

A blurred background image of an Arizona Cardinals player in a red jersey and white helmet with a cardinal logo. The player is in a crouched position, likely during a game.

# CASE STUDY 004

# BILAL NICHOLS

Role: Event Operations & Communications Director

**Presented By:**  
Kendra Murray



# CLIENT SUMMARY



## CLIENT:

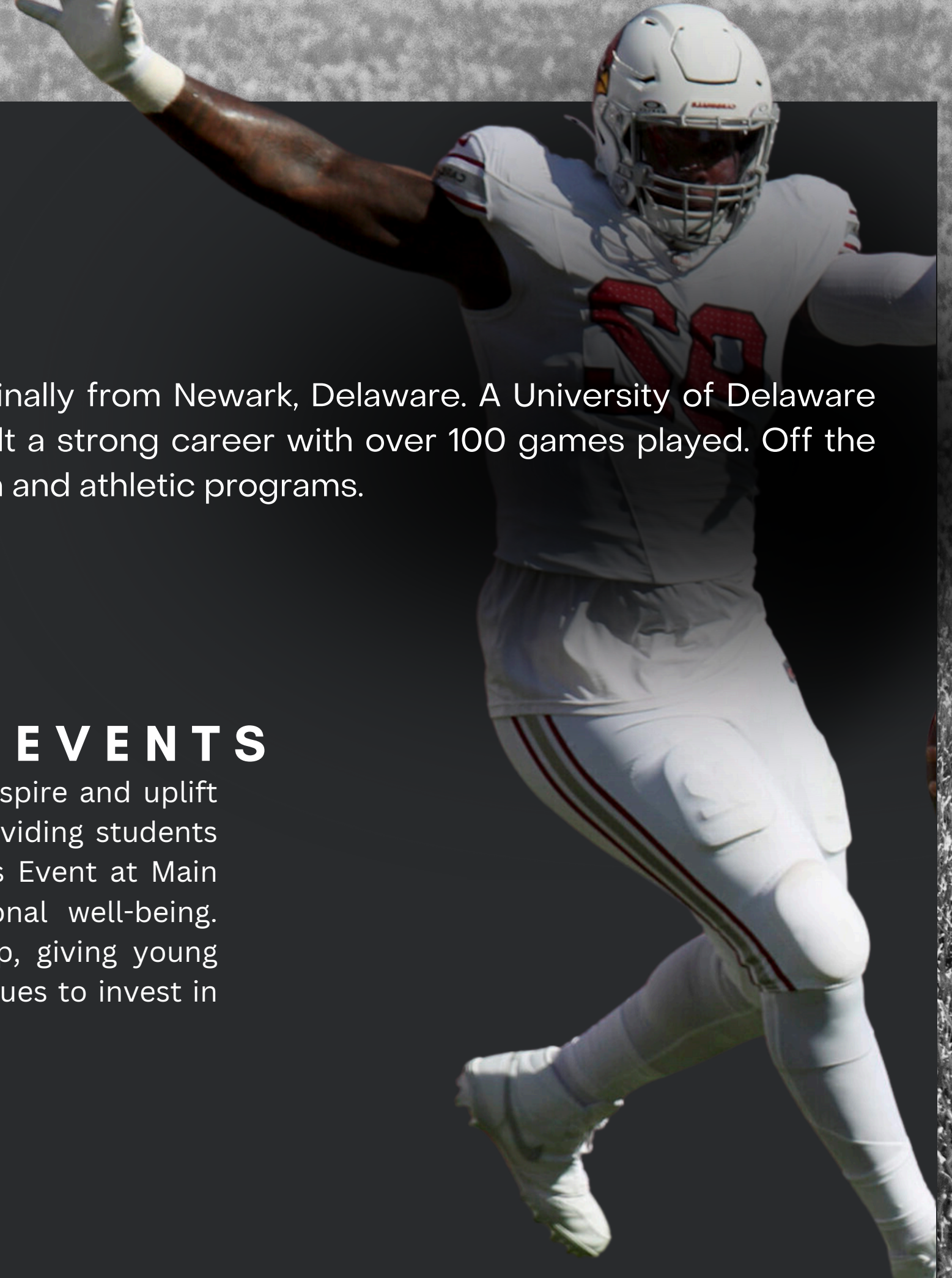
Bilal Nichols is an NFL defensive tackle for the Arizona Cardinals, originally from Newark, Delaware. A University of Delaware alum, he was drafted by the Chicago Bears in 2018 and has since built a strong career with over 100 games played. Off the field, he's known for giving back to his community and supporting youth and athletic programs.

## Goals

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## COMMUNITY ENGAGEMENT AND EVENTS

Bilal Nichols remains deeply rooted in his community, using his platform to inspire and uplift youth. He hosted a Back-to-School Drive at Ezion Fair Community Center, providing students with essential supplies and resources. He also led a Mental Health Awareness Event at Main Event, creating space for open conversations and support around emotional well-being. Additionally, Bilal returned to his alma mater to host a youth football camp, giving young athletes hands-on training and mentorship. Through each initiative, Bilal continues to invest in the future of his community both on and off the field.





# GOALS & OBJECTIVES

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## **Campaign Creation**

Branded and marketed events such as Stronger Together & Back to School Pop Up



## **Analytic Comprehension**

By tracking engagement metrics, I identified what content resonated with the audience, allowing us to refine strategies.



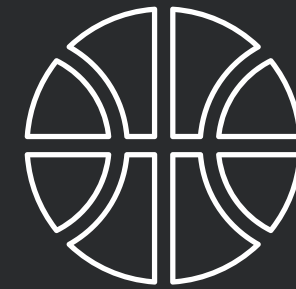
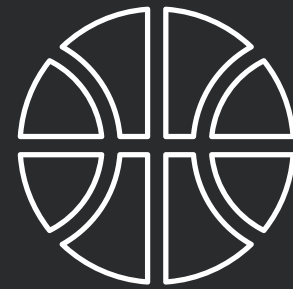
## **Partnership and Sponsorship Development**

Created professional sponsorship decks and outreach materials

Secured local and corporate partnerships



# BILAL NICHOLS PARTNERS





# FLYER CREATION PROMOTIONAL CONTENT

