

A photograph of Stephen Curry, a professional basketball player, smiling and high-fiving a young child. He is wearing a white t-shirt and a black headband. The background shows a crowd of people, including other children and adults, at what appears to be a community event or charity game. The image has a warm, golden-yellow tint.

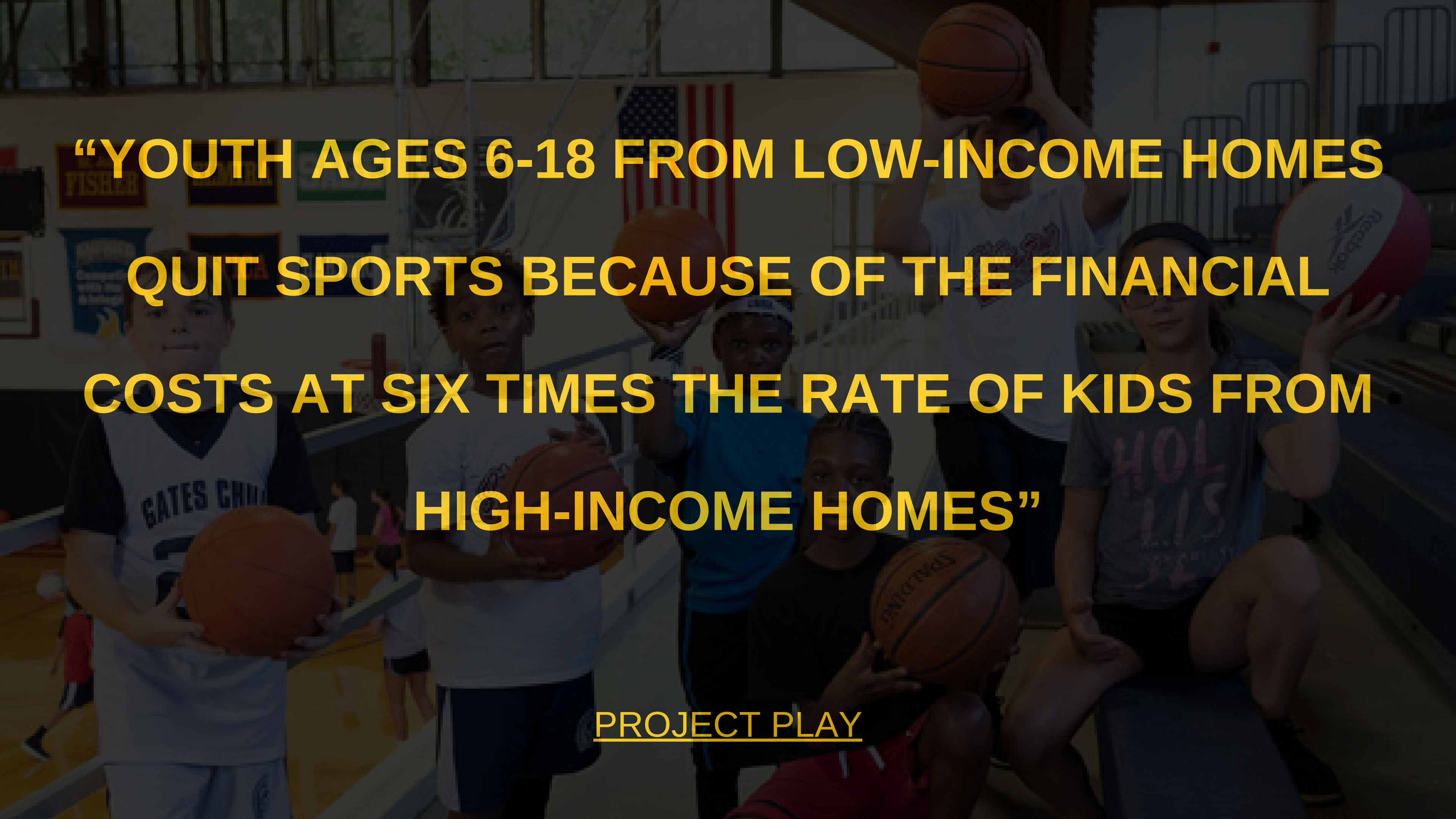
CURRY

Emmie Cancro



**MILLIONS OF KIDS DREAM OF
PLAYING SPORTS**

BUT NOT EVERY KID GETS THE CHANCE

A group of diverse youth, mostly Black and Hispanic, are gathered in a gymnasium. They are holding basketballs and looking towards the camera. The background shows a basketball hoop and various banners on the wall, including one for 'FISHER' and another for 'GATES CHURCH'. The text is overlaid in a bold, yellow, sans-serif font.

