



Suburban High School - "We're gonna crush it this year"

Two nerdy kids

- Two boys, 13-15

It would be nice to have a white kid and minority.



Kansas City Chiefs



New England Patriots



Dorris Place High School



Not sure if kids are fans of same team or different?

One version indicates wearing team shirts and other maybe not?



Subway Train - "We can fix this" (guy)

Latino couple in their early 20s





CEO Boardroom or Ext - "We had a really good fourth quarter"

- CEO, woman mid-late 40s
- Assistant, woman late 20s - early 30s

Location: walking into an office building, we're looking for an unexpected office setting, not a large square conference table



**CLEVELAND
BROWNS**



Female CEO could have one of these items as a subtle indicator of her team.

49's stuff shown here but it could be same for Browns or Chargers





Traffic - "We just need to believe"

- African-American male, early 30s
- Location: Inside a mid-size family car



No team specified and maybe we don't need anything, but we could add any of this type of accent to indicate football fan.





Middle School sideline - "We'll do better next time" (mom)

- Boy, 11-13, smaller looking kid
- Mom, mid-40s, rural looking mom

Location: on the sidelines of a rural football field





High School Player - "We got in!"

- Boy, 17-18, African American, athletic build
- Dad, 40s-50s, African American, stocky older athletic build
- Location: We like this one having an inner-city feel, perhaps its in a small apartment bedroom, or in a small apartment kitchen





BRONCO'S BAR - "We're in it now!" (bartender)

- Bartender - mid 30s, bigger guy, looks like a seasoned bartender
- Patrons - older mix of salt-of-the-earth Broncos fans (men and women, 40-60s)
- Location: Old Broncos paraphernalia covered bar, nothing fancy or new, should look like this bartender and these patrons have been going to this bar for years.



Stuff for talent





BRONCO'S BAR - "We're in it now!" (bartender)

Stuff for walls.



frame or pin

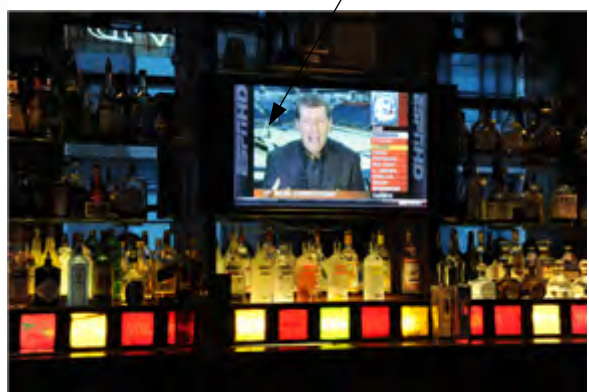


frame

frame



mounted monitor





PeeWee Coach - "We always shake hands"

- Coach, male, mid-40s, looks like a dad who coaches on the weekend
- Pee-wee kids - 7-10 years old boys, mix of races

Location: A little practice field in a park





PA announcement: -"We will now take a moment of silence"

Stock shot





Cam Newton: "We play like champions"

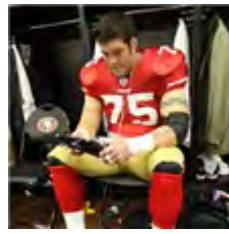
Stock shot





"We Battle, We Push, We rise up"

Stock shots





Living Room - "We did it"

Fan at home on couch

- Fan, male, mid-30s, everyman kind of look
- Location: Lived in comfy couch, rural cozy looking living room

