

Malik Williams



Louisville

Junior
Forward/Center



Who is Malik Williams?

Hometown: Fort Wayne, IN

Major: Business

Birthday: 8/26/1998

Parents: Devlyn Williams & Natasha Gibson

Siblings: 5 sisters & 2 brothers

Favorite Ballplayer: Kevin Durant

Goals: 3.0 GPA & National Championship



Malik Williams Top Brands

Upper Deck

1. Upper Deck is the exclusive trading card partner with the EuroLeague.
 - a. Getting Malik a contract with Upper Deck for exclusive rights for game used memorabilia and autographs would be perfect.



Visit Fort Wayne

1. Visit Fort Wayne is an organization that highlights the City of Fort Wayne.
 - a. Malik could star in a series of videos highlighting different areas around the city.



Malik Williams Top Brands

COLLECTOR'S
Den

Black Anvil Tattoo

1. Black Anvil is Fort Wayne based tattoo parlor. We don't have to do a deal specifically with Black Anvil, but whatever shop Malik prefers. I was not able to find what shop Malik usually goes to, however, Malik recently got a mural tattoo by Ink by Unk on Facebook.

Collector's Den

1. Collector's Den is a memorabilia shop located in Indianapolis. They have had local athletes such as JaJuan Johnson, Yogi Ferrell, and E'twaun Moore in the past.
 - a. Malik could do an autograph signing at their shop. With Malik being a local talent, there should be a big crowd to see him.



Malik Williams Top Brands

Fleet Fleet Fort Wayne

1. Fleet Fleet Fort Wayne's mission is to inspire, engage, and motivate the Fort Wayne community for people seeking assistance in achieving and sustaining a healthier and active life.
 - a. Malik could help promote the brand with in store appearances and social media ads.



CHRISTOPHER JAMES
menswear

Christopher James Menswear

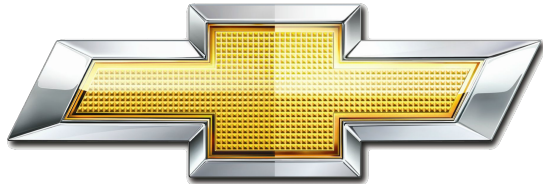
1. Christopher James Menswear strives to offer the very best clothing and accessories to their customers. They have been apart of the Fort Wayne community for 20 years and was voted #1 clothing mens store in 2013 by Fort Wayne Newspapers.
 - a. We could set up a deal that involves Malik wearing Christopher James attire on Draft Night & other Formal events.



Malik Williams Top Brands

Kelly Chevrolet

1. Kelly is the perfect place for a Malik deal. A huge dealership in Fort Wayne. Great location for Malik autograph signing.
 - a. We could work out a deal where Malik could do a yearly autograph signing and play in advertisements in exchange for a free lease on a new vehicle each year.



CHEVROLET

Eclipse



1. Eclipses' brand Protoyz offers great paintball gear. Everything from gloves, full body suits, and arm bands.
 - a. From looking over Malik's Facebook page, he loves to go paintballing. So lets get him a deal with a paintball company!



Malik Williams Top Brands

Haribo Gold Bears

1. Haribo Gold Bears are Malik's pre game go-to, lets get him a deal!



HARIBO®



Oreo

1. One of Malik's favorite snack are oreos, we can get him a deal involving social media ads and possibly tv commercials.



Strategies



Location

1. Majority of the brands I chose are Fort Wayne based. We could make Malik Williams a household name in Fort Wayne.



Malik's Interests

1. I was able to find a few of Malik's interests. Once we are able to find what else interests Malik, the ideas for brands will be endless.