



ISAAC OKORO: **"Built for This."**

A brand portfolio showcasing the rising NBA star's journey on and off the court. From elite defensive and offensive skills to meaningful community engagement, discover how Isaac connects with fans through authenticity and passion.



A Rising Star On and Off the Court

Elite Athlete

Drafted 5th overall by the Cleveland Cavaliers in 2020. Known for grit, resilience, and passion.

Quick Bio

Age: 24.

Height: 6'5".

Position: Forward.

Team: Chicago Bulls

Atlanta Roots

Born and raised in Georgia, Isaac brings southern values to his professional career.

Isaac Okoro Rookie Tales



 YouTube



Isaac Okoro CRAZY DRAFT DAY, Day in the ...

Isaac Okoro and Lifestyle Sports Agency founder Omar Cooper gave us a behind-the-scenes look ...



On-Court Impact Season 2024/2025



7 PPG

Points Per Game



3.0 RPG

Rebounds Per Game



47% FG%

Field Goal Percentage



32 Career High

Points in 2023

Known for lockdown defense and explosive athleticism. Drafted 5th overall in 2020.



YouTube



Isaac Okoro Highlight Mix! (Vol. 1 • 2023–24 ...
Support DOG Hoops with a "Super Thanks!" or donation – thank you for helping to keep the...

▶ 06:26



YouTube



Isaac Okoro Career High 32 Points Full High...
On the back of Isaac Okoro's 32 points, the first thirty-burger of his young and promising NBA...

▶ 03:20

A New Chapter: From Cleveland to Chicago



Five Years in Cleveland

Drafted 5th overall in 2020, Isaac spent five formative years with the Cavaliers, developing his defensive prowess and leadership skills.



The Trade

Summer 2025: Isaac was traded to the Chicago Bulls in exchange for veteran guard Lonzo Ball, marking a significant career transition.



Fresh Start Philosophy

"I look at this as a blessing because I'm able to rebrand myself," Isaac said about the move, viewing it as an opportunity for growth.



New Role, Same Dedication

With the Bulls, Isaac brings physicality and defensive identity to help build the team's new culture while expanding his offensive game.



Leadership & Experience

Isaac brings five years of NBA experience and leadership lessons learned in Cleveland to help guide Chicago's young core.



YouTube

Isaac Okoro is the newest Chicago Bulls for...

For more exclusive videos, please subscribe to our channel or visit <http://Bulls.com> —ADD US ON:...

02:47



YouTube

Why Isaac Okoro Will Be Better Than You Th...

Discussing how Isaac Okoro fits with the Chicago Bulls and why he is poised to thrive with the Bulls...

06:57



YouTube

Bulls forward Isaac Okoro says he will replic...

Okoro came to the Bulls in a straight-up trade for Lonzo Ball this offseason. For video licensing...

01:19





Beyond Basketball



Gaming & Tech Enthusiast

Developing Twitch streaming presence. Connects with fans through shared gaming passion.



Music Lover

Appreciates diverse genres. Music influences his pre-game routine and lifestyle.



Youth Mentor

Active in Chicago and Atlanta community outreach, as well internationally. Inspires next generation through basketball clinics.



Healthy Life & Nutrition

Prioritizes physical well-being through balanced eating and active lifestyle choices.



Travelling

Explores new cultures and destinations during the off-season, enriching his global perspective.



Cars

Enjoys automotive design and performance, with a passion for modern vehicles.



Fashion

Expresses personal style through contemporary fashion, often collaborating with designer brands

Engaged and Growing Audience



Instagram Community

160K+ Followers

Highly engaged community. Primary demographic: 18–34, with strong interests in fashion, gaming, and sports.



Overall Engagement & Growth

12–15% Average Engagement Rate

Consistent organic growth of 20%+ annually. Audience values authentic interactions and direct communication.

His audience spans key markets including Chicago, Atlanta and Cleveland, alongside significant national and international reach. This demographic profile and high-quality engagement make his platform an invaluable asset for brands seeking authentic connections and impactful partnership opportunities.

Collaborations & Campaigns



Nike

Featured in rookie gear campaign. Authentic brand alignment with athletic excellence.



Beats by Dre

Showcased in team playlist promotion. Music connection resonates with fans.



HOLO Footwear

Active partner and equity stakeholder. Signature shoe: **IO:01** combines lifestyle and performance. The **IO:02** Signature shoe is coming out soon!

 YouTube

Isaac Okoro x Holo Footwear Partnership #sports #baske...

Rising NBA star and Cleveland Cavaliers forward Isaac Okoro has partnered with HOLO Footwear on a signature sneaker the IO: 01...



