



# I'M HERE NEW YORK

**Basketball Enthusiast**  
**Trick Shot Maker**  
**Motivator**





# WHO IS GEORGE PAPOUTSIS?



**Rising basketball talent with growing influence both on and off the court.**



**Positioned as a cultural ambassador for basketball, blending sports, lifestyle, and international outreach.**

**Recognized for his passion, leadership, and ability to connect with fans.**



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# THE VISION FOR GEORGE



George Papoutsis is more than an athlete—he is a rising cultural figure with the potential to influence audiences on a global scale. The vision is to position George as a bridge between sports, media, and lifestyle, elevating his brand beyond the basketball court. By leveraging his unique story, international roots, and authentic connection with fans, George can become a recognizable name in both North American and international markets, opening doors for partnerships, endorsements, and media opportunities that extend far beyond the game.



[01]

Collaborations with players like Shaq and Brian Scalabrine to promote the Streetball culture.

[02]

Co-branded events, social media content, and joint appearances.

[03]

Amplifies reach, credibility, and visibility within the **basketball community**.

# LEVERAGING STAR POWER



# EXPANDING INFLUENCE WITH KEY PARTNERSHIPS

Give us the finger

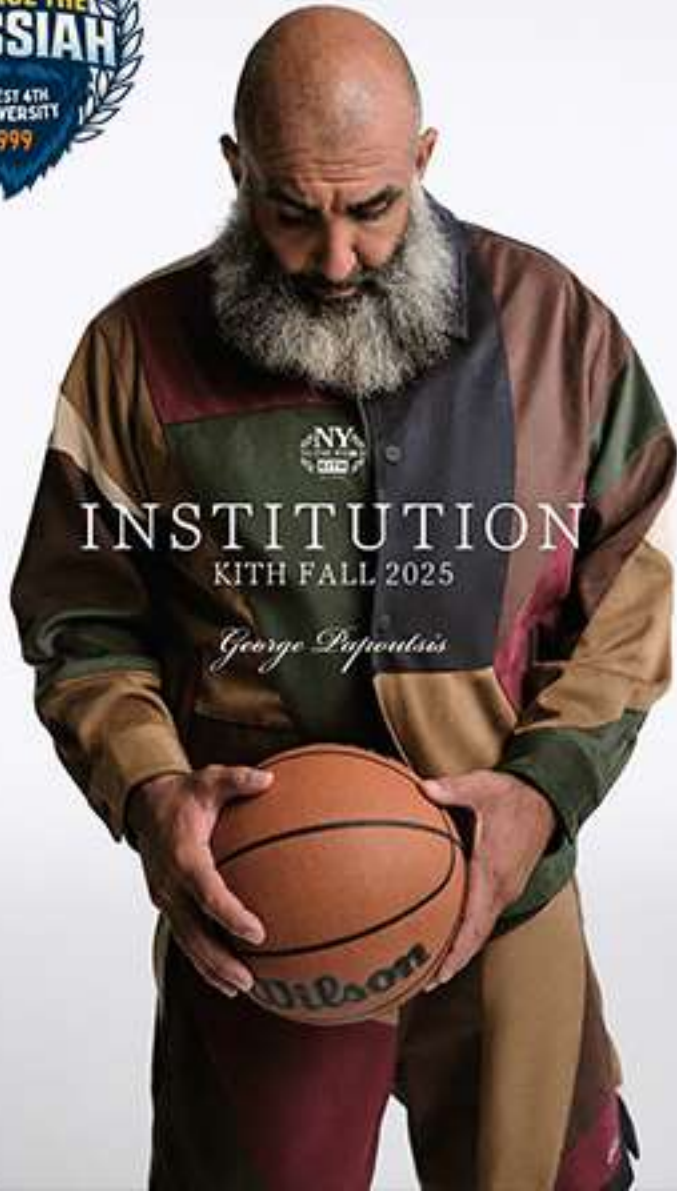
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George's collaborations with **The Shot** and **The Transition** mark the beginning of a new chapter in his brand growth. By showcasing these partnerships across social media, live events, and branded gear, George strengthens his visibility while aligning with influential voices in basketball culture.

- ✓ **Branded Gear** – George wears custom apparel during appearances & events.
- ✓ **Cross-Promotion** – Joint campaigns across websites, social platforms, and media.
- ✓ **Community Engagement** – Partnerships showcase George's support for grassroots initiatives.
- ✓ **Authenticity & Trust** – Aligning with respected organizations builds brand credibility.

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INSTITUTION  
KITH FALL 2025

*George Pappoulis*

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## OFFICIAL MERCH SHOP

### EXCLUSIVE GEORGE THE MESSIAH GEAR

George's growing influence on and off the court provides the perfect opportunity to launch exclusive, custom-designed merchandise. Apparel and gear branded with his identity will not only generate revenue but also strengthen his cultural presence among fans and communities worldwide.

### Impact

Provides fans a tangible way to connect with George.

Expands revenue opportunities beyond appearances and sponsorships.

Elevates George's visibility as not just an athlete, but a lifestyle brand.



# CONNECTING WITH GLOBAL MARKETS

George Papoutsis is uniquely positioned to extend his influence beyond the United States by engaging with international audiences and brands. His participation as a special guest in grassroots basketball events in Greece and Saudi Arabia highlights his ability to connect across cultures and inspire the next generation of athletes. These international appearances not only strengthen George's profile as a global ambassador for basketball, but also open the door to meaningful partnerships with sponsors and organizations seeking to expand their presence in emerging sports markets.

## International Exposure

Appearances in Greece  
& Saudi Arabia.



## Grassroots Engagement

Connecting with fans and  
young athletes.

## Brand Partnerships

Opportunities to work with  
global sponsors.



## Market Growth

Expanding George's influence  
beyond North America.



# CREATING TIMELESS CONTENT TO ELEVATE GEORGE'S BRAND

By developing interviews, podcasts, and documentary-style features, George can create content that lives well beyond the moment. This evergreen approach ensures his story remains relevant, repurposable, and impactful across platforms—building his presence as both an athlete and cultural voice.



## Video Series

Behind-the-scenes documentaries and highlights.



## Podcasts

Long-form conversations that tell George's story.



## Social Clips

Shareable moments for Instagram, TikTok, and YouTube.



## Press Features

Articles that add credibility and reach new audiences.



# SHAPING GEORGE'S GLOBAL JOURNEY TOGETHER

George's journey is just beginning. Join us in creating a brand and movement that inspires, connects, and makes a lasting impact.



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