Sports & Fitness commercial scripts

30 practice scripts from VO Journey Academy. Free to record, free to use in your reel. Download the PDF to mark up in the booth, or print it straight from here.

First Mile

Running shoes · Young adult (18-25) · Neutral American · 15 seconds

The first mile always lies. It tells you to turn around.

The Tallrun Rise has a softer landing and a quicker push-off, so by mile two you've stopped listening.

Tallrun. Run it anyway.

Tee Time Tuesday

Golf, local · Mature (55+) · Southern US · 15 seconds

Tuesdays at Cottonwood Draw, twilight rounds start at four. Nine holes, a cart, and a cold drink on the patio after.

The greens are quick and the sunset's free.

Cottonwood Draw Golf Club. Come play a while.

Four Minutes Flat

Sports drink · Young adult (18-25) · Neutral American · 15 seconds

Four minutes left. Legs gone. Lungs gone. Nobody on this bench is quitting.

Quenchline. Cold, crisp, and built for the last quarter, not the first.

Drink up. Go.

Quenchline. Finish thirsty for more.

Doors at Five

Gym, local · Adult (25-40) · Neutral American · 15 seconds

Grindhall opens at five a.m. Which means the coffee's hot, the music's decent, and nobody hogs the rack.

No contract, first week free.

Grindhall Gym. Early is our favourite time.

Netball Season

Community sport league · Adult (30-45) · Australian · 15 seconds

Thursday nights, Harbourside courts. Mixed teams, all skill levels, and a sausage sizzle after.

Haven't played since school? Perfect. Neither have half of us.

Bring a mate, or we'll find you one. Harbourside Social Netball.

Boots On

Football boots · Young adult (18-25) · Neutral British · 15 seconds

Mud on the studs from last week. Tape on the left ankle. Same routine, every time.

Pitchline boots. Light on your feet, locked in the turn.

Pitchline. Lace up. Walk out.

Nobody Watches the Warm-Up

Fitness app · Adult (25-40) · Neutral American · 30 seconds

I used to skip the warm-up. And the cool-down. And, honestly, most Wednesdays.

Then a friend sent me Limberkit. It builds a plan around the time I really have, not the time I pretend to have. Twenty minutes? Fine. Ten? Also fine. It just keeps me showing up, week after week, without the guilt trip.

Turns out that was the whole trick.

Limberkit. The workout that fits the day you've got.

The Hill on Garner Street

Running shoes · Adult (30-45) · Neutral American · 30 seconds

There's a hill on Garner Street. Six years, it's beaten me every single morning. Rain, shine, doesn't matter.

Halfway up, I always start negotiating. Walk to the mailbox. Walk to the tree. Okay, fine, just get to the tree.

This spring, new shoes. Cindertrack Climbers, grippy on the push, soft on the landing. Same hill. Same lungs.

And then, the top.

No walking. Not once.

Cindertrack. Pick a hill.

Saturday Sign-Ups

Youth soccer league, local · Adult (40-55) · Neutral American · 30 seconds

Picture it. Twelve five-year-olds, one ball, and absolutely no positions.

It's beautiful.

Riverbend Youth Soccer League is signing up players ages four to fourteen. Every kid plays, every game, and every team gets a snack schedule and a very patient coach. Volunteer coaches get a free team shirt and our eternal gratitude.

Season starts in September. Registration closes August thirtieth.

Sign up at riverbend soccer dot org. Orange slices provided.

Wrong Club

Golf equipment, duet · Mature (55+) · Neutral American · 30 seconds

Cast: GRANDPA MAYA

GRANDPA That's a seven iron. You want the nine.

MAYA I want the seven.

GRANDPA You'll overshoot it.

SFX: a clean strike

MAYA Pin high. Six feet from the flag.

GRANDPA Hm.

MAYA Fescue & Pine. New irons. Forgiving on the miss, Grandpa. You should try them.

GRANDPA I don't miss.

MAYA You missed three times this morning. Once into the car park.

GRANDPA Hand me that.

MAYA Fescue & Pine Golf Co. Clubs for every generation.

GRANDPA Even the stubborn one.

