

★ RANKED #1 OF 76 · HEADLINER TIER

# NATHANIEL “HOOPIN NATE” KENNEY

The reigning Dunk Camp 8-foot champion. A billion-view brand built from a kitchen mini-hoop. This is the full picture of his authority — what’s real, what’s hidden, and the plan to make the machines and the sponsors take him seriously.

AUTHORITY SCORE

**78**<sub>/100</sub>

Elite reach · illegible identity

**1B+**

Views claimed across platforms

**5.3M**

Verified single repost (FIBA)

**0**

Owned website ranking today

**0**

Knowledge Panel · Wikipedia

# You are famous. You are also invisible to the machines.

Nate has done the hard part — the part most people never reach. Real reach. Real sponsors. A real championship. The problem isn't the work. The problem is that the work isn't **tied to his name** in the places where Google, ChatGPT, and a sponsor's analyst go to check if he's real.

## WHAT'S UNDENIABLY REAL ✓

- A **Gatorade** paid partnership
- An **NBC Sports Washington** on-air interview
- **Dunk Camp 2025** 8-ft champion (inverted scorpion)
- Represented by **Distinction Agency**
- A **5.3M-view** repost on FIBA's official page
- An **IMDb** acting credit

## WHAT'S MISSING ✗

- No **website on his name** that ranks
- No **Knowledge Panel**, Wikipedia, or Wikidata
- The top "Nathan Kenney" online is a **lacrosse player**
- His own **@hoopin\_nate** on X belongs to a stranger
- Massive reposts go to **other people's** channels
- Person **schema** exists nowhere

## THE THESIS

This is an **"earned-but-illegible"** brand. The audience is built; the **identity isn't legible** to search engines, AI assistants, or sponsorship analysts. Everything in this document is fixable — and most of it is the cheapest, highest-leverage work Nate will ever do, because we're not building reach. **We're making reach he already has finally point home.**

A note on honesty: this audit separates **verified** facts from **claimed** ones (see the Proof Ledger, p.5). That's deliberate. The fastest way to lose a sponsor — or a Knowledge Panel — is to publish a claim that doesn't survive a Google check. We only build on what holds.

# An elite engine with two warning lights on the dash.

The score is tuned for how a dunker actually gets booked and paid. Nate's **reach and proof-of-skill are top-tier** — the kind sponsors notice. The two soft pillars, **Findability** and **Knowledge-Panel readiness**, are exactly the ones an owned website fixes. That's the whole opportunity in one chart.

## Social Footprint & Reach

24 / 30



Elite, unmistakable reach across IG, YouTube, TikTok & Facebook — AI can clearly attribute it once it's tied home.

## Highlight Content & Proof-of-Skill

18 / 20



Standout, easy-to-find footage. His skill speaks for itself — the inverted scorpion is a calling card.

## Press, Features & Entity Signal

17 / 20



Strong, documented recognition (Gatorade, NBC Sports Washington, Dunk Camp). Sponsors and search engines trust this.

## Findability & Web Home

10 / 15



⚠ He doesn't own a site on his name that ranks. Strangers and namesakes occupy space that should be his.

## Knowledge-Panel & AI Readiness

9 / 15



⚠ Real entity signals exist but aren't structured. No Person schema, no Wikidata — so no Panel yet.

59/70

REACH & PROOF  
pillars — 84%

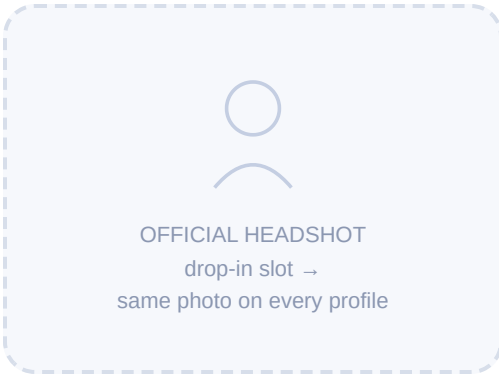
19/30

FINDABILITY & AI  
pillars — 63%

+15pts

Realistic 90-day  
gain → 93/100

# Who is Nathaniel Kenney?



A 5'7" kid from Omaha turned a plastic mini-hoop on a kitchen door into a global dunking brand — proof that **creativity beats height**, and that consistency beats everything.

