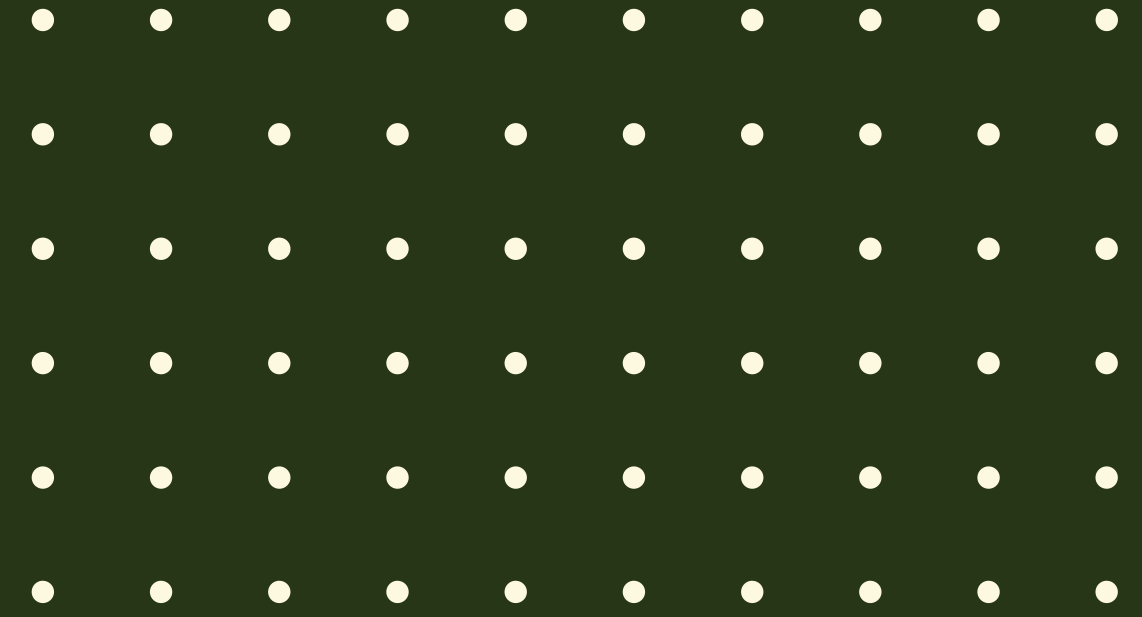


*Timms*

2025



# DJ Diveny Timms





# The Company

Timms-store aims to celebrate the moments, players, and emotions that make the game of football so special.

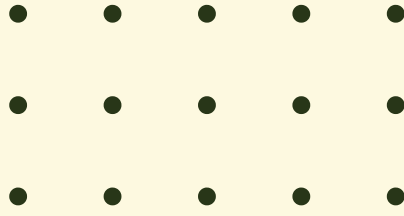
Timms is looking for content creators who have the ability to showcase the quality, longevity, and stories of their art pieces.



**Where Football and Art Unite**

02/08

# The Vision



- Our vision is to create an authentic relationship between DJ Diveny and Timms-store.
- One that expands the brand's reach and integrates their products into a new market where consumers are engaged and eager to buy a quality product.
- With the shared goal of continuing to evolve and build with purpose, we are committed to helping Timms-store drive traffic, sales, and awareness through creative, yet organic content, brand awareness, product seeding, and more.

# DJ Diveny



# Who Is DJ

The bigger the sport, the bigger the tricks needed to stand out. Consistently, DJ Diveny stands out loud and clear. A viral sensation multiple times over, DJ is at the forefront of the Freestyle Soccer world with numerous street tournament MVPs and an overflowing trophy shelf to match.

Diveny is a master of freestyling with a ball at his feet. He takes his talents to his content and for promotion for some of the world's biggest brands. Outside of being a freestyler and content creator, Diveny is a coach, helping people of all ages find their "freestyle". Diveny helps people find their passion and how to pursue them.

Diveny is a premier athlete in the influencer space with a core audience built from scratch. He is looking to align with brands with an emphasis on organic integration and long-term focus.



# Silver Package

## SOCIAL

- monthly IG in feed posts (12 total)
- Three (3) Story frames per month with link (36 total)

## COMMERCIAL

- Ability to use DJ's name, image, and likeness on all marketing and promotional channels for the duration of the term

## COMMUNITY

- Organic tagging in social media content throughout the course of the year

## MEDIA

- Athlete management team will shop for earned media opportunities to partner with sport brands
  - For Example: Reaching on to Saturdays Football on partnership pieces
- Two (2) Timms-store banner ads included in the Athelo Group Athlete Newsletter monthly (distributed to over 450 professional athletes monthly)

**Term: 1 Year + 2nd Year Mutual Option**

**Fee: \$3,500 per month**

04/08





# Gold Package

## SOCIAL

- One (1) IG Reel & One (1) TikTok Video per month (24 total per year)
- Four (4) Story frames per month with link (48 total per year)

## COMMERCIAL

- 1 production day per year (fees included – folder of photos and video clips included)
- Exclusive artwork partner designation
- Premium placement link on DJ's social media

## COMMUNITY

- Inclusion of one Timms-store print in Athelo Group's annual athlete product seeding program (product distributed to a selection of over 2,500+ professional athletes)

## MEDIA

- DJ will assist in creating social media content for Timms-store's social media accounts
- Three (3) Timms-store banner ads included in the Athelo Group Athlete Newsletter

**\*All Silver Deliverables are Included in Gold Package**

**Term: 1 Year + 2nd Year Mutual Option**

**Fee: \$5,000 per month**

05/08





# Platinum Package

## SOCIAL

- One (1) IG Reel & Two (2) TikTok Videos in feed posts per month (36 total per year)
- Six (6) Story frames per month with link (72 total per year)
- Organic tagging of the brand on all relative sport social media content

## COMMERCIAL

- 2 Production days per year (fees included – folder of photos and video clips included)

## COMMUNITY

- DJ will work with Timms–store to make content on behalf of their social media accounts
- DJ will sell Timms–store products at any events or clinics that he organizes throughout the year.

## MEDIA

- Four (4) Timms–store banner ads included in the AG Athlete Newsletter

**\*All Silver+Gold Deliverables are Included in Platinum Package**

**Term: 1 Year + 2nd Year Mutual Option**

**Fee: \$10,000 per month**

06/08  
80/90



# Elevated Activations

## Joint Giveaways

- Dedicated video posts to limited edition giveaway prints
  - Video includes promotion of giveaway

## Reinacting Legendary Moments

- DJ hosts a series of training videos where he recreates iconic football moments while wearing retro cleats, spotlighting signature boot prints like the R9 Mercurial or the Adidas Predator.

## Visit Stadiums Across the World

- DJ visits Stadiums that highlight prints that showcase special moments that occurred in those stadiums.
  - Visiting the San Siro, highlighting the "This is Milan" poster

## ASMR Unboxing Videos

- DJ creates unboxing ASMR content while showcasing the product as he decorates his home, highlighting its aesthetic and practical use in his personal space.

*Timms*



Thank you



08/08