Local Chicago, Cleveland and Atlanta Brands

Supporting fashion collaborations. Maintains connection to roots.



 YouTube

Isaac Okoro 1st Annual Back to Sch...

Isaac Okoro | Giving Back Through Grassroots Programs NBA star Isaac...



Dr. Dish

Worldwide ambassador and partner, leveraging his expertise in basketball training technology.



 YouTube

Isaac Okoro- Chicago Bulls- My Jo...

 Isaac Okoro x Dr. Dish  Chicago Bulls superstar Isaac Okoro is the new global...



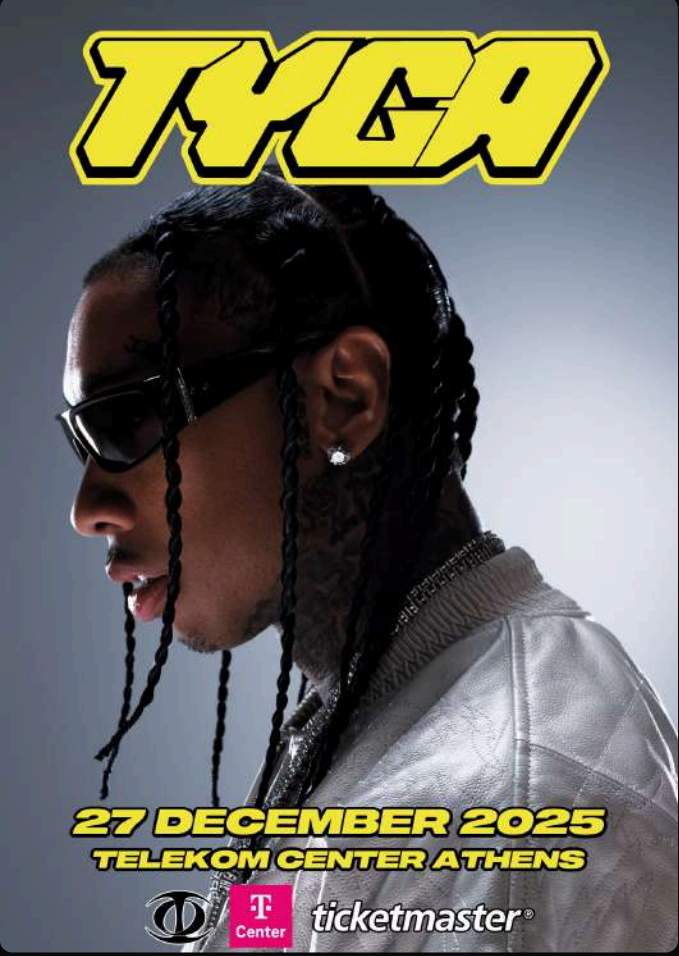
FreeLife Revolution

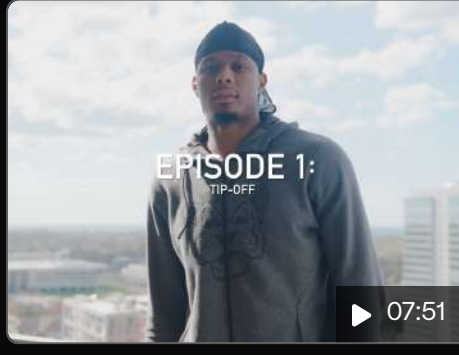
Partner, shareholder, ambassador, and global promoter for a brand dedicated to empowering youth through sports and lifestyle.



Sport & Music Events

Business partnership. organizing high-profile sport and music events, including international concerts with superstar hip hop artists like Tyga.

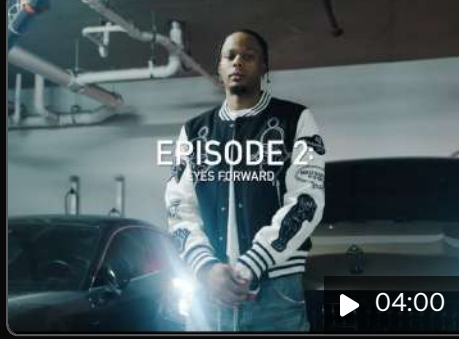




 YouTube

"Wired to Win" Episode 1 with Cleveland Ca...

In "Wired to Win" Episode 1, go inside the first round of the NBA playoffs with Cleveland Cavaliers guar...



 YouTube

"Wired to Win" Episode 2 with Cleveland Ca...

Isaac Okoro and HOLO Footwear are "Wired to Win." In Episode 2, go inside the Cleveland...



 YouTube

NBA Guard Isaac Okoro Orchestrates New ...

