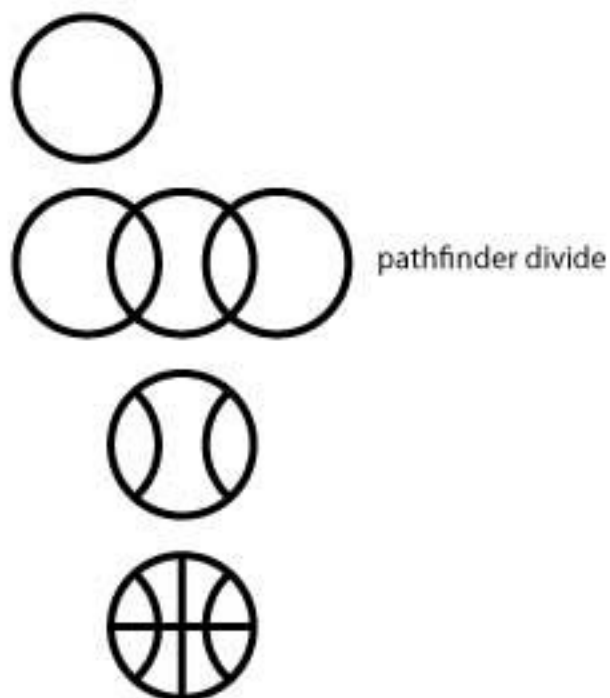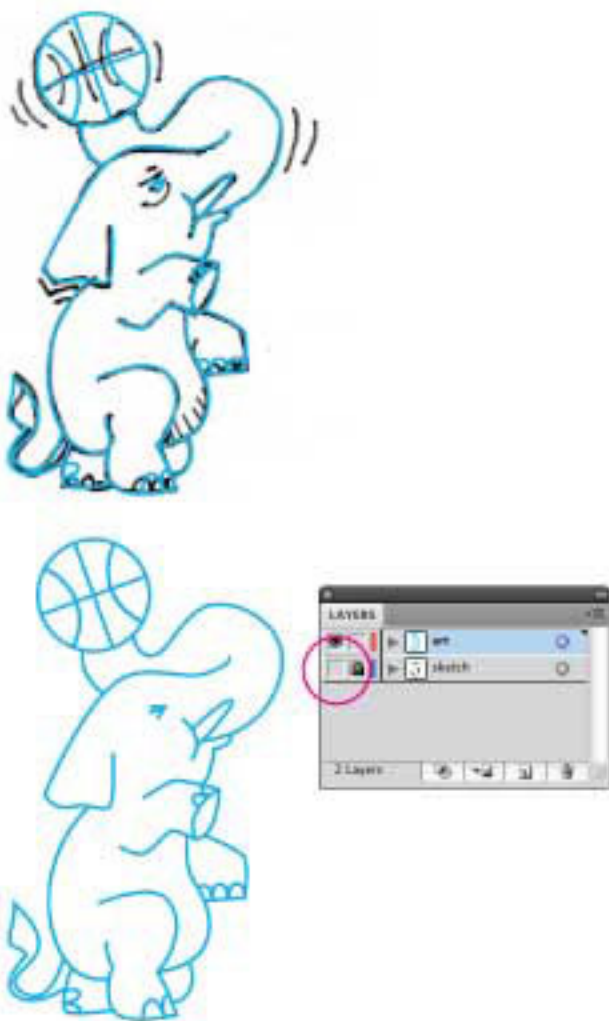open the ai document
File menu > place the jpeg
put the sketch on "sketch layer"
lock the sketch layer

make basketball using shape tool

pathfinder divide

select the "art" layer
Trace the elephant with pen tool
(no fill, only stroke color)
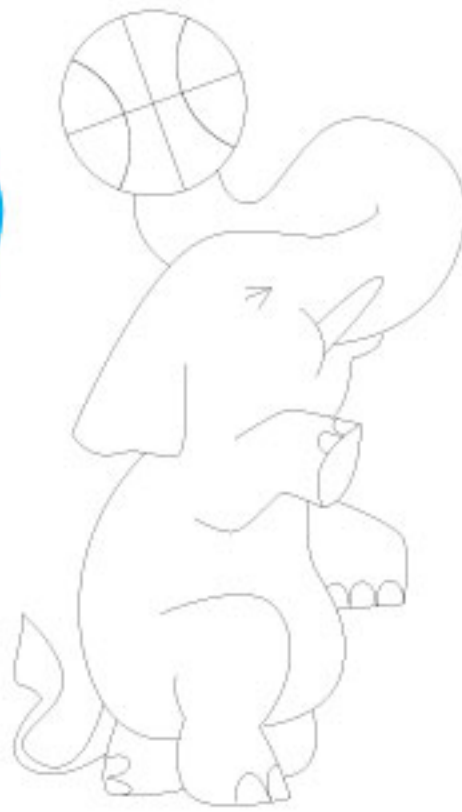make the stroke width as 3pt

hide the bottom layer

preview

outline view (command + Y)

stroke

convert the strokes to "outline stroke"
got to Object menu
> Path > Outline Stroke

outline stroke

now there is no stroke but only fill
see the difference in outline view.

pick a color that is different from the stroke color and make a box

make sure that the box is big enough to cover the elephant

put the box behind the elephant Object > arrange >send to back

select everything
click pathfinder divide

you should be able to change the color.