He's the **reigning Dunk Camp 8-foot champion**, crowned in Salt Lake City in 2025 for an **inverted scorpion** no one else at camp would attempt. He's trained on regulation rims with Isaiah Rivera, partnered with Gatorade and Google, and been interviewed on NBC Sports Washington. He chose to skip his senior basketball season to go all-in on a professional dunking career.

And he does it clean — wholesome, faith-rooted, joyful. His content carries Bible verses next to highlight reels. In a noisy, cynical feed, **that combination is rare, and it's magnetic** to the exact families and brands that want a role model their kids can look up to.

Brand	<b>Hoopin Nate</b>
Legal name	<b>Nathaniel Kenney</b>
From	<b>Omaha, Nebraska</b>
Height	<b>5'7" · 40"+ vertical</b>
Born	<b>May 23</b>
Trains at	<b>Going Vertical, Gretna NE</b>
Faith	<b>Christian</b>
Agency	<b>Distinction Agency</b>

**USE THIS EXACT CONSTRUCTION EVERYWHERE**

## Nathaniel “Hoopin Nate” Kenney

One phrase co-locates all three names — legal, brand, and nickname — so Google and AI learn they're one person in a single shot. Every caption, byline, and profile should say it this way.

**2021**

Kitchen mini-hoop videos go viral; joins Instagram

**2023**

Gatorade & Google Pixel campaigns; signs with first agency

**2025**

Wins Dunk Camp 8-ft; trains w/ Isaiah Rivera; Distinction Agency

**2026**

#1 of 76 at Dunk Camp · builds his entity home

# The Proof Ledger

Before we amplify anything, we sort it. A sponsor’s analyst — and Google’s algorithms — will Google every claim. **Anything that doesn’t render kills trust.** Here’s the honest split. We build the brand on the left column and we go **get the receipts** for the right one before it goes public.

VERIFIED ✓ — build on these now	CLAIMED ⚠ — get the receipt first
<p><b>Gatorade</b> paid partnership Famous Birthdays + agency release</p>	<p><b>“1B+ views”</b> aggregate doesn’t reconcile w/ owned channels — reframe as total reposted reach</p>
<p><b>NBC Sports Washington</b> interview (Wes Hall) theweshall.com · IMDb</p>	<p><b>Dwyane Wade 2021</b> reaction embedded on old site; capture a live permalink</p>
<p><b>Dunk Camp 2025</b> 8-ft champion DunkingNews recap</p>	<p><b>Kendrick Perkins / “The Jump”</b> no clip found; show won’t verify</p>
<p><b>Distinction Agency</b> (current rep) agency’s own IG</p>	<p><b>Michael Jordan “alongside”</b> same campaign ≠ shared screen; soften wording</p>
<p><b>Athletiverse</b> (2023 rep) San Diego Biz Journal</p>	<p><b>Jimmy Kimmel</b> interview no ABC clip located</p>
<p><b>5.3M-view</b> dunk compilation FIBA official Facebook</p>	<p><b>TNT dedicated show</b> unverified</p>
<p><b>~301K-like</b> clip reposted ESPN official TikTok</p>	<p><b>NBC / CBS / FOX</b> blanket “featured on” only NBC Sports Washington confirmed</p>
<p><b>IMDb</b> acting credit nm17290880</p>	<p><b>Gymshark · Way of Wade</b> likely real; get brand-side proof</p>
<p><b>Google Pixel × NBA</b> campaign appearance campaign verified</p>	

**Why this matters more for Nate than anyone:** a huge share of his press traces back to one friendly PR engine. That’s fine — but it means the **independent** proofs (Gatorade, FIBA, NBC Sports Washington, Dunk Camp) are disproportionately valuable. We lead with those. They’re the ones that survive scrutiny and convert sponsors.

# The Hoopin Nate Entity Map

● solid = verified  
○ dashed = get proof



# Six clusters of authority — none of them point home.

Every node on the previous page is a real asset Nate has earned. The tragedy of the map is the thing it **doesn't** show: a website on his name at the center holding it all together. Right now each cluster floats on someone else's platform. Here's how strong each one is — and the one move that ties them together.

