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Same Team*

*Official Delegate Book
July 22, 2015
Prudential Center*



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THE POWER OF THE ATHLETE

WHY THIS YEAR IS DIFFERENT



Every year, Beyond Sport United looks at a key theme within the world of professional sport that is timely and relevant. Following on from last year's focus on engaging young people through digital and social platforms, this year's event is taking a deeper look into "The Power of the Athlete".

Sports stars and professional athletes hold tremendous influence – this much we know is true. But how can teams and leagues harness this power for good? From sponsorship to reputation to fan engagement, how can the sport industry benefit from enabling and supporting athletes to give back, connect with their community, and lead society in a positive way?

Through a mix of interactive story-telling, panels, case studies, and practical sessions, this year's Beyond Sport United gives an insight into the world of athletes and how teams and leagues can drive their brand to create genuine positive social change.

Read on to learn more about what's in store for the day, and what our Founding Supporters' sports stars are doing to succeed both on and off the field...

#BeyondTheAthlete

IN THEIR OWN WORDS

“**Sports teaches you character**, it teaches you to **play by the rules**, it teaches you to **know what it feels like to win and lose** - it teaches you about life. – **Billie Jean King**

“Champions aren’t made in the gyms. **Champions are made from something they have deep inside them** – a **desire**, a **dream**, a **vision**. – **Muhammad Ali**

“**Football is like life** – it requires **perseverance, self-denial, hard work, sacrifice, dedication** and **respect** for authority. – **Vince Lombardi Jr.**

“**Every kid around the world who plays soccer wants to be Pelé**. I have a great responsibility to show them not just how to be like a soccer player, but **how to be like a man**. – **Pelé**

EMPOWERING YOUNG, LOCAL ROLE MODELS

BEYOND SPORT YOUNG AMBASSADOR PROGRAM

'The Power of the Athlete' focuses on how players as role models and influencers can make a difference. Nowhere do they make a bigger impact than on the young people who look up to them and strive to be like them. In an effort to leave a lasting effect in the local community around the Prudential Center after Beyond Sport United has finished, today we are announcing an ongoing partnership with the New Jersey Devils to celebrate and support local, young leaders through Beyond Sport's Young Ambassador Program.

In 2012, Beyond Sport set out to give young people a formal place to become involved in the movement of sport and social change – a place where they can advise, participate, and benefit from Beyond Sport's major global gatherings. These are all young people who have faced adversity, but due to their love of sport, have all come through to become incredible young leaders. All of this is an effort to further develop the careers of these young people and to create a platform for them to move forward.

The Young Ambassador Program currently exists in London, New York, Philadelphia, Johannesburg and Glasgow. Today, we launch the program in Newark. This summer, together with the Devils and the Prudential Center, we will identify outstanding young people in the Newark area, including Malcolm X Shabazz, East Side and Science Park High Schools, who are leaders in their community through sport.

Each Young Ambassador will be linked with a motivational and high-level mentor from the Prudential Center who will go through a series of work experience and mentoring. These mentors will be carefully aligned to each Young Ambassador to ensure that they gain the most from having a unique supporter helping further their development.



Nick Keller,
Founder, Beyond Sport

Beyond Sport United 2015: Setting the agenda

We launched this event four years ago with the sole purpose of bringing the biggest teams and leagues together to educate and share the many ways in which their power as organizations can enforce positive social change globally.

For this year's event we're focusing on the athletes who form those teams and leagues, and the influence that they can have both on and off the field.

Recent events in the sporting world have taught us that never before have athletes had so much impact on society. Increased access through the growing number of communications channels puts the performance of professional athletes under the microscope, giving them the opportunity to be a positive role model, but also opening them up to a greater amount of scrutiny.

Our agenda today will be underpinned by the ways that teams and leagues can harness the power of the athlete to spread the message that sport is a positive force in the world. We will hear from multiple experts from within this field who will share their knowledge on how your organization can leverage the power of some of the world's most gifted sportsmen and women.

Our thanks, as always, go to our Founding Supporters and their Commissioners for their continued support, and to the Prudential Center and their incredible management team for hosting us here today. Our gratitude also goes to our partners and sponsors – Barclays, Legends Hospitality, Temple University, Foley and Lardner and MKTG for helping us make today possible. Finally, and just as importantly, we extend our thanks to our Beyond Sport Champions, our suppliers, and every one of you for being here.

Enjoy your day.



Nick Keller

WHO IS HERE?

Atlantic 10 Conference
Boston Red Sox Adform AREUFIT Health Services Boston Celtics BROOKLYN NETS DREXEL UNIVERSITY
Athletes Ally All Sports United BARCLAYS CAMPBELL SOUP COMPANY COMCAST
GUARDIAN US American Red Cross BKFk marketing Centre for Social Innovation
Black Women in Sport Foundation Arizona Coyotes C2 Media MLB The Malcolm Jenkins Foundation
CAMCONNECT B • OUT BT Blue Devil Holdings EverFi BUFFALO BILLS Chicago Run CLINTON FOUNDATION
CONSTELLATION Villanova Athletic Fund City Foundation Dream Hotels CAROLINA HURRICANES
Dallas Stars Foundation COACHES ACROSS CONTINENTS Cycle for Survival GETTY IMAGES
Dorsey & Whitney LLP Eagles Youth Partnership DEVOS SPORT BUSINESS MANAGEMENT PROGRAM ERNST & YOUNG
MP & SILVA ED SNIDER YOUTH HOCKEY FOUNDATION Dynamo Charities DOC WAYNE YOUTH SERVICES
ESPN Toronto Maple Leafs FOLEY & LARDNER LLP EmblemHealth Givkwik
Hotel on Rivington EXPENSIVE HABBITZ FARMINGDALE STATE COLLEGE
The St Regis New York Fenway Sports Management Beyond Rugby FELS Project
FUSE GlobalGoodSports GAME, Inc. Fiscal Management Associates (FMA) HERRICK, FEINSTEIN LLP
PAC-12 CONFERENCE Grassroot Soccer Green Sport Alliance HARLEM RBI Green Bay Packers THE KING'S COLLEGE
Houston Sports Authority The Advertising Council Healthy Planet Partners UNICEF
HENRIK LUNDQVIST FOUNDATION Just Add Water LEGENDS Indiana Pacers NHL Players Association
ICE HOCKEY IN HARLEM HOCKEY IN NEWARK International Youth Foundation ICE HOCKEY IN HARLEM
MIAMI MARLINS Intergenerational Center Madison Square Garden L.A.C.E.S. St. Louis Blues MAGIC BUS USA Malcolm X Shabazz High School
JP MORGAN Legacy Youth Tennis Miami Dolphins Montreal Canadiens Children's Foundation Memorial Sloan-Kettering Cancer Center
PADDLES Metro Atlantic Athletic Conference L.A.C.E.S. St. Louis Blues MAGIC BUS USA Malcolm X Shabazz High School
MLS MONUMENTAL SPORTS NEW YORK JETS NBA NEW YORK METS
North Camden Little League Ormond Group NEW ENGLAND REVOLUTION New York Rangers
NHL New Heights NYC NFL NCLUSIVE OFF THE ICE FOUNDATION
Ottawa Senators NEW YORK CITY FC Newark Public Schools ORLANDO MAGIC
NHL Players Association Goals & Dreams SIZMEK ODGERS BERNDTSON NEW YORK GIANTS
Ottawa Senators Foundation NYU Tisch Institute Sports Management, Media & Business Philadelphia Youth Sports Collaborative PLAY RUGBY USA
NEW YORK YANKEES Shoot Basketballs NOT People Philadelphia City Rowing WITT/KIEFFER Pinsent Masons LLP
Power Of Positivity LLC Prudential Center THE PLAYERS' TRIBUNE PLEDGE IT SHARED VALUE MEDIA
President's Council on Fitness, Sports & Nutrition SLAM Magazine Sports Symposium Inc. SACRAMENTO KINGS RIGHT TO PLAY
STATEN ISLAND YANKEES PHILADELPHIA 76ERS Women's National Basketball League Strong Representation
Syracuse University STREET SOCCER USA V&H Social Impact Students Run Philly Style Verizon Wireless STOKED
STREETFOOTBALLWORLD USA Susen G. Komen Central New York We Bring It On SWANSON COMMUNICATIONS TENNESSEE TITANS
The SportsQuip The Dan Nicholl Show TEMPLE UNIVERSITY Triple Threat Foundation
Manhattan Sports Business Academy WWE United States Tennis Association THE INTERNATIONAL OLYMPIC COMMITTEE
United Entertainment Group Toronto Blue Jays Baseball Club U.S. FUND FOR UNICEF You Can Play THINKBEYOND
U.S. SOCCER FOUNDATION Who's Got Game
WISE (Women In Sports & Events) NYC Metro Chapter World Links Group WEINSTEIN CARNEGIE PHILANTHROPIC GROUP
YOUNG URBAN LEADERS WNBA

