



# D1Expectation

## Agency Proof Packet

Samples • Outcomes • Process (for NIL agencies & partners)

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### What we deliver

D1Expectation is a backend deliverables engine for athlete rosters: recruiting clarity, film breakdown, coach-friendly highlights, athlete landing pages (or simple link hubs), and content features/spotlights—packaged with a scalable credits model.

### Results snapshots (real examples)

- Parent feedback after highlight cut: athlete gained ~10 new D1 coach followers on Twitter and had multiple coaches reach out shortly after.
- Typical win: long tape condensed into a coach-friendly 60–90 seconds, making the athlete’s best reps easier to evaluate quickly.
- Typical win: clearer direction from film evaluation + recruiting plan (what level to target, what to improve next, and how to package outreach).

### Deliverables (what we produce)

Deliverable	What the agency gets
Written Film Evaluation	Coach-style notes + strengths/areas to improve + next actions
Highlight Cut (60–90 sec)	Coach-friendly reel structure + clean pacing + contact slide
Athlete Landing Page / Link Hub	One clean page with highlight, metrics, socials, and contact
Athlete Feature / Spotlight	Feature post assets + spotlight (ad targeted to coaches)
Financial Literacy for NIL Athletes	Zoom class for multiple athletes (budgeting, planning, basics)

# Sample deliverable: Written Film Evaluation

Example layout (names redacted).



## D1Expectation Film Evaluation

<b>Athlete:</b>	(Redacted)	<b>Class:</b>	2026
<b>School:</b>	(Redacted)	<b>Position:</b>	Safety / Defensive Back
<b>Height:</b>	5'11"	<b>Current Wt / Target:</b>	170 lbs → 185 lbs

### Physical

- Frame: Long, lean build with room to add good weight.
- Forearm strength: Solid; can keep developing for stronger punch and tackles.
- Overall strength: Still maturing but trending the right direction.
- Car analogy: Sport sedan — add horsepower (weight/strength) without losing acceleration or quickness.

### Field Performance

Strengths	Areas to Improve
• Physical mentality and willingness to tackle.	• Driving feet through tackles — finish through contact every time.
• Tenacious, competitive motor.	• Consistent hustle throughout the entire play.
• Anticipation and ability to read play concepts.	• More high-energy body language after the whistle.
• Open-field tackling ability.	• Improve true top-end speed and long speed.
• Bursts / acceleration when triggering downhill.	
• Football IQ trending up — sees the field better than most at his age.	

### Advice / Recommendations

- Continue consistent work in the weight room with focus on power cleans and hang cleans.
- Use added weight to increase explosion, not slow him down — keep speed and flexibility work weekly.
- Consider creatine (if cleared by parent/guardian and coach) plus increased water intake.

**Current Projection:** FCS / D1-AA (with continued development in strength and top-end speed).

## Sample deliverable: Highlight Tape Cut

Example intro slide (your highlight sample).



The image shows a sample intro slide for a highlight tape cut. It features two action shots of a football player in a green jersey with the number 96. The left shot shows the player in a ready stance, and the right shot shows him blocking an opponent. In the center, there is a circular logo with 'D1' and 'D1Expectation' below it. Below the logo, the player's name and stats are listed: 'Kendric Smith', '6'3 250lbs', 'DE', and 'Senior Yr 2014'. At the bottom, a yellow rounded rectangle contains the text: 'Condensed from 26 min to 1:30 min', 'What I do for athletes today!', and 'Comment or email @ [coach@d1expectation.com](mailto:coach@d1expectation.com)'. A red arrow points to the player's helmet in the right-hand action shot.

## Coach-friendly structure (60–90 sec)

Timestamp	What goes here
0:00–0:05	Name / position / class + contact / landing page link
0:05–0:45	Best 6–10 plays (most relevant reps first)
0:45–1:05	2–4 situational reps (3rd down, red zone, press, etc.)
1:05–1:20	Closing contact + next steps

ATHLETE LANDING PAGE

# First Last

Sport • Position • Class of \_\_\_\_ • City, State

**Highlight**

**Film**

**Link Hub**

**Contact**

Athlete Photo

## **Athlete Metrics**

HT/WT: \_\_ / \_\_

GPA: \_\_

SAT/ACT: \_\_

Coach Email: \_\_



**Bio / Brand Story**

### **Bio / Brand Story**

Short, confident bio that tells the athlete's identity, work ethic, and goals.

### **Featured Video (Highlight)**

Video Embed Placeholder

### **Social Links**

@Twitter • @Instagram • @TikTok

### **Brand / NIL Assets**

- Media kit (optional)
- Sponsorship highlights
- Contact + booking link

### **Contact**

Athlete: \_\_

Parent/Guardian: \_\_

Email: \_\_ • Phone: \_\_