<p><b>BRAND DEALS</b></p>	<p><b>Strongest asset.</b> Gatorade + Google are blue-chip, verifiable proof. These alone justify a premium media kit.  <b>Move:</b> feature them on the entity home with logos + links.</p>
<p><b>MEDIA &amp; PRESS</b></p>	<p><b>Real third-party trust.</b> NBC Sports Washington and the 5.3M FIBA repost are independent of his own PR — gold for sponsors and AI.  <b>Move:</b> a verified "Press" page citing each outlet.</p>
<p><b>EVENTS &amp; ORGS</b></p>	<p><b>Championship credibility.</b> Dunk Camp 2025 title + World Dunk Association ranking make him a documented competitor, not just a creator.  <b>Move:</b> claim a WDA athlete profile linking home.</p>
<p><b>ATHLETES &amp; MENTORS</b></p>	<p><b>Co-signs that matter.</b> Isaiah Rivera's mentorship is the verifiable one; the ad co-stars (Giannis, Druski) are brand-association, not friendships — say it that way.  <b>Move:</b> lead with Rivera; soften ad claims.</p>
<p><b>REPRESENTATION</b></p>	<p><b>He's professionally repped.</b> Distinction Agency (current) signals he's a managed talent. 316 Strategy Group drives most press — powerful, but lean on independent proof publicly.  <b>Move:</b> list current rep for booking.</p>
<p><b>OWNED CHANNELS</b></p>	<p><b>The audience engine.</b> IG is the anchor (~209K). But followers rent attention on someone else's land.  <b>Move:</b> every bio links to the entity home — convert renters to a home you own.</p>

The map is a wheel with no hub. **The entity home is the hub.** Build it, point all six clusters at it, and the same authority that's scattered today becomes a single, legible, Google-readable identity — worth far more than the sum of its parts.

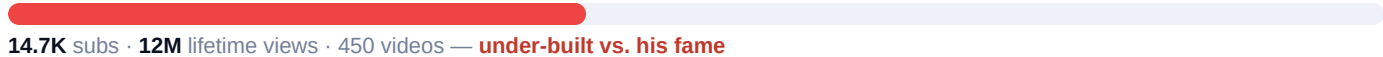
# Content Inventory

An honest map of his owned reach. The pattern is unmistakable: **modest owned counts, massive borrowed reach**. Instagram is the anchor; Facebook holds his single biggest verified hit. The job isn't more followers — it's capturing the reach he already generates.

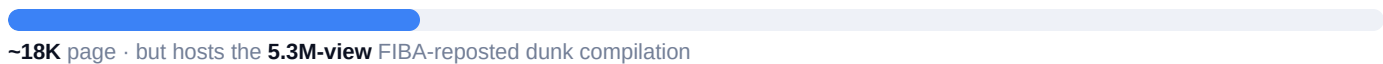
**Instagram** @hoopinmate **ANCHOR**



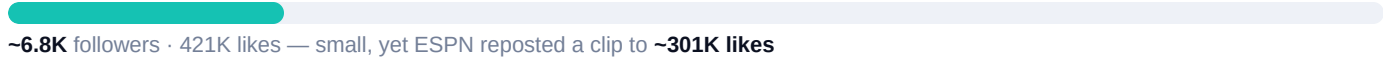
**YouTube** @hoopin\_nate



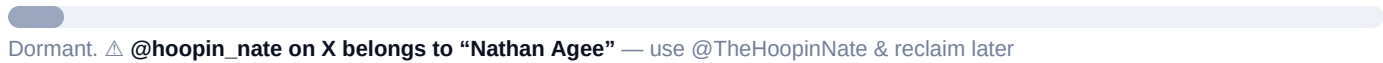
**Facebook** @HoopinNate **5.3M HIT**



**TikTok** @hoopinmate



**X (Twitter)** **HANDLE STOLEN**



## SIGNATURE MOVES (HIS IP)

**The inverted scorpion** — the championship dunk no one else would attempt. Plus mini-hoop & low-rim trick dunking ("King of the Mini-Hoops") and six new 10-ft dunks unlocked with Isaiah Rivera. **These names are brandable assets** — trademark-able, searchable, ownable.