Their future is in all of our hands



Success is never isolated to one person. It reaches far and wide like a ripple, touching families, communities and generations.

That's why Barclays is committed to building the next generation of achievers through [5 Million Young Futures](#). Our partnership with [Beyond Sport](#) supports our belief that sport can play an active role in shaping the lives of young people around the world. Find out more at barclays.com/community

**BEYOND
SPORT™**

 **BARCLAYS**

DAY AT A GLANCE

BEYOND SPORT UNITED 2015 PROGRAM

JULY 22, 2015

8–9 am: **REGISTRATION AND BREAKFAST**

9.00 am: **ADDRESSING THE THEME:** *The power of the athlete*

9.10 am: **WELCOME:** *Why we're here*

9.20 am: **COMMISSIONER AND ATHLETE DISCUSSION:** *Leadership on and off the ice*

10.00 am: **BREAK AND CHANGE**

10.15 am: **INTERACTIVE SESSIONS ROUND ONE:** *How does an athlete's actions off the field influence the world of sports*

11.10 am: **BREAK AND CHANGE**

11.20 am: **INTERACTIVE SESSIONS ROUND TWO:** *How does an athlete's actions off the field influence the world of sports*

12.15 pm: **LUNCH**

1.25 pm: **WELCOME BACK AND RECAP**

1.30 pm: **COMMISSIONER AND ATHLETE DISCUSSION:** *Leadership on and off the court*

2.10 pm: **ENGAGING NETWORKING SESSION**

2.20 pm: **BREAKOUT PANELS:** *The challenges*

3.00 pm: **NETWORKING BREAK**

3.25 pm: **PRACTICAL WORKSHOPS:** *The solutions*

4.30 pm: **COMMISSIONER AND ATHLETE DISCUSSION:** *Leadership on and off the field*

5.10 pm: **FROM GLOBAL TO LOCAL:** *How role models can influence change*

5.40 pm: **WHAT'S NEXT:** *Looking towards London*

6.00 pm: **DRINKS RECEPTION**



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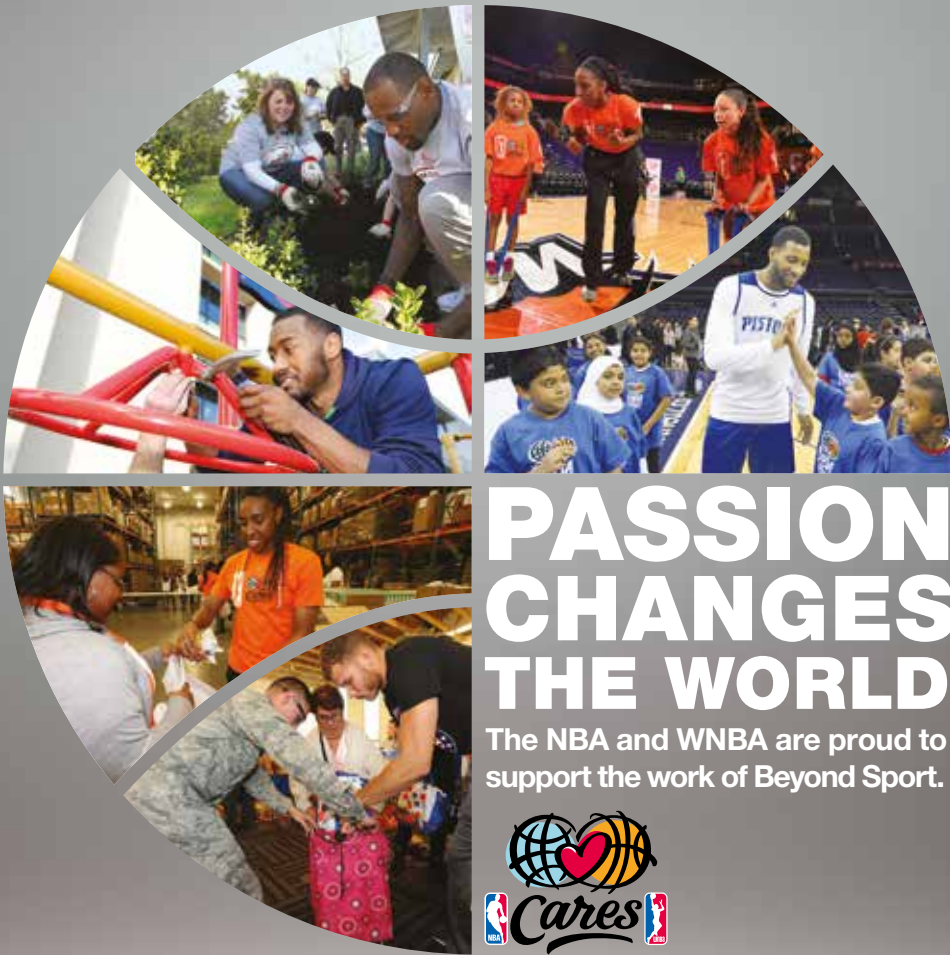
BEYOND SPORT

IN ITS MISSION
TO USE THE POWER OF SPORT TO
DRIVE POSITIVE SOCIAL CHANGE



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PASSION CHANGES THE WORLD

The NBA and WNBA are proud to support the work of Beyond Sport.