**“YOUTH AGES 6-18 FROM LOW-INCOME HOMES
QUIT SPORTS BECAUSE OF THE FINANCIAL
COSTS AT SIX TIMES THE RATE OF KIDS FROM
HIGH-INCOME HOMES”**

PROJECT PLAY



KIDS ARE NOT QUITTING SPORTS
BECAUSE THEY WANT TO
SPORTS ARE QUITTING THEM

WHERE ACCESS IS BLOCKED,

CURRY MAKES ROOM



CURRY

TALENT SHOULD NEVER BE BENCHED

PASSION SHOULD NEVER BE PRICEY

EVERY KID DESERVES A PLACE TO PLAY, AND A CHANCE TO GROW

BUT WHEN OPPORTUNITY ENDS, CURRY BEGINS

WHEN THE GAME SHUTS KIDS OUT, WE OPEN DOORS

WHEN DREAMS GET BENCHED, WE LIFT THEM BACK UP

CURRY ISN'T JUST A BRAND

IT IS A MOVEMENT TO GIVE EVERY KID THE SHOT THEY DESERVE

TO CREATE SPACE WHERE THERE WAS NONE

TO MAKE SPORTS ACCESSIBLE AND FUTURES POSSIBLE

THAT MISSION TAKES SHAPE IN OUR NEWEST COLLECTION

THE FALL CURRY COLLECTION IS BUILT FOR ACCESS AND POSSIBILITY.