## THE TELL

His **owned** footprint (~209K IG / 15K YT / 7K TikTok) can't generate a billion views on its own. The billion lives in **reposts on other people's channels**. That gap is not a problem — **it's the opportunity on the next page.**

# The Arbitrage: stop renting your own virality.

Nate's content already wins. FIBA reposted him to **5.3M**. ESPN reposted him to **~301K likes**. But those views land on **FIBA's and ESPN's** pages — building *their* SEO, *their* audiences. Nate gets a momentary spike and nothing that compounds. Here's the leak, and the fix.



- 1 Watermark + CTA every clip.** Name + “nathanielkenney.com” baked into the video so a viral repost still carries him home.
- 2 Repurpose into searchable assets.** Each dunk session → an article, a titled YouTube upload, a captioned reel. Trends fade; indexed pages don't.
- 3 Pitch the repost partners.** FIBA & ESPN already amplify him free — convert those into tagged collabs that link back.
- 4 Own the “best mini-hoop dunker” phrase.** He's already called it everywhere — claim the search term with a page that ranks.

**This is the 80/20.** We're not asking Nate to make *more* — he already makes elite content. We're plugging the leak so the virality he **already creates** finally accrues to an asset he **owns**.

# Credibility Leaderboard


Buried in years of comments and clips are co-signs most creators would kill for. Here are the most credible public mentions of Nate, ranked by how much weight a sponsor or Google gives them — and how solid the proof is.

1	<b>NBC Sports Washington — on-air interview</b> Booked on the Wizards Pre/Postgame with host Wes Hall, beside Bradley Beal & Patrick Ewing. A real regional-NBA TV credit.	VERIFIED IMDb · theweshall.com
2	<b>Gatorade — “Gatorade Family” partner</b> A paid brand partnership with one of sport’s biggest names. The single most sponsor-legible asset he owns.	VERIFIED Famous Birthdays · agency
3	<b>FIBA reposted his dunk compilation → 5.3M views</b> The sport’s world governing body amplified him to millions. Independent, huge, and verifiable.	VERIFIED FIBA official Facebook
4	<b>Isaiah Rivera — mentorship + “one more dunk!” chant</b> The dunker widely called the world’s best trained Nate and led the crowd chant at his Dunk Camp win.	VERIFIED DunkingNews recap
5	<b>Dwyane Wade reacted to his videos (2021)</b> A Hall-of-Famer publicly responded to his mini-hoop content. Embedded on his old site — needs a live permalink to go public.	GET PROOF capture screenshot
6	<b>Fan love that signals real influence</b> “...invested so much watch time on this kid... Allen Iverson vibes.” · “I bought my son a mini hoop because of you.”	CURATE IG / YT comments

**How to use this:** the top 4 go on his media kit and entity home *now* — they survive any check. #5–#6 are real but need a captured screenshot or permalink before they’re published. A **“Wall of Proof”** page collecting these is one of the highest-trust assets we can build.

# Search reality: you don't own your own name.

Here's page one for "hoopin nate." Every result is a profile he rents — not one is a site he owns. And the moment anyone searches his legal name, a **different athlete** intercepts the signal.

SERP · "hoopin nate"		
1	Instagram @hoopinmate	rented
2	YouTube @hoopin_nate	rented
3	Omaha Business Insider	PR
4	Facebook @HoopinNate	rented
5	IMDb profile	rented
7	Famous Birthdays	3rd-party
9	TikTok "how old is..."	3rd-party
 nathanielkenney.com — not here yet		

**⚠ IDENTITY THREATS**

**Nathan Kenney, lacrosse player**  
Owns the Wikidata node for the name. Google's structured data points here, not to Nate.

