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ADPR 323

TV Spot

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“Dear Dick’s Sporting Goods”

(Scene starts with a father and a son getting into the car after a football practice. The son is wearing shoulder pads with an oversized t-shirt as a practice jersey. His helmet is outdated. The father is the team’s head coach. They start driving. (Soft music is playing in the background))

Coach/Father: Way to be tough out there bud. I’m so proud of how much you’ve improved.

Son: Thanks pops. Pretty soon I’ll be breaking your records.

(Both chuckle.)

Son: Hey dad?

Father: Yeah bud?

Son: Think we’ll be able to get new uniforms this year?

(Dad pauses for second, glances at his son and smiles).

Father: For sure! The team deserves it. We’ll have them in by game day.

(Son gives a big smile)

(The car pulls up to their driveway. As they get out of the car and walk in to the house, you can hear police sirens in the background as well as dogs barking. The scene switches to the father and son in the kitchen.)

Father: Go get ready for dinner ok? (he closes the door and son goes to his room)

(Camera is on the father as he sits down at the kitchen table and starts going through the mail. The camera does a close up on what seems to be bills. As he's going through them, each one appears to be overdue.)

(The next shot is a medium shot of the father rubbing his head, showing anguish and stress. The camera then switches to the son who can see his father looking at the bills. The boy glances down for a second, and then runs to next room where he finds a computer and starts typing.)

Voiceover (boy's voice): Hello, my name is Ben. I'm eleven year's old and I play football for the Hamilton Tigers. My dad's the coach and he's pretty great. (scenes of father coaching start rolling). He doesn't coach for fun, but coaches to help us kids. Thanks to my dad everyone plays for free. My dad teaches us the values of teamwork, **(show scene of coach giving a speech in front of the players kneeling)**, dedication **(coach is yelling at his players and blowing his whistle "don't quit now boys come on now keep fighting")** and compassion for one another **(scene shows coach patting player on back who seems to have his head down)**. He would do anything for us, but sometimes he needs a little help too.

(Scene now switches to the players running their last shuttle. After they reach the goal line, coach blows his whistle and tells the team to gather around.)

Coach: Alright boys, game time 11:30am tomorrow, come hungry and ready to play hard.

Invisible voice: Hey Coach?

(Camera now shows two representatives from Dick's Sporting Goods walking up with boxes of new equipment for the team.)

Dick's Sporting Good rep: We're from Dick's Sporting Goods. We're here to sponsor your team and provide you with brand new equipment for the season.

Dick's Rep 2: Your son sent us a very moving message (coach looks at his son, and son smiles) about how great of a job you're doing coaching this team and instilling within them amazing values that will surely be with them for the rest of their lives. Values that we hold dearly at Dick's. We wanted to support you. This is the least we can do.

(To the team) Well boys what do you think?

(The team runs towards the boxes and starting trying on all the equipment. The coach's son finds a hat in the one of the boxes and carries it over him.)

Son: I think this fits you perfectly coach.

Coach: (smiles) Thanks bud.

(Coach and son walk over together to the rest of the team. Music gets louder. Camera zooms out as a ray of sunshine fills the screen and camera dissolves into the Dick's logo, which says, "Dick's Sporting Goods. Good values always win.")