GEAR DESIGNED SO KIDS CAN ALWAYS STAY IN THE GAME

BECAUSE THE NEXT GREAT LEADER OR ATHLETE ISN'T MISSING

THEY'RE JUST WAITING FOR A CHANCE

CURRY IS HERE TO MAKE SURE THAT CHANCE EXISTS

PAVE THE PATH, FUEL THE FUTURE



**PAVE THE PATH
FUEL THE FUTURE**

:60 TV SPOT

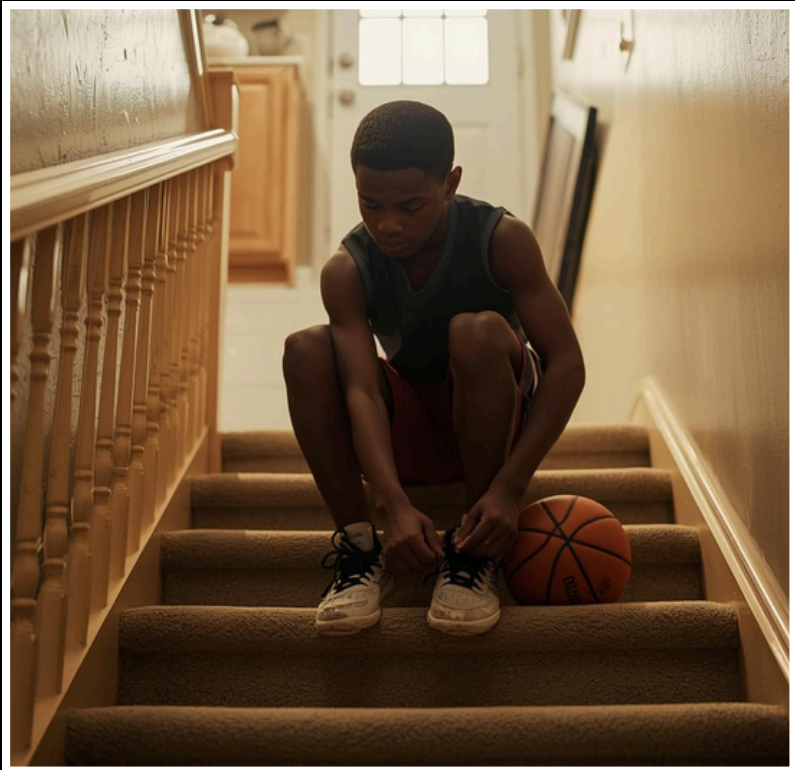
0:00-0:05



Action: A kid gets out of bed, his room is decorated with posters of his favorite basketball players. He puts on his curry hoodie.

VO: Some kids wake up with everything they need

0:05-0:10



Action: The kid goes downstairs to eat breakfast, then goes to grab and lace up his beat up basketball shoes and grabs his basketball.

VO: But some wake up with nothing but a dream, and the will to chase it.

0:10-0:15



Action: The kid hops on his bike and bikes to the local park to practice basketball by himself.

VO: Every path looks different, but every path deserves a shot

Natural sound effects of actions throughout TV spot

Images generated by AI

=60 TV SPOT

0:15-0:20



Action: The kid gets off his bike, and props up the park bench to serve as a “pass backer”. The court is cracked, the hoops are metal and rusty

VO: Greatness doesn’t wait for perfect conditions

0:20-0:30



Action: Clip of the kid practicing at the park, cuts to clips of the kid playing pick up in the local community center, moves to clips of younger girls doing dribbling drills, kids putting up shots, and kids doing running baseline drills. The camera briefly showcases some kids in Curry shoes, shirts, and other gear.

VO: It's found in places where hard work lives

0:30-0:35



Action: The kid goes to leave the park and sees a flyer for a local club basketball team tryout. He pulls it off the wall and stuffs it in his backpack.

VO: But not every kid has the opportunity to chase their dreams

=60 TV SPOT

0:35-0:40



Action: The kid gets home and hands his parents the flyer for club basketball tryouts, his parents look at each other in silence

VO: N/A

0:40-0:47



Action: Showing behind the scenes of Curry's community involvement: volunteers helping build courts, kids receiving Curry's newest collection, and Curry leading skill sessions.

VO: But, when opportunity ends....Curry begins

Upbeat, inspiring music fades in

0:47-0:55



Action: The kid shows up to train and Curry-branded basketball courts are installed at local parks, schools, and community centers. Children are seen training in the newest collection of Curry branded gear.

VO: We build spaces where talent thrives, design gear that lasts, and give every kid the shot they deserve

Images generated by AI

=60 TV SPOT

**CURRY COLLECTION
LAUNCHING 2025**



CURRY

PAVE THE PATH, FUEL THE FUTURE

0:55-1:00

Action: Screen goes to black and Curry Brand logo fades in. “Curry Collection - Launching 2025” “Pave the Path, Fuel the Future” text appears on the screen.

VO: The new Curry Collection, built for access, built for possibility. So kids can always stay in the game.

CURRY SCHOLARSHIP PROGRAM

CURRY PATHWAY SCHOLARSHIP

Assists in:

1. Gear Support
2. Team Grants
3. Mentorship / Online Skill Sessions

How it works:

1. Apply / Nominate

- a. Coaches, Parents, Teachers, etc, submit a 1-2 page story on the Curry Brand website about the team, the barrier they're currently facing, and what support they are looking for.
- b. Can also submit a nomination through the "Find Your Shot pop-up."