**"Nathan Agee" owns @hoopin\_nate on X**  
His own primary handle resolves to a stranger on Twitter/X.

**Other Nathan/Nathaniel Kenneys**  
LinkedIn pros + a genealogy record fragment the name further.

**WHY "NATHANIEL KENNEY" IS THE RIGHT CALL**

Going by **Nathaniel Kenney** (with "Hoopin Nate" always attached) is smart positioning: it **differentiates him from the lacrosse "Nathan Kenney"** who owns the structured data, while the distinctive "Hoopin Nate" does the disambiguating. We claim an *uncontested* identity instead of fighting for a crowded one.

Google is already trying to form an entity — note the "Who is Hoopin Nate?" and "How tall is Hoopin Nate?" People-Also-Ask boxes. An entity home with schema is exactly what fills those in *correctly*.

# The queries Nate should own in ChatGPT & Google.

When a fan, a reporter, or a **sponsor's analyst** asks an AI "who's the best mini-hoop dunker?" — Nate should be the answer, with a citation to his own site. Today AI either skips him or pulls third-party scraps. These are the target queries, grouped by intent, with the asset that makes him the cited answer.

## ① IDENTITY — "is he real?"

"Who is Hoopin Nate?" · "How tall is Hoopin Nate?" · "Where is Nathaniel Kenney from?" · "How old is Hoopin Nate?"

**Wins with:** entity home + Person schema answering each fact in plain text. Fills the People-Also-Ask boxes correctly.

## ② CATEGORY AUTHORITY — "who's the best?"

"Best mini-hoop dunker of all time" · "Best low-rim dunker" · "Who does the inverted scorpion dunk?" · "Who won Dunk Camp 2025?"

**Wins with:** a titled pillar page claiming the phrase he's *already* called everywhere, plus the Dunk Camp / WDA citations.

## ③ SPONSOR DISCOVERY — buyer intent

"Basketball creators for brand deals" · "Athlete influencers Gatorade works with" · "Young sports creators to sponsor" · "Dunk content creators with big reach"

**Wins with:** a media-kit page listing verified deals, reach, and contact — the page a brand manager screenshots into a deck.

## ④ VALUES & NICHE — the differentiator

"Faith-based athletes on social media" · "Christian sports creators" · "Wholesome role-model creators for kids" · "Inspiring teen athletes"

**Wins with:** his story page. Almost no dunker competes here — it's an open lane that attracts family brands & ministries.

**How AI picks answers:** it favors entities with a clear home, consistent structured data, and corroborating third-party citations. Nate has the citations (Gatorade, FIBA, NBC, Dunk Camp) but no home to anchor them. **Build the home and the citations finally have something to point at.**

# Knowledge Panel Roadmap

The Knowledge Panel is the boxed profile on the right of Google — the milestone that proves the machines take you seriously. Nate has **none** today because Google has no structured node for him. Here's the exact path from invisible to claimed.

- 1

**Stand up the entity home**

nathanielkenney.com with the canonical bio string, photos, and verified facts. The anchor everything points to.

Week 1
- 2

**Publish Person + ProfilePage schema**

Machine-readable identity: name, alternateName (Hoopin Nate / Nathan), sameAs → every real profile. Google can't merge him with the lacrosse player.

Week 1
- 3

**Normalize every profile**

Same name format, same headshot, bio links back to the home. Bidirectional links collapse the profiles into one node.

Week 2
- 4

**Create a Wikidata item**

A structured, authoritative node Google ingests directly — the fastest clean way to mint a KG MID *you* control instead of waiting for Google to guess.

Week 2–3
- 5

**Stack third-party citations**

DunkingNews, a WDA athlete profile, podcast features — independent pages that name him + link home, confirming the entity.

Week 3–6
- 6

**Submit in Search Console & let it consolidate**

Verify the domain; co-occurrence does the rest. The panel forms over 4–10 weeks.

Week 4+
- ★

**Claim the Panel**

When it appears, verify as the official entity via Google's "Claim this knowledge panel" — unlocking edit rights & the verified checkmark.

When live

Wikipedia is intentionally *not* step one — it requires independent notability and gets deleted if forced early. We build Wikidata + citations first; Wikipedia becomes attainable once the press record is deep enough (the Dunk Camp titles + brand campaigns are building it).

WHAT HE STANDS FOR

# Core values & his massive transformative purpose.

A brand that compounds needs a “why” bigger than the dunks. Nate already has one — it’s woven through his content. Naming it turns a highlight reel into a movement, and gives sponsors, ministries, and young fans something to belong to.