Cleveland Cavaliers standout Isaac Okoro signed a groundbreaking deal with HOLO Footwear, and hi...

PARTNERS

CHICAGO
BULLS



Chicago Bulls

Current NBA team Isaac plays for as a professional basketball player



NBA

The professional basketball league where Isaac competes at the highest level

HOLO
FOOTWEAR

HOLO Footwear Inc

Isaac is a partner, shareholder, and main ambassador with an endorsement deal



Dr. Dish

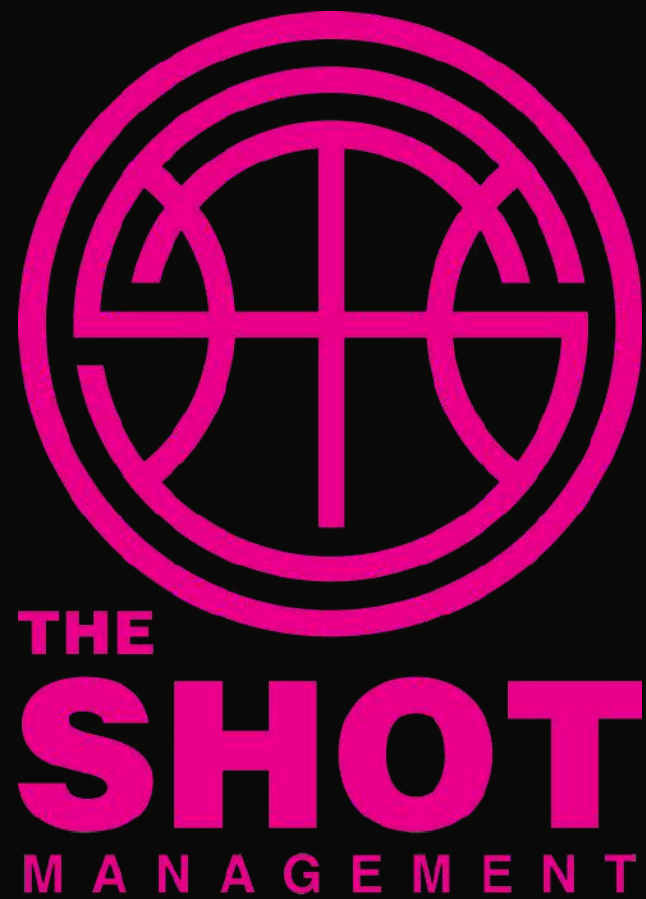
Isaac is a worldwide ambassador and partner of Dr. Dish International distribution company

PARTNERS



FreeLife Revolution

Isaac is partner, shareholder, ambassador, and global promoter



The Shot Management

Isaac's overseas business management partner handling international operations



The Transition Management Group

Isaac's US business management partner handling domestic operations



Isaac Okoro Foundation

Isaac's own foundation as part of his business portfolio for community impact

Unlock Your Brand's Potential with Isaac Okoro

Gen Z & Millennial Connection

Isaac possesses an authentic voice that naturally resonates with younger demographics, particularly Gen Z and Millennials. His natural cultural relevance and relatable experiences foster genuine engagement, making him an ideal conduit for brands looking to connect with these vital consumer segments. He doesn't just speak to them; he speaks their language and understands their evolving values, ensuring your message lands with impact.

- Access to a highly engaged youth audience.
- Authentic brand integration that avoids traditional advertising fatigue.
- Increased brand loyalty through shared values and genuine connection.

Values-Driven Leadership

Isaac embodies a powerful combination of culture, discipline, and vision. As a trusted personality, he operates with an unwavering strong work ethic and integrity, which translates into powerful brand alignment. Partners benefit from his commitment to excellence and his ability to inspire, lending credibility and a positive image to any collaborative effort.

- Elevates brand perception through association with strong ethical principles.
- Inspires confidence and trust among diverse audiences.
- Demonstrates commitment to responsible and impactful brand messaging.

Creative Collaborator

Open to innovation and fresh perspectives, Isaac is more than just a spokesperson; he's a true creative collaborator. He thrives on bringing new ideas to life and is eager to explore inventive approaches to partnerships and campaigns. This ensures dynamic and memorable content that breaks through the noise and captures audience attention in novel ways.

- Delivers innovative and engaging campaign concepts.
- Offers a fresh, unconventional approach to marketing challenges.
- Ensures content is always relevant and ahead of trends.

Youth & Lifestyle Appeal

Isaac commands a strong presence across key lifestyle sectors, bridging the gap between sports, fashion, and culture. His authentic crossover appeal ensures broad reach and resonance, tapping into diverse interests of the youth market. Brands can leverage his influence to authentically position products and services within high-growth lifestyle communities.