2. Application Review

- a. One winner is selected every month, leading up to the first fully independent Curry collection launch.
- b. Selected teams will receive Curry's newest collection of uniform kits, shoes, team funding, and a feature in the "Pave the Path" series.

3. Collection Launch

- a. Selected teams will also be used to model / film content to launch Curry's newest collection



FIND YOUR SHOT POP-UP

Photobooth pop-ups in local sporting good stores and community centers where people can record nomination videos to nominate kids/teams for the Curry Pathway Scholarship. Locations of pop-ups will be revealed on Curry Brand social media .

How it works:

- 1. With the prompt, “Who Deserves A Shot”, people will explain why they believe an individual/team deserves a “shot” at receiving the scholarship.**
 - a. People can record up to 20-second videos
 - b. People can choose to send their recorded video to their email, to then post it on TikTok, Instagram, X as a part of the Pave the Path, Fuel the Future campaign.
- 2. Every video recorded will contribute \$5 to the Curry Pathway Scholarship**
 - a. Scholarship money is donated by Curry Brand sponsors.

What comes out of this?

- 1. Promotion / increased accessibility to apply to the Curry Pathway Scholarship**
- 2. Increased brand awareness of Curry Brand + showcased commitment to making sports accessible to all.**
- 3. Emotional human stories to utilize throughout the campaign**
- 4. Community buzz + organic reach, local community engagement + PR**



FIND YOUR SHOT POP-UP



Images generated by AI

FIND YOUR SHOT POP-UP

GENERATED CONTENT:

PRESS / NEWS RELEASES:

OAKLAND NEWS

VOL. 19, NO.190 * REALLYGREATSITE.COM * 12 MARCH 2026

CURRY COLLECTION

FIND YOUR SHOT POP-UP

Steph Curry is bringing the "Find Your Shot Pop-Up" to local community centers and select sporting goods stores in the Oakland area. People have the opportunity to record a 20-second video on who "paved their path" in both sports/life. Each recorded video will donate \$5 to the Curry Pathway Scholarship and serve as a nomination for the Curry Pathway Scholarship, which assists underprivileged sports teams with gear assistance, mentorship, and grants.

CURRY'S NEWEST COLLECTION, LAUNCHING 2025



PAVE THE PATH, FUEL THE FUTURE

FOR IMMEDIATE RELEASE

Curry Brand Launches Fall Collection and "Find Your Shot" Pop-Up to Empower Youth Sports Access

Oakland, CA – 12/3/25 — Curry Brand, the global athletic lifestyle brand founded by NBA superstar Stephen Curry, today announces the launch of its **Fall 2025 Collection**, alongside the debut of the **"Find Your Shot"** pop-up activation, designed to support youth sports programs and give young athletes across the country a chance to pursue their dreams.

Millions of kids dream of playing sports, but for youth from low-income households, access to organized athletics is limited. According to recent studies, kids ages 6–18 from low-income homes quit sports six times more often than their higher-income peers due to financial barriers. Curry Brand aims to change that.

The Fall 2025 Collection
The new Curry Collection is built for **accessibility and possibility**, combining **durable footwear** and **versatile apparel** designed for movement, comfort, and performance. The collection supports young athletes in their training while showcasing Curry Brand's commitment to empowering communities and celebrating underdog spirit.

"Find Your Shot" Pop-Up Activation
To complement the collection launch, Curry Brand is rolling out **interactive photobooth pop-ups** in select sporting goods stores and community centers nationwide.

- Visitors are invited to record **20-second nomination videos** answering the prompt: **"Who Deserves a Shot?"**
- Each video nominates a kid or team for a **Curry Pathway Scholarship**, which funds youth access to basketball gear, training, and team programs.
- For every video recorded, Curry Brand contributes **\$5 to the Curry Pathway Scholarship fund**, further supporting programs that remove barriers to youth participation in sports.