THE MTP — ONE NORTH STAR

“To show a confused generation that **no limit is final** — that with creativity, work, and faith, anyone can rise higher than the world says they can.”

Dunks are the *vehicle*. The *purpose* is elevation — literal and personal. A 5'7" kid out-jumping expectation is the whole message in one image.



**Faith first**

A light, not a loudspeaker. Bible verses next to highlights — wholesome by default, never preachy.



**No limits**

Height, size, hometown — none of it decides your ceiling. Creativity does.



**Relentless reps**

Kitchen door to global stage on consistency alone. The unglamorous work, shown honestly.



**Joy**

Pure, family-safe fun. Content a parent is glad their kid watches.



**Lift others**

“I bought my son a mini hoop because of you.” He’s already inspiring the next kid — make it the mission.



**Authenticity**

Same kid who dunked in the kitchen. Real story, real faith, no manufactured persona.

THE “AMBASSADOR” ANGLE — HANDLED RIGHT

Nate can be a **beacon** — an athlete whose faith is obvious in how he carries himself, not in a sermon. The model is *show, don’t shove*: let the wholesomeness, gratitude, and verses speak. This is also rare brand real-estate — it opens doors to **family brands, Christian orgs, and youth ministries** that no other dunker can credibly enter.

# The entity home we're building him.

A fast, beautiful site on his name that gathers everything — dunks, stats, deals, story, press — so Google, ChatGPT, and sponsors read exactly who he is in one place. Here's the build.

## PAGES / SECTIONS

- △ **Home** — hero, the bio string, top dunks, proof logos
- ★ **Story** — kitchen → global, faith & MTP
- ☰ **Dunks & Highlights** — signature moves, embeds
- ✓ **Wall of Proof** — press, FIBA, NBC, co-signs
- **Media Kit / Partners** — reach, deals, booking
- ? **FAQ** — answers the People-Also-Ask queries
- ✉ **Contact** — booking via agency/guardian

## UNDER THE HOOD

- ◆ **Person + ProfilePage schema** (the engine)
- **sameAs** → every real profile, bidirectional
- ↗ **Fast, mobile-first** on our managed fleet
- **RankMath SEO** + Search Console verified
- **Same headshot** as every social profile
- **One canonical @id** reused site-wide
- **Watermark/CTA** ready for repurposed clips

## DOMAIN CONSOLIDATION — PROTECT THE NAME

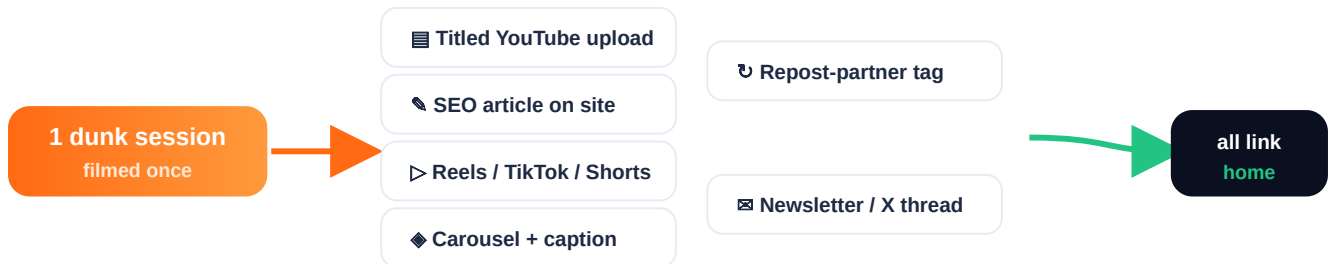
- nathanielkenney.com**  
NEW — entity home (we register & host)
- hoopinmate.com**  
OWNED — brand front door → points home
- nathaniel-kenney.com**  
OWNED — protective redirect

All roads lead to one canonical home. Nate's dad coordinates DNS for the two owned domains; we host the entity home and 301-redirect the others in so every backlink and search consolidates to a single node.

