

SPORT & F

ATHLETE PERSONAL BRANDING
PROJECT PRESENTATION:

LAUREN HOLBROOK

ODU Field Hockey



Kayla Krupilis | Kayla Fells | Jolene Ulichney | Nicole Pendleton

SPORT & F



TABLE OF CONTENTS



01

ATHLETE INTRO

Background information on our athlete

02

BRANDS CONSIDERED

The top three brands that we considered for our athlete

03

CHOSEN BRAND

The final brand that was chosen for the NIL branding

04

BRAND PROPOSAL

Our proposal with strategic solutions

05

CALENDAR OF EVENTS

Implementation calendar for the athlete and the sponsor

06

EVALUATION & SOURCES

Why our plan should be adopted and the sources used





01



INTRODUCTION

What our team learned about our athlete's background and interests



LAUREN'S BIO

Background: Lauren Holbrook is from Yorktown, Virginia. Growing up she did competitive dance and traveled the east coast for competitions. As Lauren got older, she slowly started to transition from dance to field hockey, and saw a future with field hockey instead of dance. Currently, she is an accomplished Midfielder for the ODU Women's Field Hockey team.

Hobbies: Lauren loves to travel, workout, watch sunrises and sunsets, drink coffee, and spend time with family and friends.



SPORTS

LAUREN'S BIO



ODU Major: Exercise Science

Goals & Aspirations: Lauren aspires to become a sports physical therapist one day. She loves working with people, and as an athlete herself, it is clear to her that physical therapy can have a positive impact on an athlete's career. She hopes to help heal others in an influential way. Lauren believes healing others will benefit athletes while benefiting herself. She also dreams of becoming a homeowner and getting a dog.

Favorite Brands: Converse, Starbucks, and E. Newton Jewelry

& FITNESS



02

BRANDS CONSIDERED

The brands that we considered for our athlete,
as we built this proposal

MORNING VIEW COFFEE HOUSE & ROASTERY

- Colorful roastery and bakery located in Nags Head, NC
- Organic and sustainably grown coffee and tea
- Local hotspot in the OBX, that encourages patrons to support local businesses and the community

Engagement:

- 1,785 IG followers, 2,800 FB followers
- Posts once or twice a week



QUIET STORM SURF SHOP

- Has 13 locations across the East Coast. One location is at the Norfolk Premium Outlets.
- One of the largest surf shops in the country.
- Aesthetic matches Lauren's personality and hobbies.

Engagement:

- 5,000 IG followers, a few posts a week
- 240 Tik Tok followers (SC Store), posts once a week
- 4,000 FB followers, no recent posts



UNDER ARMOUR

- Current sponsor for ODU Athletics Dept.
- Already has Student Athlete Partnerships
- Could greatly improve Lauren's public awareness of her goals, since it's a well-known brand

Engagement:

- Over 8M IG followers, 11.5 M FB followers
- 572k Tik Tok followers, very active online





03

CHOSEN BRAND

The final brand that we selected to tie to the athletes' NIL, and why



THE BRAND WE CHOSE

The reason we selected **Morning View Coffee House & Roastery** is because the company relates with Lauren's likes and her hobbies. Lauren enjoys coffee and watching sunrises and sunsets. Morning View Coffee & Roastery is located at the Nags Head, North Carolina which is a beautiful place to see the sunset and the sunrise. Lauren's order from Morning View Coffee House & Roastery is an iced latte with oat milk and sugar free vanilla.



PHASES OF INITIAL CONNECTION

APPLICATION

After connecting, Lauren can seek an application for her branding.



CONTACT

General Manager Marcelo Mora
morningviewcoffee@gmail.com
[linkedin.com/in/marcelo-mora-a21894166](https://www.linkedin.com/in/marcelo-mora-a21894166)



BONDING

Create a strong relationship with Morning View Coffee House & Roastery.



PROMOTION

Lauren can take action early when she visits Morning View and promote their coffee via social media.