Stephen Curry, founder of Curry Brand, said:
"Sports changed my life, and every kid deserves a chance to find their path. Through our new collection and the Find Your Shot activation, we're creating opportunities for kids who might not otherwise have access to the game they love. This isn't just about gear — it's about investing in the next generation."

Availability
The Fall 2025 Curry Collection will be available **online and in select retail locations nationwide starting [launch date]**. Find Your Shot pop-ups will run through **[dates/locations]**. Videos submitted at the activation will help identify recipients of the Curry Pathway Scholarship, bringing the next wave of talented youth athletes closer to their dreams.

SOCIAL POSTS:



Emmie Cancro

@ECancro

Just tried out the Find Your Shot Pop-Up at Oakland Sporting Goods! The line was out the door; everyone needs to go try it out! Thank you, Curry, for reinvesting back into our youth and making sports accessible to all!

12:00 PM · Jun 1, 2021









#PAVETHEPATH

PLATFORM: TIKTOK, INSTAGRAM, X

PROMPT : WHO HELPED YOU PAVE YOUR PATH?



People are invited to share a story about who helped them succeed throughout their athletic journeys through posting on TikTok, Instaram, or X with the hashtag #PaveThePath

Examples of stories: How access changed their journeys, who helped them overcome physical/mental setbacks, who supported them, who drove them to/from practices and games

Selected stories will receive a feature in the “Pave The Path series” showcased on Curry Brand social media and will receive an early drop of Curry’s newest collection.

What does this create?

- User-generated content
- Pre collection-drop hype
- Organic advertising
- Emotional connection to Curry’s brand/mission

#PAVETHEPATH

Example story

“My dad has been my hero throughout my youth soccer journey. He spends countless hours driving me to and from practice and tournaments, and I value every second we spend together. He’s picked me back up in my lowest times while facing injuries, and always has been there when I am at my best. Without his support throughout my journey, I wouldn’t be not only half the athlete I am, but half the person I am.”

I LOVE YOU, DAD!



PAVE THE PATH SERIES

A series showcasing the impact + participation in the Pave the Path, Fuel the Future campaign. The series will showcase stories of the recipients of the Curry Pathway Scholarship + selected stories from the #PaveThePath social activation, and will be posted on Steph Curry's social media.

Each 5-10 minute video will showcase

- Selected person / teams background + story
- The specific barrier they have faced relating to the accessibility of sports
- How Curry Brand has supported them through the Curry Pathway Scholarship / gear donation / community involvement
- How the Curry brand has inspired them both on/off the court



Example key frames of “Pave The Path” series story:

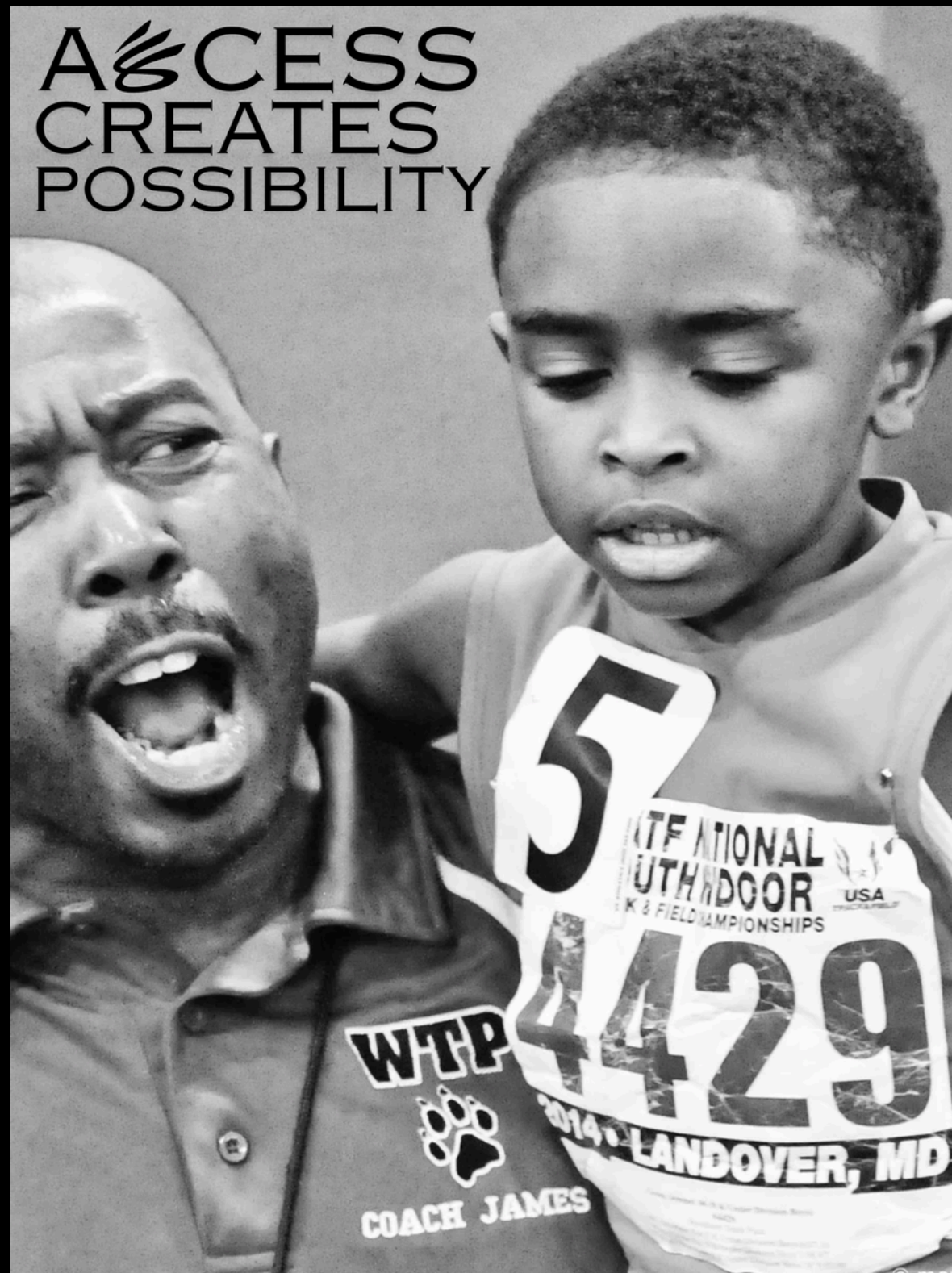


WHEN KIDS ARE GIVEN A SHOT,
THEIR DREAMS STOP WAITING.