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DAY IN DETAIL

BEYOND SPORT UNITED 2015 PROGRAM

JULY 22, 2015

Beyond Sport United 2015 gives an insight into the world of athletes and how they drive their brand to create strong and positive social change. The event will focus on players that are using 'shared value' to give back to the cities they reside in as well as getting the view on sport for development and current sports affairs.

8–9 am: **REGISTRATION AND BREAKFAST** - *VIP East & Arena Floor*

9.00 am: **ADDRESSING THE THEME: *The power of the athlete*** - *Arena Floor*



HOST

Dan Nicholl - *MC, Broadcaster & Writer*

Dan Nicholl is an accomplished television presenter and speaker, and is back for a second year as host of Beyond Sport United. A former Champions League football presenter, he now hosts The Dan Nicholl Show, a weekly celebrity talk show broadcasted across southern Africa. Dan hosts a diverse range of events, from the Alfred Dunhill Links Championship gala dinner at St. Andrews in Scotland, to the Bangkok Tens rugby tournament in Thailand, as well as the last two Beyond Sport Summits in Philadelphia and Johannesburg. A columnist and co-author of two books, and a regular guest on assorted radio stations, Dan is also very involved with a number of South African charities, and is a fervent believer in the power of sport to create real and sustainable change.

9.10 am: **WELCOME: *Why we're here*** - *Arena Floor*



Scott O'Neil - *CEO, New Jersey Devils, Prudential Center & Philadelphia 76ers*

As Chief Executive Officer of the Philadelphia 76ers (NBA), New Jersey Devils (NHL) and Prudential Center, located in Newark, N.J., O'Neil oversees the business operations of three of the top brands in sports and entertainment, while motivating and challenging more than 500 employees every day. His energetic style had an immediate impact on the growth and culture of all three businesses when he assumed the CEO position in 2013. Within ten months, O'Neil had attracted the top talent in the industry, creating and filling more than 100 new positions across the companies. At the same time, the Devils and Sixers had sold the third and fourth most new full season tickets in their respective leagues and Prudential Center had booked nearly 20 percent more shows year-over-year.

DAY IN DETAIL

9.20 am: **COMMISSIONER AND ATHLETE DISCUSSION: *Leadership on and off the ice*** - Arena Floor

This session gives different perspectives, from all levels of NHL leadership, on how important strong leadership is to ensure athletes engage in the league's philanthropic efforts.



FACILITATOR

Cari Champion - ESPN SportsCenter Anchor

Cari Champion is the host of ESPN2's First Take, where she shares the debate table with featured commentators Skip Bayless and Stephen A. Smith and moderates the debate topics while offering her perspective and insight. Prior to joining ESPN, Champion was an anchor and courtside reporter at the Tennis Channel. Additionally, she served as an entertainment/lifestyle reporter doing features for The Insider, Hollywood 411 and Starz Entertainment. As a broadcast journalist and host, Champion also worked across the country covering network news, entertainment, and sports stories of national interest for ABC, CBS, NBC and other cable networks.



Gary B. Bettman - Commissioner, NHL

Gary Bettman has served the National Hockey League (NHL) as Commissioner since February 1, 1993, and has guided the world's top professional hockey league through more than two decades of growth and advancement on and off the ice. Record revenues, record attendance, a wide variety of fan-friendly initiatives and charitable undertakings, as well as a focus on community service and diversity, are just a few trademarks of Commissioner Bettman's tenure, which has brought the NHL to a broader audience, through more media platforms, than any time in League history.



Pat LaFontaine - Vice President Hockey Development & Community Affairs, NHL; Hockey Hall of Famer

Pat LaFontaine enjoyed an illustrious 15-year career before retiring from the NHL in 1998 as the second highest scoring American-born player in League history with 468 goals and 1,013 points in just 865 games played. Off the ice, LaFontaine is the Founder and President of the Companions in Courage Foundation, a not-for-profit organization that builds interactive game rooms in children's hospitals throughout North America. LaFontaine recently re-joined the NHL, this time as Vice President of Hockey Development and Community Affairs, focusing on the continued development of amateur hockey programs in the United States and Canada.



Mike Richter - CEO & Founding Partner, Healthy Planet Partners; U.S. Hockey Hall of Famer

Mike Richter enjoyed a successful 15-year professional athletic career for the New York Rangers where he was a Stanley Cup Champion and three-time NHL All-Star. Mr. Richter represented the United States on numerous international competitions, including three Olympic teams, earning Silver in 2002. In 2007 Richter helped found the Environmental Capital Partners, a \$100M private equity fund focusing on resource efficiency. Richter's current venture, Healthy Planet Partners (HPP), finances and manages the deployment of renewable energy technologies and energy saving retrofits for sports facilities of all sizes. HPP aims to reduce both operating costs and ecological footprints of these venues.

10.00 am: **BREAK AND CHANGE**

10.15 am: **INTERACTIVE SESSIONS ROUND ONE: *How does an athlete's actions off the field influence the world of sports***
(Attendees are assigned one)

Interactive Session A: *An athlete's individual behaviors and actions - Fire Lounge*

Engaging talks, interspersed with structured small group discussions, on the impact of an athlete's positive or negative actions - whether it be around ethics, activities or sportsmanship.



FACILITATOR

Dan Nicholl - MC, Broadcaster & Writer



Anna Aagenes - Vice President, Program Development & Community Relations, You Can Play

Anna Aagenes is a community organizer, LGBTQ activist, athlete, writer, consultant, and speaker. In March of 2015, she became the Vice President of Program Development and Community Relations for the You Can Play Project. Anna is responsible for developing and managing educational and community programs, establishing key partnerships, and identifying new opportunities such as the expansion of You Can Play initiatives involving female athletes. Anna is also the Co-Founder and former Executive Director of GO! (Generation Out) Athletes, the first national network dedicated to supporting and empowering LGBTQ student athletes.

Brent Burns
Defenseman, San Jose Sharks



Burns is heralded for his passion for giving back to the game and to his fans. He and his family have supported several military organizations and he has established 'Burnzie's Buzzcut', a fundraiser in which he and his teammates shave their heads to raise money and awareness for charities.

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DAY IN DETAIL



Wade Davis - Executive Director, You Can Play

Wade Davis is a thought leader, advocate, writer, public speaker, and educator on gender, race, and orientation equality. Davis played for the Tennessee Titans, the Washington Redskins, and the Seattle Seahawks, as well as for two different teams within the NFL Europe league. In 2014, Davis began consulting for the NFL to ensure that LGBT athletes have a safe and affirming space. In his role as Executive Director of the You Can Play Project, an organization dedicated to ending discrimination, sexism, and homophobia in sports, Davis works to develop curriculum, programming, training, and conversations that are focused on inclusion and diversity.



John Layfield - Former WWE Wrestler; Founder, Beyond Rugby Bermuda

John Layfield is a former professional football player and founder of Beyond Rugby, a programme which uses rugby to help underprivileged youths. John went on to wrestle for World Wrestling Entertainment (WWE), becoming the longest reigning WWE champion in the history of Smackdown television. John has worked for WWE since 1995. John is now the television analyst for the longest running episodic show in television history, Monday Night Raw. John has written a best-selling financial book, Have More Money Now.