The Commute Nobody Minds

Cycling, e-bike · Adult (30-45) · Irish · 30 seconds

I used to spend forty minutes a day in traffic. Radio on, wipers going, the same red lights in the same order, every single day.

Now I just go.

The Spokeworth Glide is an electric bike with a gentle boost for the hills and a battery that'll do the week. Past the queue on the quays, over the bridge, in the door with the kettle on.

Spokeworth Cycles. Mind the traffic. From a distance.

Half-Time Oranges

Team management app · Adult (40-55) · Neutral American · 30 seconds

Who's bringing oranges? Is the game at ten or ten-thirty? Did anyone tell Jaden's mom it moved to Field Four?

I coached under-tens for three seasons with a group text and a prayer.

Now it's one app. Benchcall sends the schedule, sorts the snack rota, and pings every parent when the field changes. They actually read it.

Benchcall. Coach the kids. Not the group chat.

Lane Three

Swim lessons, adult · Mature (55+) · Neutral American · 30 seconds

I never learned to swim. Not as a kid, not at sixty. I'd sit by the pool on holiday and just watch.

Then my granddaughter signed us both up at Tidelane. Adult lessons, small groups, warm water, and nobody in a hurry.

Last Thursday, lane three, I swam a length.

The whole thing.

Tidelane Swim Club. Adult beginners always welcome. It's never too late to get in.

Grip

Climbing gym · Young adult (18-25) · Neutral American · 30 seconds

Left hand. Chalk. Right foot high, on that little yellow one there.

Don't look down. Look at the next hold. Breathe out slow.

Forearms burning. Fingers slipping. Reach. Reach.

Top.

Cragworks Climbing has over two hundred routes, from first-timer friendly to properly mean. Shoes and harnesses to rent, friendly coaches on the floor, and a free intro session every Saturday.

Cragworks. Find your next hold.

The Rematch

Padel club, duet · Adult (30-45) · Neutral British · 30 seconds

Cast: PRIYA TOM

PRIYA Good game.

TOM It was a good game.

PRIYA Six-one, six-love.

TOM I'm aware of the score, Priya.

PRIYA You were very close in that one game.

TOM Thank you.

PRIYA You know Crosscourt Padel Club has beginner sessions on Monday evenings. Coaching, drills, the lot. Just saying.

TOM I've been coming for three weeks. To the beginner sessions.

PRIYA I know. I can tell.

TOM Same time Thursday?

PRIYA Obviously.

PRIYA Crosscourt Padel Club. Courts open till ten, seven days a week.

Rest Day

Stretch studio · Adult (40-55) · Neutral American · 30 seconds

You train hard. Six days a week, early alarms, all of it.

So here's a thought for day seven.

Loosewell Stretch Studio. One-on-one assisted stretching with a trained coach, in a quiet room with the lights down. Forty-five minutes where nobody asks you for one more rep, one more mile, or one more anything.

You're allowed.

Book your first session at loosewell dot com. Loosewell. The other half of training.

Tip-Off

Basketball shoes · Young adult (18-25) · Neutral American · 30 seconds

You been on this court all summer. I seen you.

Same spot, same fadeaway, same shoes with the sole peeling off.

Backboard Hanger Two. Cushion that takes the landing, grip that takes the cut, and a collar that keeps you locked when you plant and go.

So lace up, come back Saturday, and take the rematch. Winner stays on.

I'll wait.

Backboard Athletic. Game's on.

Somebody Has to Blow the Whistle

Referee recruitment, community sport · Mature (55+) · Neutral American · 30 seconds

Thirty-one years refereeing youth sports. I've been called blind, slow, and once, by a seven-year-old, a potato.

But every weekend, some kid gets to play a real game with real rules, because somebody showed up with a whistle.

The Tri-Valley Officials Association needs new referees. We'll train you, pay you, and back you up.

Sign up at tri valley refs dot org. Be the potato.

Ninety Miles In

Hydration tablets, cycling · Adult (30-45) · Neutral American · 30 seconds

Mile ninety. The wind's turned, the café closed, and your bottle tastes like warm plastic.

This is where most drinks give up.

Mineral Mile tablets drop into any bottle and fizz into something light and lemony, with the salts you lose on a long, hot day. No syrup, no neon colours, and no sticky bottles to scrub out later.