04



BRAND PROPOSAL

The proposal and strategic solutions for the selected brand



STRATEGIC SOLUTIONS



**LOYALTY
PROGRAM**



**CUSTOMIZED
COFFEE & ROAST**

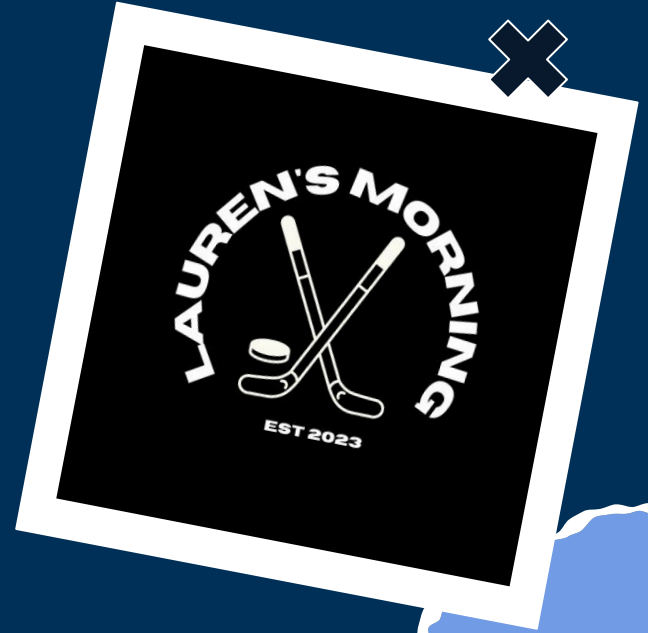


**CUSTOMER
RAFFLE**



STRATEGIC SOLUTION #1: LAUREN'S LOYALTY PROGRAM

- Lauren's Morning will be a loyalty program created at Morning View Coffee & Roastery that is revolved around different plays in Field Hockey. There are 3 different options for the program, the Drag Flick, Hit, and Goal.
- Drag Flick-Purchase 5 coffee items and get 1 Medium Coffee for free
- Hit-Purchase 10 coffee items and get 1 Small Coffee and 1 Food item for free.
- Goal-Purchase 15 coffee items and get 1 bag of coffee beans for free.





“I stop by Morning View every time I’m in North Carolina. My favorite order is an iced latte with oat milk and sugar-free vanilla.”

—LAUREN HOLBROOK

STRATEGIC SOLUTION #2: LAUREN'S LATTE & HOLBROOK BREW

- Customers of Morning View will be able to order “Lauren’s Latte” which is Lauren’s favorite drink
- This can be advertised in store and on social media.
- A Tik Tok video on how to make Lauren’s Latte
- Share Lauren’s Latte on Instagram and Facebook stories on game day.
- Custom blended coffee “Holbrook Brew” available for customers to buy in-store or by wholesale.





llaurenholbrook



Stop by [@morningviewcoffee](#) in OBX to try my new coffee blend! Plus, each purchase gets you an entry to win a field hockey stick, signed by me!
#laurenslatte #laurenholbrook
#holbrookblend #fieldhockey



SOCIAL MEDIA POST EXAMPLES

Here are two examples of social media post from Instagram and TikTok. Both Lauren and Morning View Coffee would be posting, to promote each other. Essentially

STRATEGIC SOLUTION #3: FIELD HOCKEY RAFFLE

- A field hockey stick signed by Lauren is displayed in Morning View Coffee.
- The hockey stick will be raffled off at the end of the promotion period.
- Every purchase gets an entry into the raffle.





05




CALENDAR OF EVENTS

Calendar of events showing the implementation of our strategic solutions and goals



IMPLEMENTATION CALENDAR

Rough calendar showing the goals and dates that we want to implement our plans, from August to December 2023

AUG 01	AUG 10	SEP 01	SEPT	SEPT - OCT	NOV 5 - 7
<p>Ideally a partnership with the brand would be established in August</p> 	<p>Relationship between Lauren and Morning View should be established by the middle of August.</p>	<p>Field Hockey season starts in Autumn, late August/early September. This is when things get very competitive.</p>	<p>The first mention of Lauren's social media posts will include Tik-Toks and weekly Instagram posts.</p> 	<p>Throughout the regular fall season, Lauren will actively post and promote her brand using different platforms.</p>	<p>There will be a special advancement during the Big East Tournament.</p> 



06

EVALUATION & SOURCES

Overall evaluation of our strategic solutions and why our athlete should consider this brand



REASONS WHY LAUREN SHOULD ADOPT OUR PLAN



1. Helps to establish her name and brand, in and outside of Virginia.
2. Lauren can improve her marketability as an athlete and open other opportunities. Helps to build her audience by taking advantage of the popularity of coffee, even if the company's brand is not expansive.
3. Connecting with a local business shows her sense of community.
4. Engage coffee lovers with the sport of Field Hockey.
5. Realistic plan with minimal financial commitments from the sponsor.



SOURCES

Holbrook, L. (2023, January 25). *Introduction to Lauren*. [Interview by Fells, K., Krupilis, K., Pendleton, N., and Ulichney, J.].

Holbrook, L. (2023, March 16). *Follow-Up Interview and Brand Discussion*. [Interview by Fells, K., Krupilis, K., Pendleton, N., and Ulichney, J.].

Home. UA Newsroom. (n.d.). Retrieved April 18, 2023, from <https://about.underarmour.com/>

Morning View Coffee & Roastery [@morningviewcoffee]. (n.d.). Posts [Instagram profile]. Instagram. Retrieved April 13, 2023, from <https://www.instagram.com/@morningviewcoffee>

Morning View Coffee House & Roastery. (n.d.). Retrieved April 18, 2023, from <https://www.morningviewcoffee.com/>

Quiet Storm Surf Shop [@quietstormsurfshop]. (n.d.). Posts [TikTok profile]. TikTok. Retrieved April 16, 2023, from <https://www.tiktok.com/@quietstormsurfshop>

Quiet Storm Surf Shop [@quietstormoc]. (n.d.). Posts [Instagram profile]. Instagram. Retrieved April 14, 2023, from <https://www.instagram.com/@quietstormoc>

Salt water inspired clothing and accessories. Quiet Storm Surf Shop. (n.d.). Retrieved April 18, 2023, from <https://quietstorm.com/?fbclid=IwAR1Ibpz8NBiddYFYdEPFZNJUkVk3OasFNk1nUK79h9hH35j65M3KBj1PXiE>



THANKS!



CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics by **Freepik**, photos courtesy of **Google** and **Lauren Holbrook**.



Template edits and presentation design by **Nicole Pendleton**