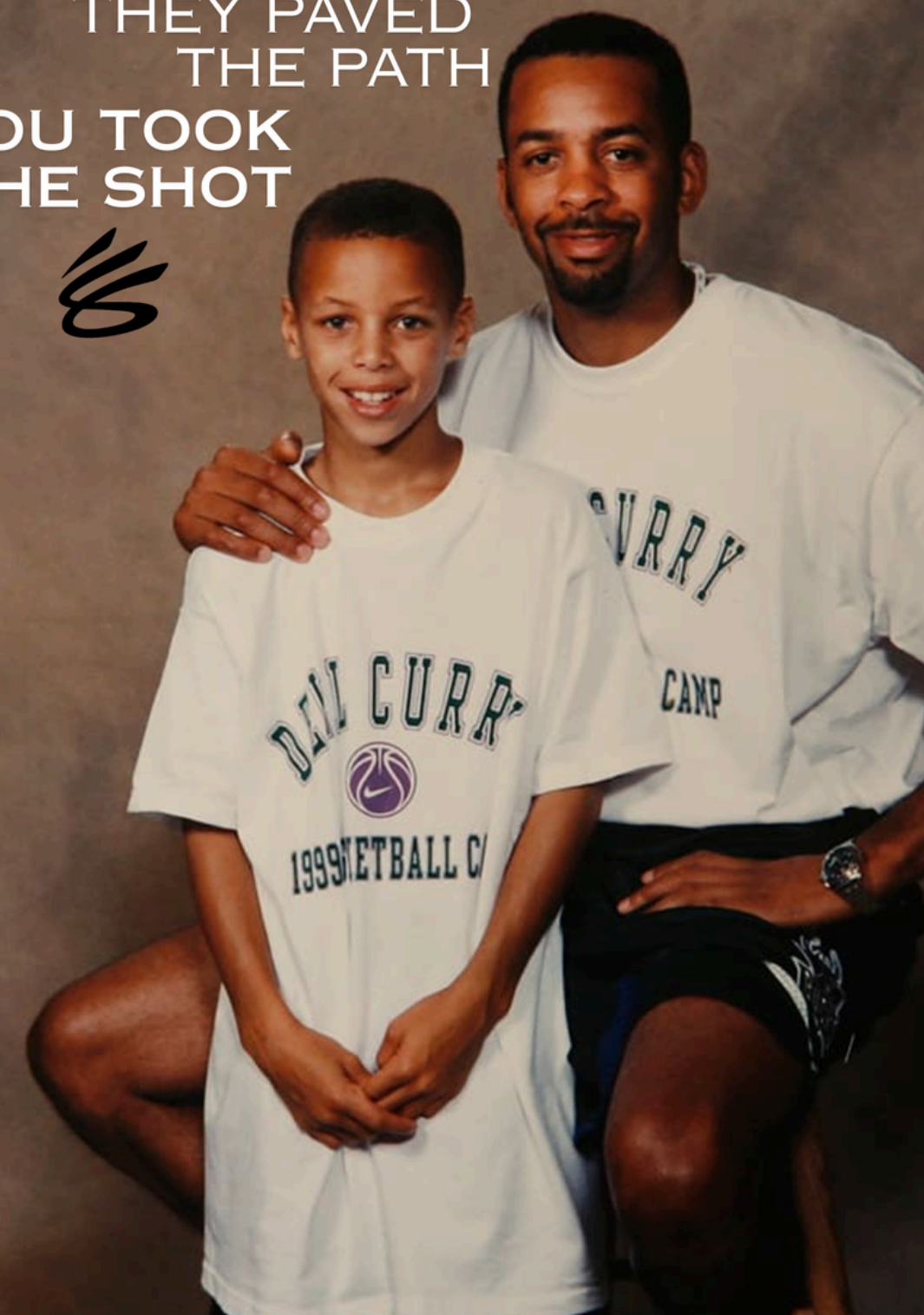


PAVE THE PATH, FUEL THE FUTURE

ACCESS
CREATES
POSSIBILITY



THEY PAVED
THE PATH
YOU TOOK
THE SHOT



FALL CURRY COLLECTION

The Pave The Path, Fuel the Future campaign promotes Curry's newest collection through....

- **Showcasing Gear in Real-World Use**
 - TV spot, print ads, and visuals showcase children wearing the newest collection of Curry Brand clothing and shoes.
- **Purchase → Purpose**
 - Curry Pathway Scholarship, Find your Shot Pop-Up, and #PaveThePath social platform idea all link purchases to the mission of the Curry Brand → giving back to the community through building courts, donating gear, grants, etc.
- **Highlights Product Features**
 - TV showcases the durability and versatility of Curry clothing/shoes, suitable for kids playing in all environments.
- **Positions Curry Brand as more than a brand, but a movement**
- **Creates an emotional narrative leading up to the collection launch**
 - Campaign tells the story of underprivileged kids not having access to stay in sport, but showcases how Curry works to make sure “their chance exists”!
 - Provides ample content to be utilized throughout future TV spots, reels, etc.

THANK YOU