It still tastes good at mile ninety.

Mineral Mile. Pack a tube. Ride on.

Wet Grass

Rugby club, community · Adult (30-45) · Scottish · 30 seconds

Glenbrae Rugby Club is looking for new players.

What we offer. Sideways rain. A pitch that's mostly puddle. Training Tuesday and Thursday, even when it's dark by four.

And the best folk you'll ever meet.

Never played? We'll teach you. Played years ago? Your knees will remember. Men's, women's, juniors and walking rugby for the over-fifties.

Glenbrae Rugby Club. Come for the game. Stay for the tea.

Take Me Out Tonight

Minor league baseball · Adult (30-45) · Neutral American · 30 seconds

It's summer. It's Friday. It's baseball, baby.

The Salt Flats Jackrabbits take on the Desert Hollow Owls this Friday night at Sagebrush Field.

Fireworks after the final out. Bobbleheads for the first thousand fans.

And psst. Two-dollar hot dogs, all night long.

Bring the kids, bring the grandparents, bring your loudest cheering voice. Tickets start at eight bucks at jackrabbits baseball dot com.

The Salt Flats Jackrabbits. Hop on over.

Form Check

Home gym equipment · Young adult (18-25) · Neutral American · 30 seconds

My apartment gym used to be one bent yoga mat and a kettlebell I used as a doorstop.

Anyway. Meet Ironnook adjustable dumbbells. One twist of the handle and it's five pounds or fifty, and the whole set tucks under the bed.

No rack, no clanging, no clutter in the corner, and no angry neighbour downstairs. Well. Less angry. We're working on it.

Ironnook. A full gym, folded small.

Before Anyone Knew Your Name

Sportswear, anthem · Mature (55+) · Neutral American · 60 seconds

Before the crowd. Before the lights. Before anyone knew your name.

There was a driveway, and a hoop with no net. A track in the rain, with one stubborn kid still running laps. A cold rink at six a.m. and a mother asleep in the car with the heater on.

Nobody filmed it. Nobody clapped.

You did it anyway.

The missed shots. The last place finishes. The bench. The season you almost walked away and didn't.

That was you.

Every champion was once somebody nobody was watching. Every record was set by someone who got up early for years, for no reason anyone else could see.

So here's to the practice. To the quiet hours. To the work that doesn't make the highlights.

That's where it starts. That's where it always starts.

Veloran. Made for the hours nobody sees.

Nobody Tells You

Sportswear, anthem · Adult (30-45) · Neutral British · 60 seconds

Nobody tells you about the quiet part.

The bit after the warm-up, before the whistle, when it's just you and whatever you've been carrying up the stairs.

The voice that says you're too old. Too slow. Started too late. Wrong shape, wrong school, wrong postcode, wrong everything.

For years, I waited for someone to tell me I belonged.

So I stopped asking.

I turned up. Wet Tuesdays. Dark mornings. Sessions nobody saw and nobody would ever mark down. Hills in the dark. Laps in the cold.

And slowly, the quiet part got quieter.

This is for everyone still in it. Still lacing up. Still standing on the line with their heart going, legs shaking, choosing to go anyway. Every time.

You don't need permission.

You never did.

Northcleave. Made for the ones who turn up.

The Club Pro

Golf club, local · Mature (55+) · Southern US · 60 seconds

Forty years I've been teaching golf. Let me tell you about the worst student I ever had.

He showed up in jeans. Swung like he was killing a snake. First ball went sideways into the pond. Second ball, the parking lot. Third one, I'm still not sure where that went.

I said, son, let's slow it down.

We worked the grip. Then the stance. By the end of the hour, he hit one straight. Not far. But straight.

He came back the next Saturday. And the one after that. Thirty years later, he's still here, still swinging, and he beats me about once a month.

At Magnolia Bend, we've got lessons for every level, junior camps all summer, and a nine-hole course that's gentle on beginners.

Come see us off Route Nine.

Magnolia Bend Golf and Social. Bring your worst swing. We'll take it from there.

Weeknight Cup

Adult soccer league, duet · Adult (40-55) · Neutral American · 60 seconds

Cast: DEV GREG

DEV That was incredible.