Interactive Session B: An athlete's formal affiliations and efforts - Ice Lounge

Engaging talks, interspersed with structured small group discussions, on the impact of an athlete's engagements and affiliations - whether it be with specific sponsors, large charities, their own foundations, or causes.



FACILITATOR

Cal Zarin - Founder, Shared Value Media

Cal Zarin is the Founder and Principle of Shared Value Media (SVM). Founded in 2011, SVM helps funders harness the power of local communities. They accomplish this by partnering with nonprofits to consolidate their outreach platforms and engage the community in one voice. SVM also specializes in quantifying the social and brand impact resulting from these community investments. Working with funders ranging from EmblemHealth to a wide array of creative and media agency partners, SVM guides the launch of a broad spectrum of for-profit/non-profit platforms throughout the country.



60 MINUTES OF PLAY. EVERY DAY.

Since NFL PLAY 60's launch in 2007, we have committed more than \$325 million toward youth health and fitness. The NFL, our 32 clubs, and our partners have built more than 200 NFL Youth Fitness Zones and integrated programs into more than 73,000 schools nationwide. Last year alone, the NFL and our teams hosted more than 2,000 NFL PLAY 60 events nationwide. And we're not done yet.

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DAY IN DETAIL



Mark Lev - Managing Director, Fenway Sports Management

With more than 25 years' experience, Mark Lev is responsible for FSM's day-to-day operations and works closely with President Sam Kennedy in setting the strategic goals and direction of the company. In addition to overseeing FSM's consulting and events business, Lev has been intimately involved with many of FSM's major business dealings including its partnerships with NBA superstar LeBron James and NFL's Johnny Manziel. He has also been instrumental in securing high profile sponsorship deals for Fenway Sports Group-owned properties including Warrior Sports' then record setting Kit deal with Liverpool Football Club.



Caryl Stern - President & CEO, U.S. Fund for UNICEF

Since joining the U.S. Fund in 2006, Stern has made it her mission to put children first, traveling to more than 30 countries in support of UNICEF's work to save and protect the world's most vulnerable children. Caryl has spearheaded the organization's efforts to help UNICEF aid children affected by disasters, including the 2010 Haiti earthquake, the 2011 East Africa drought, and the current Ebola crisis. During her tenure, the U.S. Fund for UNICEF has nearly doubled its fundraising revenue.



Chris Waddell - 13x Paralympic Medalist

Since a skiing accident resulted in him breaking two vertebrae and damaging his spinal cord, Chris Waddell has been paralyzed from the waist down. He returned to college just two months after the accident and started monoskiing in less than a year, joining the US Disabled Ski Team just over two years later. With 12 paralympic medals, he became the most decorated monoskier in history. Also a track athlete, he's one of a handful to have won World Championships in both the winter and the summer. The Dalai Lama honored him as an "Unsung Hero of Compassion".

11.10 am: **BREAK AND CHANGE**

11.20 am: **INTERACTIVE SESSIONS ROUND TWO**
(Attendees go to the other session)

12.15 pm: **LUNCH - Arena Floor**

1.25 pm: **WELCOME BACK AND RECAP - Arena Floor**

BEYOND
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Dikembe Mutombo
Global NBA Ambassador



Dikembe founded the Dikembe Mutombo Foundation which is dedicated to improving the health, education and quality of life for people of the Democratic Republic of the Congo.

#BeyondTheAthlete

DAY IN DETAIL

1.30 pm: **COMMISSIONER AND ATHLETE DISCUSSION: *Leadership on and off the court - Arena Floor***

This panel gives a unique insight into how the NBA and WNBA work with their players to teach the values of the game and drive social impact in communities around the world.



FACILITATOR

Cari Champion - ESPN SportsCenter Anchor



Adam Silver - Commissioner, NBA

Adam Silver leads a league that has become a model for global sports marketing organizations and one of the largest providers of sports programming in the world. Under his direction, the NBA signed new nine-year media rights agreements with Turner Broadcasting and the Walt Disney Company that will run through the 2024-25 season. Silver is dedicated to increasing transparency and leveraging the NBA's considerable digital assets to make basketball the number one sport in the world. In 2014, SportsBusiness Journal ranked Silver number one on its list of the 50 Most Influential People in Sports Business and Sports Illustrated named him Executive of the Year. He was also named to Fortune's 2015 list of the World's 50 Greatest Leaders and TIME's 2015 list of the 100 Most Influential People.



Teresa Edwards - WNBA Legend

Teresa Edwards is the most decorated player in the history of US Olympic basketball holding four gold medals and one bronze whilst being the only American basketball player, male or female, to compete in five Olympic Games. Teresa first competed in the 1984 Olympics and became the youngest U.S. Olympic basketball player to win a gold medal. At Teresa's fifth Olympic Games in 2000 she became the oldest U.S. basketball player to win gold and has been named USA Basketball Female Athlete of the Year a record four times.



Dikembe Mutombo - Global Ambassador, NBA

NBA Legend Dikembe Mutombo played professional basketball for 18 years before retiring from the Houston Rockets in 2009. Giving back has always been a trademark of Mutombo ever since he entered the NBA in 1991. As a former spokesman for CARE, the international relief agency, Mutombo visited the Somali refugee camps in Northern Kenya in 1993 and traveled with NBA Commissioner David Stern and Georgetown colleagues Patrick Ewing and Alonzo Mourning to Cape Town and Johannesburg. Mutombo is the Chairman and President of the Dikembe Mutombo Foundation with the mission of improving the health, education and quality of life for the people in the Democratic Republic of the Congo.

DAY IN DETAIL

2.10 pm: **ENGAGING NETWORKING SESSION**

2.20 pm: **BREAKOUT PANELS: *The challenges***
(Attendees choose one)

Breakout Panel A: *Engaging athletes in your organization's efforts*
- Fire Lounge

How to get athletes to genuinely care and invest time in the programs you deliver for the community.



