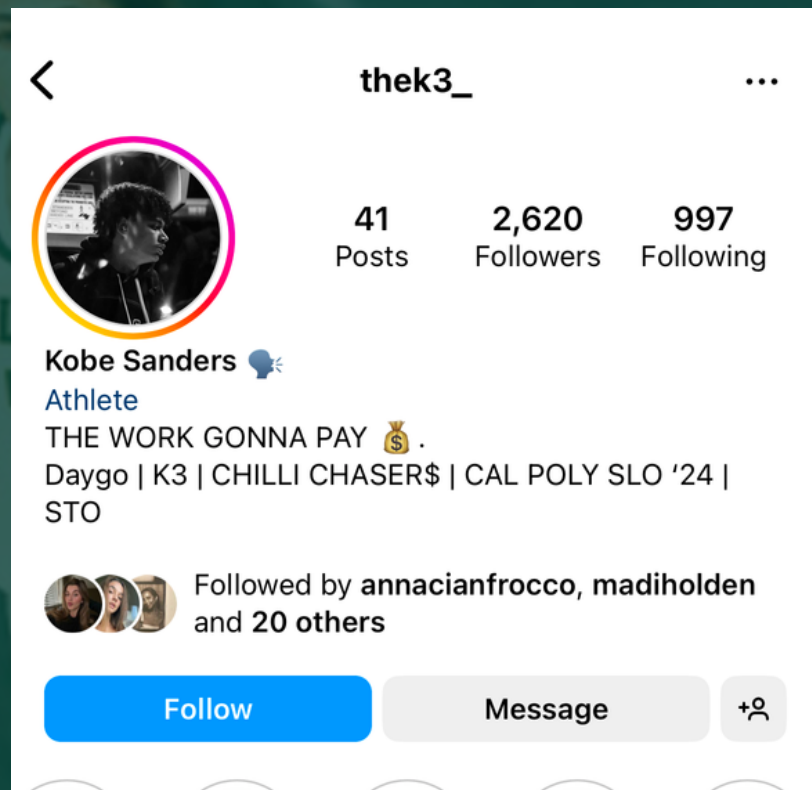
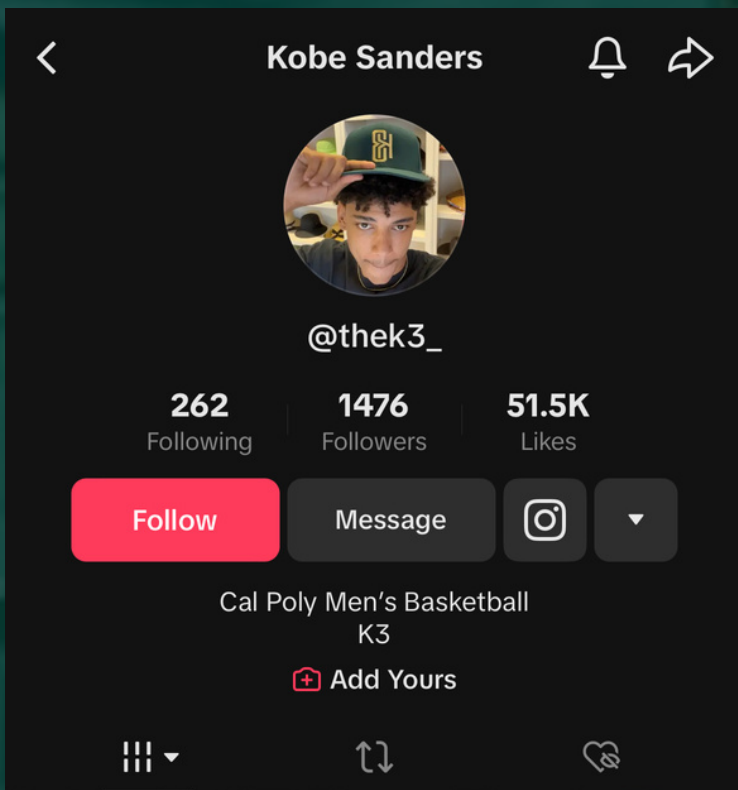
Please reach out with any questions. Hope to talk soon!



PLATFORMS

TIKTOK

INSTAGRAM



Kobe has a combined following of roughly 4,000 on TikTok and Instagram combined. His content on both is mostly basketball-related. His sizeable following is suitable for promotional opportunities with local businesses. He can post the assets we provide to him on his Instagram and create TikToks that align with the objective of the campaign as well.

Kobe has curated his own logo to use across his platform and NIL deals



SOCIAL SCHEDULE

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	BF	BTS		C		G/D
		DIL	C		ST	BF
	UB	BTS		BF	C	DIL
	C		BTS		BF	
UB G/D		ST	C		BF	

- **Behind the Scenes (BTS):** locker room celebrations, weight room routine, athletic trainer recovery
- **Court:** photos and video from games, practice
- **Day in the Life (DIL):** Day in life of athlete from waking up to classes to sleep
- **Storytelling (ST):** athlete walks through story of favorite game, his background of basketball, etc
- **Brand Feature (BF):** simple post or video promoting the service/product of NIL partner
- **Unboxing (UB):** Unbox, or reveal products given by NIL partner, show favorites and why you like brand
- **Giveaway/Discount (G/D):** promote a giveaway or discount for brand athlete is working with, increases brand awareness and engagement from followers; can include a challenge to win the giveaway

**can mix in personal posts, as long as appropriate, to help followers get to know athlete more*

CONTENT SAMPLES



- **Product Endorsement** - increase awareness of brand and partnership
- **Behind the Scenes of Sport** - allow fans to see exclusive training, inspires and motivates (ex: practice, weights, etc)
- **Day in the Life** - give a glimpse into authentic life outside of sport, grows trust and connection
- **Challenges** - engage with viewers with challenges or hashtags, show a fun side of athlete and encourage two-way conversations

CONCLUSION

- As the best player on the Cal Poly men's basketball team with a charismatic personality, we think Kobe Sanders is a very marketable athlete.
- Kobe's core values are centered around leadership, versatility, and grit
- The partnership with the Boys and Girls Club is a feasible option, as the organization has already expressed interest in inviting Kobe to conduct a clinic.
- As a leader, both on and off the court, we believe he would have a meaningful impact on the kids from the Boys and Girls Club.