This is the same personal-brand-website system we've used for Dylan Haugen, Cam Hazzard, and dozens of pro athletes — proven, fast, and built for exactly this.

# The repurposing engine

Nate films constantly. Most of it lives once and dies. The fix is a simple assembly line that turns **one dunk session** into a week of **searchable, indexable assets** that keep working long after the trend passes.



## THE RULES THAT MAKE IT COMPOUND

- **Title for search** — “Inverted scorpion dunk tutorial,” not “new dunk ☐”
- **Every asset links home** — bio, description, caption
- **Name in the file** — “Nathaniel Kenney” in titles & alt-text
- **Watermark the clip** — so reposts carry the brand

## THE PAYOFF

A reel gets 48 hours of life. An **indexed article** ranks for years and feeds AI answers. Same footage, 10× the lifespan — and every piece pulls a stranger toward the home he owns. This is how 200K followers becomes a durable brand.

Nate doesn't have to run this himself — it's a repeatable checklist his team (or ours) executes after each shoot. The point is that **nothing he films is wasted** anymore.

# The Dunker Spotlight cross-link network.

Nate isn't building alone. Several dunkers in the room have entity homes on the same system. When sites **link to each other** and creators **tag each other**, Google sees a real community and every node gets stronger. This is free authority — and you're all together for a few days.

**Dylan Haugen** LIVE

[dylan-haugen.com](https://dylan-haugen.com)

"Youngest pro dunker," 100M+ views, Dunk Talk host, Shaq's DunkMan League. Co-founder of Local Service Spotlight. **Prime mutual link.**

**Cam Hazzard** LIVE

[camhazzard.com](https://camhazzard.com)

50-inch verified vertical, 360-under-both-legs. DunkMan League athlete. Same builder — easy reciprocal link.

**"Dom" — Dom Dunks** NO SITE YET

**Dominic Gonzales** · [@dom.dunks](https://@dom.dunks)

Youngest to win a FIBA 3×3 dunk contest; no entity home yet. **Opportunity:** build his next, instant cross-link.

**Anchor outbound links**  
**authority targets**

[jordankilganon.com](https://jordankilganon.com) (has Wikipedia) · [benbounces.com](https://benbounces.com) · [thedunkcamp.com](https://thedunkcamp.com) · World Dunk Association profile.

## □ THE SALT LAKE CITY PLAYBOOK — NEXT 72 HOURS

**1. Film a collab series.** One reel each on the others' accounts — every dunker tags every dunker.

**2. Cross-link the sites.** Add a "Dunkers I train with" section linking each entity home, bidirectionally.

**3. One shared hashtag + event page.** A Dunk Camp 2026 recap each site posts and links.

**4. Tag the orgs.** Dunk Camp, WDA, and repost partners in every post for the authority halo.

△ Avoid the wrong namesakes when linking: [ben-hopkins.com](https://ben-hopkins.com) is a UK journalist (use [benbounces.com](https://benbounces.com)), and "Dom" is the dunker Dominic Gonzales — not Dominyck Bullard, the agent.

# Reaching the people who write the sponsorship checks.

Sponsorships don't come from going viral — they come from the right **decision-maker** seeing a credible media kit. With LinkedIn + Meta we can put Nate's story directly in front of those exact people for a few dollars a day.

## WHO TO TARGET (JOB TITLES)

- Influencer / Creator Marketing Manager
- Brand / Brand Partnerships Manager
- Sports Marketing & Sponsorship Lead
- Head of Social / CMO
- NIL / Athlete Marketing Manager

## WHERE THEY WORK (VERTICALS)

- Sports drinks & nutrition (warm: Gatorade)
- Athletic apparel & footwear (warm: Gymshark, Way of Wade)
- Basketball & training gear
- Faith & family brands, ministries (his lane)
- Youth / gaming / tech (warm: Google)

### IN LINKEDIN PLAY

Target by **job title + industry + company**. Run a thought-leader/story ad from Nate's (or the agency's) page so the decision-maker sees the highlight + media kit. Connect + soft pitch. Tiny budget, surgical reach.

### F META (FB/IG) PLAY

Upload a **custom audience** of target brands' staff emails; build **lookalikes**; retarget media-kit visitors. Show the 30-sec sizzle + "Partner with Hoopin Nate" → booking page.