FACILITATOR

Dan Nicholl - MC, Broadcaster & Writer



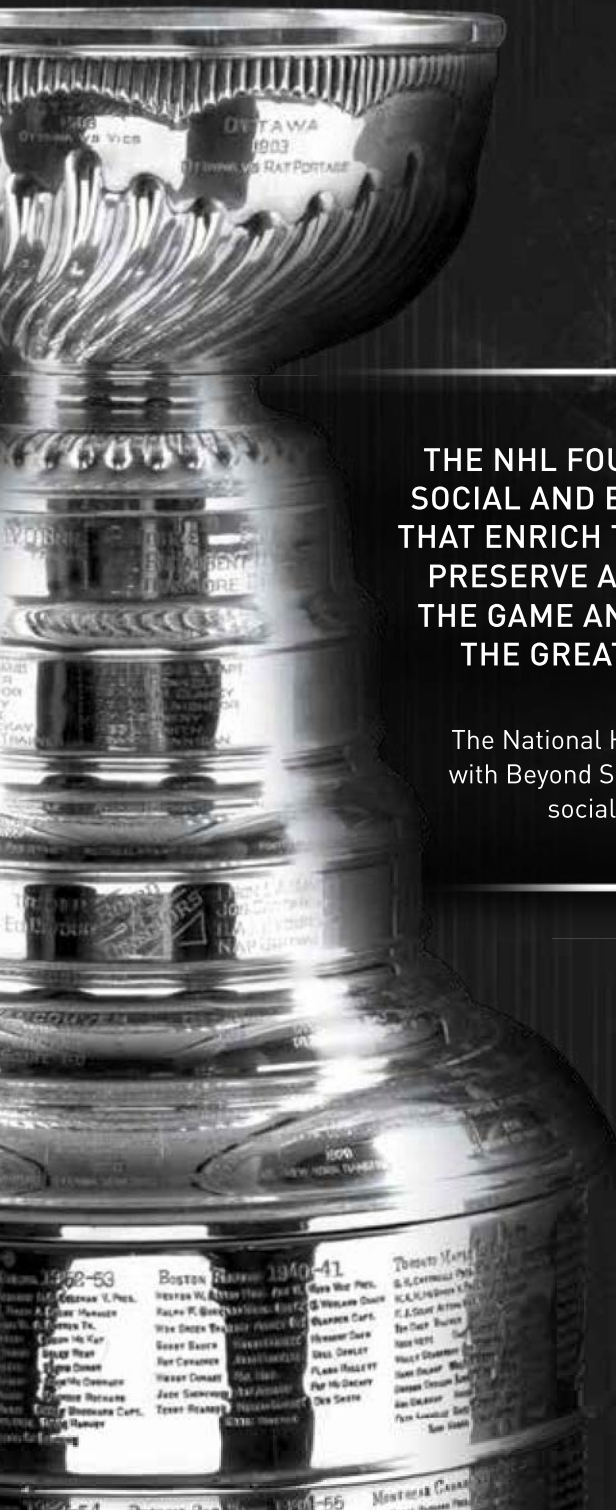
Jean Afterman - Assistant General Manager, New York Yankees

Jean Afterman enters her 12th season as the Yankees' Assistant General Manager and second as Senior Vice President in 2013. She became the third female to hold the position of Assistant General Manager in Major League Baseball history, and is currently the only woman to hold the title. Afterman joined the Yankees with a diverse business and legal background, focusing on international sports and licensing with an emphasis on US-Japan matters and has since been an integral part of the Yankees' efforts to spearhead operations in Asia. Ms. Afterman was named one of the 2004 "Power 100" by the Sporting News, and was selected as one of the "50 Most Powerful Women in New York" by the New York Post in 2003 and 2007.



Cathy A. Dworak - Director of Community Outreach & Player/Alumni Relations Green Bay Packers

Starting in the Marketing Department of the Green Bay Packers in 2000, Cathy worked with several of the organization's major sponsors in her sales coordinator role. In 2002, Cathy assumed the role of Manager of Community Outreach. She oversees donation requests both in-kind and monetary, players and coaches' appearances, NFL programs, community events, Youth Football, and Make-A-Wish visits. In May, 2010, alumni relations were added to her list of responsibilities which includes alumni programs and appearances. In September of 2013, Cathy was promoted to Director of Community Outreach & Player/Alumni Relations.



THE NHL FOUNDATION IS COMMITTED TO SOCIAL AND ENVIRONMENTAL INITIATIVES THAT ENRICH THE LIVES OF YOUNG PEOPLE, PRESERVE AND PROTECT THE ROOTS OF THE GAME AND SUPPORT THE HEALTH OF THE GREATER HOCKEY COMMUNITY.

The National Hockey League is proud to partner with Beyond Sport in its mission to drive positive social change across the world.

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DAY IN DETAIL



Todd Jacobson - Senior Vice President, Social Responsibility, NBA

As Senior Vice President of Social Responsibility for the National Basketball Association (NBA), Todd Jacobson oversees the NBA, WNBA, and NBA Development League social responsibility efforts, community partnerships, and public service initiatives. He also directs the league's government affairs, including the White House and State Department relationships managing the league's communication and engagement. Since joining the NBA in 2000, Jacobson has managed the launch and execution of the NBA Cares platform, led the Development of the NBA's international community outreach initiatives, and created the community relations program for the NBA Development League.

Breakout Panel B: *Engaging athletes in your partnership and sponsorship activations* - Goal Bar

How to leverage your access to talent to add value to your business and social strategies.



FACILITATOR

Harrie Bakst - Partner, Weinstein Carnegie Philanthropic Group

Harrie is registered and bonded as a professional fundraiser in the state of New York. He has worked with clients such as The James Blake Foundation, The Cam Newton Foundation, Sean Penn's J/P Haitian Relief Organization, Meb Keflezighi, and Memorial Sloan Kettering Cancer Center, where he brokered Cycle For Survival's first ever merchandise and apparel partnership with New Balance in 2014. Bakst has brokered numerous sponsorship agreements with some of the top organizations and properties in the world including Coca-Cola Co., AT&T, Heineken, Foot Locker, Nike, Garmin, CBS, PUMA, ASICS, Chipotle Mexican Grill, and Dannon, among others.



Niall Dunne - Chief Sustainability Officer, BT

Niall works with BT's Chief Executive, Chairman and executive management team to bring the company's purpose, to use the power of communications to make a better world, to life. He speaks regularly on the critical need for more purposeful business leadership and how this is reflected in BT's own corporate strategy. A World Economic Forum Young Global Leader, Niall has been Vice Chair of the WEF Global Agenda Council on Sustainable Consumption and in 2014 joined the GAC on Climate Change. Niall is also a Non Executive Director of Collectively, the new digital media platform created to inspire and empower people to live more sustainable lives.



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difference.**

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BEYOND SPORT UNITED 2015**

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DAY IN DETAIL



Hermann Elger - General Manager, The St. Regis, New York

A second-generation hotelier, Hermann Elger joined the iconic St. Regis New York as General Manager in May 2014. Elger moved to New York from California where he held the position of General Manager at the Montage, Beverly Hills since 2010. Elger is a graduate of the University of Denver, where he received his B.S.B.A. in Business Administration and Hotel Management. He began his career working as a Doorman for The Brown Palace Hotel in Denver, Colorado and has built over twenty-five years of industry experience around the world.



Jen Regan - Principal, We Bring It On Inc.

As Principal and Chief Sustainability Officer of We Bring It On Inc., Jennifer Regan works with cutting-edge clients - consumer brands, non-profit organizations and global events and venues - to drive growth and impact by integrating environmental and social sustainability practices seamlessly into their daily operations, employee engagements and customer activations. As the former Global Sustainability Director at AEG, Jennifer established herself as an experienced practitioner and globally renowned thought leader in the greening of the sports and entertainment industry. She developed AEG's sustainability initiative, AEG 1EARTH, and developed and co-authored AEG's first two sustainability reports, the first of their kind in the industry.

Breakout Panel C: *Engaging athletes in reaching wider audiences - Ice Lounge*

How to leverage athletes' social and digital media reach to attract new demographics.