GREG I can't feel my legs.

DEV You touched the ball.

GREG The ball touched me. In the face.

DEV And you kept going. That's heart, Greg.

GREG That was a mild concussion, Dev.

DEV Come on. Twenty years since either of us played. And we scored a goal.

GREG You scored. I was lying down near the goal.

DEV Weeknight Cup, man. Adult rec soccer, any skill level. They put you on a team if you don't have one, and nobody cares if you're any good.

GREG They put me on your team.

DEV Lucky you. Tuesday nights, lights on, a bench to sit on, and a guy who brings orange slices.

GREG I did like the orange slices.

DEV So?

GREG My hamstring has filed a formal complaint.

DEV Noted. Filed. Ignored. So?

GREG Yeah. Same time next week.

DEV Weeknight Cup. Sign up at weeknight cup dot com.

GREG Bring ice.

Streak

Fitness app · Young adult (18-25) · Neutral American · 60 seconds

I'm the kind of person who buys the running shoes and then uses them to go to brunch.

New Year's resolutions? Lasted about nine days. Gym membership? Great for my keyring.

So my roommate put Everyrep on my phone. Ten-minute workouts, a streak counter, and a little nudge at the time you actually said you'd do it.

Day one, I did it out of spite. Day seven, I did it because I didn't want to break the streak. Day twenty, I did it because it was just a thing I did.

Day forty-one, I missed.

And instead of making me feel terrible, Everyrep said, cool, pick it up tomorrow. So I did.

It's not about being perfect. It's about coming back.

I'm on day a hundred and twelve now. Still go to brunch, obviously.

Everyrep. Show up. Then show up again.

Race Morning

Half marathon, event · Adult (30-45) · Irish · 60 seconds

Five a.m. The house is asleep. You lay out the number, the pins, the shoes you swore you'd break in properly.

Down at the harbour, it's cold and grey and full of strangers in bin bags, bouncing on the spot.

Then the gun.

Thirteen miles along the water, past the lighthouse, up Carrick Hill, where half the town is out banging pots and handing out jelly babies. A pipe band on the bridge. A child with a sign that says run faster, I'm hungry.

And the last mile. The finish arch, the noise, the name someone shouts that turns out to be yours.

The Brennock Harbour Half Marathon. Sunday the twelfth of October. Runners, walkers and first-timers welcome, with a five-kilometre fun run for families.

Entries close at the end of the month.

Sign up at brennock half dot ie. See you on the line.

Spikes

Track shoes · Young adult (18-25) · Neutral American · 60 seconds

Lane four. Why is it always lane four?

My coach says don't look at the girl in five. I'm looking at the girl in five. She's tall. Her warm-up jacket has her name on it. Who does that? Nobody needs a jacket with their name on it.

Okay. Breathe. Check the spikes. Laces double-knotted. These are Harrier Sprints, and they've been with me every rep since March. Light as nothing. Grippy on the curve.

My mom's in the stands with a homemade sign. I can hear her. The whole stadium can hear her.

On your marks.

Hands on the line. Fingers wide.

Set.

[beat]

And then there's nothing. No crowd, no girl in five. Just the curve and the straight and the white line and my own breathing.

Four hundred metres. Fifty-eight seconds.

Personal best.

Harrier Track Co. Made for the line.

What the Bike Shop Knows

Bike shop, local · Mature (55+) · Neutral American · 60 seconds

I'm Tom. I've run the bike shop on Alder Street for thirty-four years.

You'd be amazed what comes through that door.

A racing bike with a coat hanger for a brake cable. A tandem that a couple bought for their honeymoon, still in the box twelve years later. A little pink bike with streamers, and a girl who wanted the streamers fixed before the flat tyre.

She was right. Priorities.

Every one of those kids who learned to ride on one of our bikes, I've seen them come back. Now they're buying the first bike for their own kids.

We do tune-ups, repairs, and fitting for new riders. Kids' bikes, commuter bikes, the fancy ones too. And if you just want to know why that clicking noise won't stop, come on in. I'll take a look.

Two Wheel Tom's, Alder Street. Open six days. Closed Sundays. That's when I ride.

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