- Captures attention across intersecting youth culture niches.
- Positions your brand at the forefront of lifestyle trends.
- Maximizes reach through authentic integration into relevant communities.



YouTube

KOREY x OKORO WORKOUT REEL #sports ...

saac Okoro | Locked In with Coach Corey Harris
Watch NBA standout Isaac Okoro put in serious...



YouTube

Isaac Okoro x Kay Jewelers

NBA star Isaac Okoro partners with Kay Jewelers in a special collaboration that blends elegance,...



YouTube

Meet Cleveland Cavaliers Standout Isaac O...

Isaac Okoro is on a mission to bring HOLO global. Go inside the Cleveland Cavaliers standout's stor...



YouTube

Mic'd Up: Isaac Okoro

Isaac Okoro was mic'd up for us in Saturday's home game against the Bucks! Get a listen into some of...

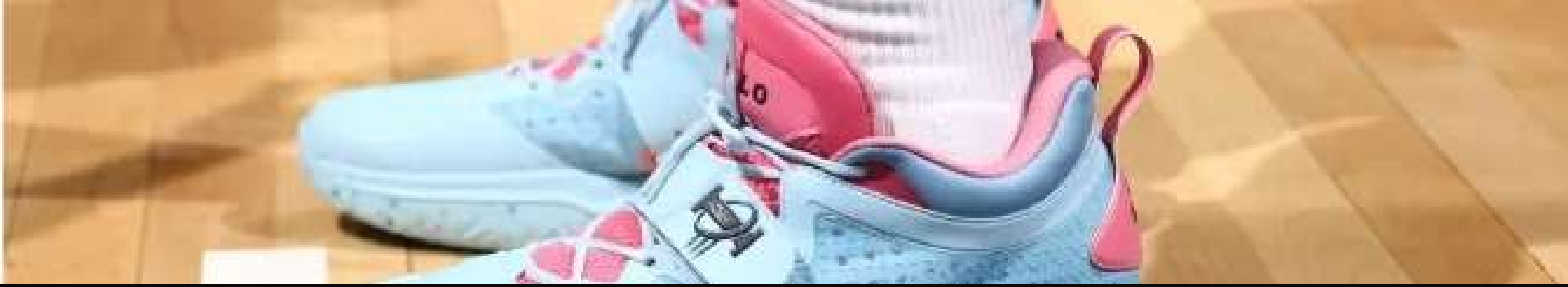


YouTube

Isaac Okoro Bulls Training Camp Press Con...

Chicago Bulls forward Isaac Okoro speaks to the media following the first day of preseason Trainin...





Creative Activation Concepts



Social Media Ambassador

Leverage Isaac's authentic voice and impressive 17% engagement rate across platforms to create impactful, native content. This includes sponsored posts, stories, and reels that seamlessly integrate your brand message, driving awareness and fostering genuine connection with his Gen Z and Millennial audience.

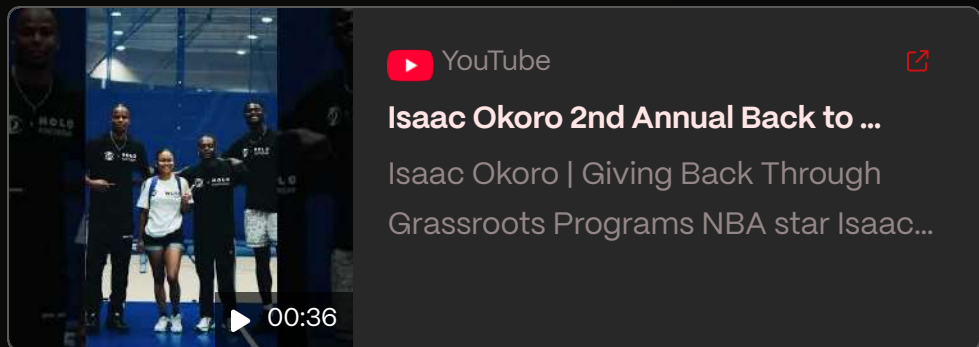
[Isaac Okoro \(@isaacokoro\)](#) • Instagram photos and videos

Capsule Collections

Collaborate on limited edition clothing lines that fuse Isaac's unique streetwear style with athletic performance. This creates exclusive, high-demand products that resonate with fashion-forward youth, driving sales and enhancing brand desirability through scarcity and cultural relevance.