FACILITATOR

Bryan Armen Graham - Deputy Editor, Guardian US Sports

Bryan Armen Graham has contributed to Sports Illustrated, The Guardian, The Atlantic, Esquire, The Village Voice and Cosmopolitan, and he has discussed sports and culture on NBC, CBS, NPR, CNN, HBO and the BBC World Service. Previously, he was a writer, editor and producer at Sports Illustrated, where he started as an intern in 2003. A native of Philadelphia, Pa., Graham is a 2004 graduate of the University of Pennsylvania, where he majored in English. He received a Master's degree with a concentration in new media from the Columbia University School of Journalism in 2010. He is a minority shareholder in the Spanish soccer club SD Eibar. Lil Wayne once wrote him a letter from prison.

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Taking Care of Business in Sports

Foley's Sports Industry Team is a proud partner of Beyond Sport United.

At Foley, we value the unique life experiences and opportunities that result from our partnership with Beyond Sport United. Our nationally recognized Sports attorneys continue to welcome opportunities to support and provide legal services to nonprofit sports organizations.

For more information about Foley's Sports Industry Team, contact New York Partners Irwin P. Raj and Jonathan L. Israel at iraij@foley.com and jisrael@foley.com, respectively.

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DAY IN DETAIL



Melissa Rosenthal Brenner - Senior Vice President, Digital Media, NBA

As Senior Vice President of Digital Media for the National Basketball Association, Melissa Rosenthal Brenner has led the development, oversight, and implementation of the NBA's global digital strategy and social media portfolio across multiple media platforms. In that role, she has forged groundbreaking deals with leading social media companies such as Facebook and Twitter, found innovative ways to incorporate social media throughout the league's wide array of assets, and helped NBA partners maximize social media opportunities with the league. Under her leadership, the NBA has built one of the largest social media communities in the world, with more than 800 million likes and followers combined across all league, team, and player pages on Facebook, Twitter, Instagram, Sina, and Tencent.



Parker Cain - Head of Marketing, NCLUSIVE

Based in Los Angeles, Parker Cain has had the privilege of developing digital brands for athletes such as John Wall, Carl Crawford and Isaiah Austin, while additionally managing all marketing endeavors for the likes of Julius Thomas, Andre Williams and Montee Ball to name a few. Having successfully launched over 50 major campaigns, giveaways and philanthropic activations, Parker has gained key insight on millennial marketing tactics, digital brand strategy and influencer programming. Currently at NCLUSIVE, Parker focuses on brand awareness and monetization, through digital strategy and marketing for NCLUSIVE's top athletes.



Amanda Vandervort - Senior Director of Social Media, MLS

As the Senior Director of Social Media at Major League Soccer, Amanda Vandervort oversees the league's social media strategy. She's also a FIFA Marketing and Communications Instructor and the Vice President of the National Soccer Coaches Association. Prior to MLS, Amanda was the Digital Media Manager for Women's Professional Soccer and the Head Women's Soccer coach at New York University.

3.00 pm: **NETWORKING BREAK**

3.25 pm: **PRACTICAL WORKSHOPS: *The solutions***

Experts lead small groups on how to address key challenges identified by teams and leagues when it comes to better engaging their players in community efforts. *(Attendees choose one)*

How to identify when it's most beneficial to leverage talent in your community engagement programs Led by *BT Sport*

Level 1, Suite 129

How to make the most of existing networks and collaborations Led by *streetfootballworld USA and Grassroot Soccer*

Level 1, Suite 130

How to engage a well-known brand's ambassadors to enhance the impact of your community programming Led by *U.S. Fund for UNICEF*

Level 1, Suite 131

How to get athletes and communities to drive collective health outcomes Led by *The Clinton Foundation*

Level 1, Suite 132

DAY IN DETAIL

How to measure your foundation against standard non-profit benchmarks *Led by Temple University*

Level 2, Suite 223

How athletes can tackle stigmas within a team's community program

Led by BKFK Marketing

Level 2, Suite 224

How to work with athletes to promote socially responsible and sustainable messaging *Led by Green Sports Alliance*

Level 2, Suite 225

How to better engage wider audiences through social and digital marketing, specifically focusing on how and when utilizing a celebrity is a good idea *Led by MKTG*

Level 2, Suite 226

How to prepare and support athletes for life post-career *Led by the International Olympic Committee*

Level 2, Party Suite 233

How to effectively support young people beyond their athletic dreams

Led by Who's Got Game & New Heights Youth, Inc.

Level 2, Party Suite 234

4.30 pm: **COMMISSIONER AND ATHLETE DISCUSSION: Leadership on and off the field** - Arena Floor

This session discusses how MLB has used its profile and platforms to actively address key issues around exclusion and discrimination.



FACILITATOR

Cari Champion - ESPN SportsCenter Anchor



Rob Manfred - Commissioner, MLB

Robert D. Manfred, Jr. was elected as the tenth Commissioner in the history of Major League Baseball on August 14, 2014 by a unanimous vote of the 30 Major League Clubs. He officially became the sport's leader on January 25, 2015. Manfred has served as Chief Operating Officer of Major League Baseball since September 30, 2013. In this role, Manfred managed the Commissioner's Office in New York on behalf of Commissioner Allan H. (Bud) Selig. He worked closely with Club ownership and management executives and has long addressed a variety of the industry's economic, governance and policy issues. As COO, Manfred oversaw labor relations, baseball operations, baseball development, finance, administration and other key areas.



Billy Bean - Ambassador for Inclusion, MLB

Billy Bean holds the position of Major League Baseball's Ambassador for Inclusion. His responsibility is to bring awareness and educational resource to all players, managers, coaches, umpires, minor leaguers, and stakeholders in MLB to ensure an equitable and inclusive workplace for everyone. Billy played major league baseball from 1987 to 1995. He broke into the big leagues with the Detroit Tigers, and tied a major league record with four hits in his first big league game. He went on to play for the Los Angeles Dodgers and the San Diego Padres. Billy is also vice-chairman of The StandUp Foundation (the largest anti-bullying foundation in the United States and Europe).

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Billy Bean Major League Baseball's Ambassador for Inclusion



Billy Bean is the only openly gay Major League Baseball player (current or former) alive today. Bean has become one of the leading role models for all athletes of diversity, being appointed as MLB's first Ambassador for Inclusion where he promotes a fair and equitable workplace throughout all of baseball.

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MKTG INC

MKTG INC, part of Dentsu Aegis Network, a wholly-owned subsidiary of Dentsu Inc., is a global lifestyle marketing agency that builds impassioned communities around brands by engaging consumers through experiential, digital and social media. MKTG INC is uniquely designed to scale and reach audiences around the world, as well as in their own backyards.

Headquartered in New York City, with offices in Atlanta, Cincinnati, Chicago, London, Los Angeles and San Francisco, MKTG INC has more than **7,000** brand ambassadors, **53** field offices, and produces more than **80,000** brand experiences each year.

CLIENTS



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- CREATIVE
- PRODUCTION MANAGEMENT
- DIGITAL
- SOCIAL MEDIA
- WORD-OF-MOUTH
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DAY IN DETAIL

5.10 pm: **FROM GLOBAL TO LOCAL: How role models can influence change - Arena Floor**

This discussion gives two inspirational accounts of the driving forces between the people who serve as examples of the values, attitudes, and behaviors associated with a role model.