### ⚠ BECAUSE NATE IS YOUNG — DO IT RIGHT

Ad accounts run under an **adult (dad/guardian or agency)**; every deal is signed by the guardian + **Distinction Agency** under proper NIL terms. The targeting reaches **adult brand professionals**, never minors. Lead with the wholesome, family-safe brand — it's a feature, not a footnote, for the brands worth having.

Start with the **warm five** — re-engage Gatorade, Google, Gymshark, Way of Wade, and Dunk Camp partners. They've already said yes once; a media kit + a nudge is the cheapest sponsorship pipeline that exists.

# The 90-day plan

Ordered for compounding speed — each phase makes the next one work. Most of it is cheap or free; the expensive ingredient is consistency.

**01 FOUNDATION** Weeks 1–2

- ✓ Entity home **live** on nathanielkenney.com
- ✓ Profiles **normalized** (name, headshot, link home)
- ✓ Person + ProfilePage **schema** published
- ✓ Search Console verified · redirects set

**02 AMPLIFY** Weeks 3–6

- ✓ **Wikidata** item created & linked
- ✓ Repurposing engine running each shoot
- ✓ **Wall of Proof** + media kit published
- ✓ Cross-links: Haugen · Hazzard · Dunk Camp · WDA

**03 CONVERT** Weeks 7–12

- ✓ Knowledge Panel forms → **claim it**
- ✓ **Warm-five** outreach w/ media kit
- ✓ Sponsor micro-targeting live (LinkedIn + Meta)
- ✓ Reclaim @hoopin\_nate on X · measure & iterate

**78 → 93**  
Authority Score in 90 days

**Panel**  
Knowledge Panel claimed

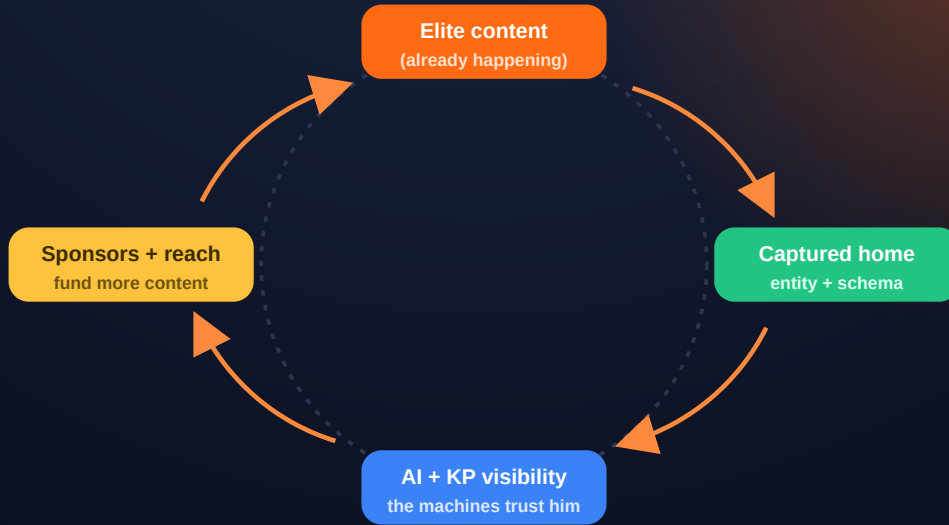
**1 home**  
All names & reach consolidated

**5**  
Warm sponsors re-engaged

WHY IT ALL COMPOUNDS

# The flywheel

Each turn makes the next easier. This is the engine behind every brand we build — and Nate already has it spinning. We're just connecting the belt.



START HERE — THIS WEEK, MOSTLY FREE

- Approve & launch the entity home
- Capture the Wade / press screenshots
- Cross-link Haugen & Hazzard sites
- Set every bio link → the home
- Film the SLC collab series + tag each other
- Send the warm-five their media kit

We put this together because **dunking deserves to be documented and seen** — and so does **Nate**. He's already a beacon for a lot of kids who needed to see someone rise. Let's make sure when the world looks him up, it finds the real thing. **Now go get found.**