Youth Clinics & Grassroots Programs

Partner on basketball outreach programs and grassroots development camps, particularly in US and MENA countries. This includes the successful MSA camp in Jeddah, Saudi Arabia. These initiatives build community, promote active lifestyles, and offer invaluable mentorship, allowing your brand to demonstrate social responsibility and connect with a dedicated youth base.



Strategic Partnerships

Utilize Isaac's strong connections with organizations like the SBF (Saudi Basketball Federation) and FIBA to expand brand reach and engagement. Joint ventures, co-hosted events, and official endorsements can position your brand as a key player within the global basketball community.



Isaac Okoro with SBF President Dr. Ghassan Tashkandi



Isaac Okoro with FIBA World President Sheikh Saudi Ali Al Thani



Gaming-Tech Cross-Promotion

Engage the digital audience through esports partnerships and Twitch streaming opportunities. Isaac can authentically represent tech products, gaming gear, or platforms, tapping into the rapidly growing market of digital entertainment and fostering a direct connection with tech-savvy consumers.

Health & Life Industry

Leverage Isaac's commitment to fitness and well-being. This includes endorsements for health supplements, fitness equipment, wellness apps, and active lifestyle campaigns. His image as an athlete translates credibly into promoting products that support a healthy and balanced life.

Food & Beverage

Collaborate on marketing for healthy snacks, athletic performance foods, or lifestyle beverages. Isaac can feature products in his daily routines, demonstrating their practical benefits and appealing to consumers seeking nutritious and convenient options.

Fashion & Apparel

Expand beyond capsule collections to broader fashion endorsements. This includes high-end fashion, everyday apparel, and accessories that align with Isaac's distinctive personal style. Showcase products through editorial shoots, event appearances, and social media campaigns.

Automotive

Partner with automotive brands, particularly those targeting a younger, performance-oriented demographic. Isaac can create engaging content around vehicle features, driving experiences, and brand values, appealing to aspiration and innovation within the car market.

Travel & Hospitality

Explore collaborations with travel destinations, luxury resorts, or lifestyle hotel brands. Isaac's adventures and experiences can be highlighted through captivating visual content, inspiring his audience to explore new places and indulge in premium travel experiences.



Next Steps

1

Initial Consultation & Alignment

Our first step is a comprehensive discussion to understand your brand's objectives, target audience, and current marketing strategies. We'll explore how Isaac's unique appeal aligns with your goals, identifying key areas for collaboration and ensuring mutual brand synergy.

What to expect: An introductory call or meeting, where we gather essential insights and define preliminary expectations. This typically takes 1-2 sessions.

2

Strategy & Concept Development

Following the consultation, our team will craft a customized partnership proposal. This document will outline tailored activation strategies, creative concepts, proposed content pillars, and detailed execution plans designed to meet your specific brand objectives and maximize impact.

What to expect: A detailed proposal including creative ideas, estimated timelines, and key deliverables for your review and feedback. This phase usually spans 1-2 weeks.

3

Campaign Launch & Execution

Upon approval, we move into the execution phase. This involves content creation, meticulous planning, and seamless deployment of all agreed-upon marketing initiatives across relevant platforms. Isaac's team will manage content production, approvals, scheduling, and cross-promotion to ensure optimal reach.

What to expect: Regular updates on content production, content for your approval, and a clearly defined launch schedule. Execution timelines vary based on campaign scope.

4

Performance Analysis & Optimization

Post-launch, we meticulously track performance metrics, analyze engagement, and provide comprehensive reporting on campaign effectiveness. We believe in continuous improvement, so we'll use data-driven insights to refine our approach, ensuring maximum ROI and long-term success for your brand.

What to expect: Post-campaign performance reports, detailed analytics, and a review meeting to discuss outcomes and future partnership opportunities. This occurs within 2-4 weeks post-campaign conclusion.



Contact & Closing



THE TRANSITION MANAGEMENT

Specializing in partnership activation for North & South America, and Africa. The Transition brings unparalleled expertise in connecting brands with top-tier basketball talent like Isaac.

Our team provides end-to-end support, from initial outreach to campaign execution, ensuring seamless collaboration and impactful results for partners in these key regions.

- Email: hello@transitionbball.com
- Telephone: +1 (678) 578-9025
- Web: www.transitionbball.com



THE SHOT MANAGEMENT

Dedicated to managing Isaac's brand partnerships across Europe, Asia, and Australia. THE SHOT Management leverages extensive regional market knowledge to maximize engagement and visibility.

We craft tailored strategies that resonate with diverse audiences, ensuring that every collaboration achieves its full potential and aligns with global brand objectives.

- Email: office@taketheshot.gr
- Telephone: +30 (698) 69-46-555
- Web: www.taketheshot.gr