FACILITATOR

Dan Nicholl - MC, Broadcaster & Writer



Gemar Mills - Principal, Malcolm X Shabazz High School

In 2008, Mills embarked on his first leadership role as the Department Chairperson of Mathematics at Malcolm X Shabazz High School in Newark, NJ. It is there where he began to fulfill his true passion of educating the youth. After two years as Math Department Chairperson, Mills was promoted to Vice Principal and after one year Mills was promoted to Principal of Malcolm X Shabazz High School (MXS). One of the most troubled schools in the Newark Public Schools District, with a history of low-test scores, MXS was threatened with possibility of closure. Mills took on the challenge and fully implemented his strategy of education reform by becoming an accessible and relatable leader for the school community.



David Nelson - Former NFL Player

As i'mME's CEO, David Nelson is responsible for day-to-day-operations, as well as leading the organization's development and impact strategy. He co-founded i'mME with his brothers Daniel and Patrick Nelson in 2013 while playing in the NFL. He also partners with various organizations across the country on international development opportunities with a focus on leadership and child care. Aside from founding i'mME, David played football for five years in the NFL. David has knowledge of the non-profit sector, leadership, charitable endeavors, community development, and marketing, which he developed through leadership positions within the Community Relations Department of the NFL.

5:40 pm: **WHAT'S NEXT: Looking towards London - Arena Floor**



Nick Keller - Founder, Beyond Sport

Nick Keller is the Founder of Beyond Sport, the global organization that promotes, develops and supports the use of sport to create positive impact across the world. With a network of more than 2,000 NGOs, teams, governing bodies, brands, IGOs and charities in more than 144 countries, Beyond Sport is one of the largest conveners of innovators and influencers around social change in the sporting world today. Nick has worked with and consulted for an array of well-known brands including Bloomberg, Barclays, P&G, ESPN, BT, WesternUnion and Deloitte and has advised a range of governing bodies, federations and government entities. He is the CEO and Founder of Benchmark Sport International, the parent company of Beyond Sport, whose brands and businesses also include the Sport Industry Group, Benchmark Talent, thinkBeyond and the Bloomberg Square Mile Relay.

6.00 pm: **DRINKS RECEPTION - Goal Bar**

FOUNDING SUPPORTERS

MLB: Major League Baseball, which consists of the 30 Major League Clubs, dates its beginnings to 1876. A quarter of a century later, the American League joined the N.L. as the two Major Leagues of the national pastime. Today, MLB's global platform is dedicated toward advancing many social responsibility efforts. MLB was a founding sponsor of Stand Up 2 Cancer in 2008 and has donated more than \$30 million to the groundbreaking research organization since its inception. MLB continues to support Welcome Back Veterans, Susan G. Komen for the Cure, the Prostate Cancer Foundation, Boys & Girls Clubs of America, the Jackie Robinson Foundation, the Natural Resources Defense Council, and many other worthy organizations. MLB's Reviving Baseball in Inner Cities (RBI) Program and MLB's Urban Youth Academies serve future generations from underserved communities. In June 2015, Major League Baseball and USA Baseball launched "PLAY BALL," a new initiative that encourages widespread participation in different forms of baseball activities among all age groups, especially youth. The new program, part of a continued effort to strengthen the sport's connection to young people, highlights the many ways baseball can be played, including those outside of the traditionally-organized baseball leagues and tournaments. PlayBall.org serves as the initiative's online home and is accessible via MLB.com, USABaseball.com and other partner websites.

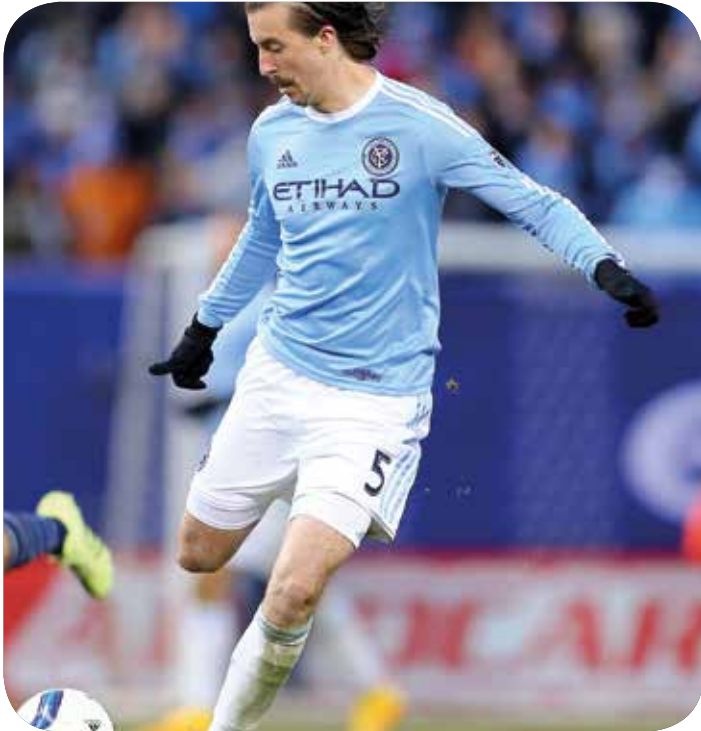


MLS WORKS: Major League Soccer's community outreach initiative is dedicated to addressing important social issues affecting young people and serves as a platform for both League and club philanthropic programs. MLS WORKS seeks to establish Major League Soccer as a leader for improving the lives of people through sports. MLS WORKS has helped to improve the communities where we live and play our games by executing programs and campaigns that focus on anti-discrimination, community service, health and wellness, environmental sustainability, cancer research and treatment and accessibility to soccer. MLS WORKS also supports national and international organizations dedicated to bettering the world we live in, including the U.S. Fund for UNICEF, the UN Foundation's Nothing But Nets campaign, Children's Oncology Group, the U.S. Soccer Foundation, Make-A-Wish Foundation, Green Sports Alliance, Special Olympics, Hope & Heroes Children's Cancer Fund and many others. We are also privileged to work with renowned doctors and experts in the creation of our health and wellness initiatives. For more information, visit www.MLSsoccer.com/works.



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Jeb Brovsky Defender, NYC FC



As well as an ambassador of the Homeless World Cup, Jeb Brovsky is the founder of Peace Pandemic which uses youth soccer camps to teach nonviolence and promote social justice.

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FOUNDING SUPPORTERS

NHL: The National Hockey League (NHL®), founded in 1917, consists of 30 Member Clubs, each reflecting the League's international makeup with players from more than 20 countries represented on team rosters, vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year the NHL entertains more than 250 million fans in-arena and through its partners on national television and radio; more than 10 million fans on its social platforms; and more than 300 million fans online at NHL.com. The NHL is committed to giving back to the community with programs including: Hockey is for Everyone™, which supports nonprofit youth hockey organizations across North America; Hockey Fights Cancer™, raising money and awareness for hockey's most important fight; NHL Green™, which is committed to pursuing sustainable business practices; and a partnership with the You Can Play Project, which is committed to supporting the LGBT community and fighting homophobia in sports.

