

## Football 260

### Chapter 260 Deals

[Glasgow Scotland: Celtic Park, Friday, 09/03/2019, 1:00 PM]

The air was crisp, and the skies hung low with a blanket of gray clouds typical of a Glasgow afternoon. Lisa Rex stepped out of the taxi, pulling her scarf tightly around her neck as she gazed up at the imposing structure of Celtic Park. The stadium, affectionately known as Paradise to the fans, loomed large, its green and white banners fluttering in the light breeze. The energy around the stadium was electric, even though the match was still hours away. Supporters wearing the iconic green and white hoops were already gathering, their excited chatter filling the air.

Lisa took a deep breath, her heart swelling with pride and anticipation. Today would be the first time she'd watch her son, Rakim, play live since he made his debut for Celtic. She had seen plenty of such scenes in competitions that her son had competed in but this time it was different. All these people were here just to watch him play and cheer his team on to another victory.

She walked toward the entrance, clutching the VIP pass that hung around her neck. Security waved her through, and soon she was inside the stadium, its empty seats eerily calm compared to the roar that would soon fill them. She made her way towards the private lounge following the lead of one of the stadium stewards.

Upon entering the lounge, a luxurious and spacious room met her eyes overlooking the pitch. It was equipped with a dedicated bar area, and complimentary snacks with screens broadcasting the match live. A couple of people dressed sharply in suits and dresses could be seen conversing as they used the amenities of the room.

Lisa glanced around the lounge, quickly finding Rakim seated on a plush sofa, dressed in his training gear. Her heart skipped a beat as she saw Rakim sitting there, looking every bit the professional athlete

he had become over the past month. His broad shoulders filled out the Celtic tracksuit as he seemed to be watching a video on his screen.

Lisa approached her son with a warm smile, her footsteps muffled by the plush carpet beneath her. However, before she could get to surprise him he looked up from his phone making eye contact with her. A huge grin instantly spread across his face the moment he saw her jumping up from his seat and pulling her into a hug.

Lisa felt the familiar warmth of her son's embrace, and she couldn't help but squeeze him tightly. "Hey Mom," Rakim told her after a moment of them just hugging his voice thick with emotion. "I've missed you, mom,"

"I missed you too, son," she replied with a bright smile stepping back to take a look at him. "I'm so proud of you," Lisa's eyes shimmered with pride as she studied her son's face. She felt Like Rakim had grown into a confident young man in the weeks he had been here by himself. His air of maturity that had always been there now seemed to have fully blossomed.

"How are you feeling?" Lisa asked, brushing a lock of his hair away from his forehead as they took a seat on the plush sofa Rakim had been sitting on. "I'm good just excited to play I guess," He replied with a smile before going on to tell her that he made tonight's starting line-up. With this being his first start for the team he was quite excited to showcase his skills and hopefully build on his momentum.

Lisa's eyes widened with excitement. "That's incredible, I'm so glad to hear you're starting. This is big for you and here I thought my news was going to be the best." She told him with a smile directly pulling him into another hug.

Rakim nodded, with a smile in his eyes, "Yeah, it feels great to see that all the hard work is paying off."

Lisa smiled warmly, her pride and excitement palpable wanting to share her news with the world. She glanced at the clock on the wall-it was nearing 1:30 PM. There was still some time before Rakim would have to go downstairs to start his pre-match warm-up with the rest of the team.

"So, let's talk about those brand deals," Lisa said, her tone shifting to business-like, though she couldn't completely hide her excitement. She pulled out a folder from her bag and placed it on the table in front of them. The folder was filled with various offers from small clothing and footwear brands. Rakim looked at the folder with a mix of curiosity and interest.

"Alright, let's see what we've got," he said, settling back into the sofa, his demeanour shifting to that of interest as he started reading the files his mother presented to him.

Lisa opened the folder and began to pull out the documents. "First up, we have some clothing brands who want to sponsor you I've picked out the best 3." She told him with a smile laying out the 3 files of the companies containing details of their reputation and some of their goods.

The first brand was an American brand called Muscles Moose, mainly dealing in casual clothes worn by skaters and surfers. Why his mother had chosen this company baffled him until he saw the low requirements of a one-time photo shoot and his posting some photos on his socials for 2 weeks. He offered a price of \$70,000 for the singing and an added \$2,500 for each post on his Instagram. They didn't include his MeTube channel which had a following of 3Mill due to the fact it would cost them too much.

The second Brand was called Sainclaire Mens, A French-based fashion company focussed on making suits. They decided to launch a campaign aimed at targeting the younger audience and wanted him to actively wear their clothes in official settings. Their contract was far more lucrative but the duration of the offer was also longer taking up a whole 3 years for the price of 2 million Euros.

The last company actually surprised him not because of the offer but the fact it was from his Dads company. He knew that his father wasn't the one who sent the offer since he told him early on that the only way his company would ever send him an offer would be if the marketing department deemed it profitable. He had kept his word over the years even when his fame had slowly claimed never mentioning anything about sponsoring. So he was quite surprised to see this offer in the mix, not at all expecting it.

"Actually the people at Rex Fashion & Sport people have been trying to get this deal lined up ever since you started your recovery, but I told them to wait for a while until you got your footing again," Lisa told him as she started detailing out all the details of the deal making sure he understood everything.

The deal was a multi-layered brand ambassador agreement, blending endorsement with exclusive product collaborations and appearances. They were making him the face of the new gym line for his mother's clothing brand called TitanFit partnered with her gyms that are launching brands in the UK. Lisa flipped through the binder in her hands, pointing to various sections. Lisa flipped through the binder in her hands, pointing to various sections.

"So, first up, there's the endorsement contract," she began, tapping a page. "This covers your role in promoting the new line of athletic wear. It includes appearances in commercials, social media campaigns, and personal appearances at launch events." He nodded, absorbing the information. The idea of being the face of a major brand was quite exciting especially since it was for a new line he could help develop.