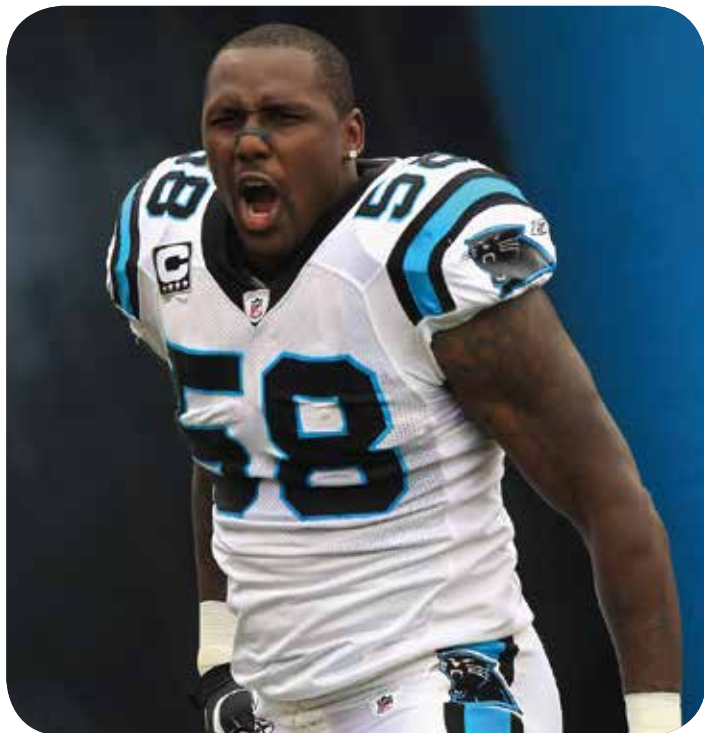


NFL: Football and community are the twin pillars of the NFL. Whether nationally at the league level, locally at the team level, or individually through the volunteerism and philanthropy of owners, players, coaches and club personnel, there exists a powerful NFL-wide commitment to giving back. This commitment is year-round; there is no off-season to the NFL's multi-tiered, ongoing work to strengthen America's communities. The NFL is active in outreach initiatives that span a broad spectrum of causes, but focus primarily on youth health and wellness through NFL PLAY 60, breast cancer awareness with the league's A Crucial Catch campaign and honouring the US military and veterans with the Salute to Service initiative. Through the active involvement of the 32 NFL teams, and long-standing partners, the league is able to make a positive difference in America's communities and connect with millions of fans each year.



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Thomas Davis Linebacker, Carolina Panthers



Davis founded the Thomas Davis Defending Dreams Foundation, dedicated to providing and promoting free programs that enhance the quality of life for more than 2,000 underprivileged children and their families.

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FOUNDING SUPPORTERS

NBA/WNBA: Global NBA popularity is at an all-time high, with offices in 13 markets worldwide, games and programming televised in 215 countries and territories in 47 languages, and NBA merchandise for sale in more than 125,000 stores in 100 countries on 6 continents. NBA rosters at the start of the 2014-15 season featured a record 101 international players from 37 countries and territories. The NBA and WNBA are committed to demonstrating leadership in social responsibility through NBA Cares. Through this umbrella program, the NBA, its teams and players have donated more than \$260 million to charity, completed more than 3.3 million hours of hands-on community service, and created more than 970 places where kids and families can live, learn, or play, in 27 countries and territories on five continents. NBA Cares works around the globe with youth-serving programs that support education, youth and family Development, and health and wellness, including The White House's My Brother's Keeper and Let's Move! Active Schools programs, KaBOOM!, Special Olympics, YMCA, Boys and Girls Clubs of America, UNICEF, the Make-A-Wish Foundation, Share Our Strength, and GLAAD.



BEYOND SPORT[™] UNITED

Teresa Edwards WNBA Legend



Following a successful career which has seen her become the most decorated player in the history of US Olympic basketball, Teresa Edwards is recognized for her outstanding contribution to the WNBA and NBA Cares.

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OFFICIAL PARTNERS

PRUDENTIAL CENTER: Located in Newark, New Jersey, Prudential Center is one of the economic pillars of the Central Business District and serves as host to a wide variety of sporting, musical and entertainment events. Opened in 2007, Prudential Center is an internationally recognized sports and entertainment venue and is ranked in the Top 10 for entertainment venues by Pollstar, Billboard and Venues Today and was named 2014 Business of the Year by NJBiz. 2014 was Prudential Center's most successful year in the arena's seven-year history. The venue hosted a record 32 sold-out shows, including Oprah's The Life You Want Weekend's only stop in the region, and concerts by Katy Perry, the Eagles, Pitbull & Enrique Iglesias and Fleetwood Mac. Prudential Center set a new attendance record for a single performance with George Strait and set building marks for gross revenue for multiple annual events, including Disney on Ice and The Harlem Globetrotters. Prudential Center is the home of the National Hockey League's (NHL) three-time Stanley Cup Champion New Jersey Devils, Seton Hall University's NCAA Division I Men's Basketball program, and more than 175 concerts, family shows and special events each year.



BARCLAYS: Barclays is an international financial services provider engaged in personal, corporate and investment banking, credit cards and wealth management with an extensive presence in Europe, the Americas, Africa and Asia. Barclays' purpose is to help people achieve their ambitions – in the right way. With 325 years of history and expertise in banking, Barclays operates in over 50 countries and employs over 130,000 people. Barclays moves, lends, invests and protects money for customers and clients worldwide. For further information about Barclays, please visit our website www.barclays.com



LEGENDS: Born from performance, inspired by the people and processes that have built the most iconic brands in sports and entertainment, Legends has created a legacy of success, delivery, and results for its partners and their consumers through our best-in-class service divisions: Global Planning, Global Sales, and Hospitality. This turnkey service provides an integrated 360° solution that creates a unique atmosphere for guests that is enhanced at every major touch point throughout their journey. In the end, it is Legends' passion for delivering remarkable experiences to fans at every occasion, on behalf of our partners, that has enabled us to redefine the role of a service provider and set a new expectation within the industry that ultimately leads to creating memories that last a lifetime.





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Degree programs include:

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To learn more, visit us at www.sthm.temple.edu



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FOLEY & LARDNER LLP: At Foley, we value the unique life experiences and opportunities that result from being involved in sports. We have a legacy of contributing to the growth and expansion of nonprofit sports organizations. Our proud partnership with Beyond Sport has allowed us to extend this reach by providing pro bono legal assistance to worthy nonprofit sports organizations across the country. Our experienced and nationally recognized teams of Sports attorneys assist with corporate formations, tax exempt status, IP-related projects, and other legal needs. Do you know of a nonprofit sports organization in need of legal services? If so, perhaps we can help. For more information about Foley and how we can help, please contact Irwin P. Raij, Partner in our New York, Miami, and Washington, D.C. offices, at iraij@foley.com or Jonathan L. Israel, Partner in our New York office, at jisrael@foley.com.



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