



2019 National Sports Forum Business of Diversity in Sports and Entertainment Scholarship Application

APPLICATIONS DUE FRIDAY, NOVEMBER 16, 2018

The National Sports Forum (NSF) is the largest annual cross gathering of the top team sports marketing, sales, promotions and event entertainment executives from the broad spectrum of teams and leagues, (i.e. NFL, MLB, NBA, NHL, Minor Leagues, Racing, Colleges, etc.), in North America. The NSF focuses on four pillars within the sports industry: Marketing, Ticket Sales, Sponsorship, Business Development and includes three days of networking, idea sharing and executive education with the top decision makers in the sports industry. The NSF is heading to Las Vegas, NV from February 10-12, 2019! For more information on the National Sports Forum visit www.sports-forum.com.

Recognizing that there aren't enough programs supporting the importance of diversity in the front office, the NSF aims to increase the opportunities for up-and-coming diverse sports professionals to have access to the senior-level best practices of revenue generating responsibilities within the industry and networking opportunities that have set the NSF apart. The Business of Diversity in Sports and Entertainment (BDSE) program is heading into its sixth year after five successful cohorts. To date, the BDSE committee has selected 179 diverse sports professionals to be a part of the BDSE program and NSF. To learn more about BDSE, visit www.sports-forum.com/bdse/

Cohort Member Role and Responsibilities

Each year 32 up-and-coming diverse sports professionals are selected to join the BDSE cohort. Each selected individual receives a complimentary Attendee Badge (\$1,795 value) for the upcoming 2019 National Sports Forum in Las Vegas, NV (February 9-12, 2019), which includes an invitation to the exclusive BDSE workshop February 9-10, 2019.

The BDSE workshop will be reserved exclusively for the BDSE cohort members and will focus on:

- Interactive networking sessions;
- Career development tips;
- Best practices in sports marketing, sponsorship, ticket sales, business development and social media;
- Guidance on sustaining success in sports business; and
- Creating a harmonious work/life balance.

The ideal scholarship applicant will have:

- Passion for working and excelling in Sports Business and Entertainment.
- Commitment to the advancement of BDSE and the NSF.
- Identified as a leader or emerging leader within the industry.
- Identified as a diverse individual based on the criteria of the [US Census Bureau](http://www.census.gov).
- Proven performance at an exceptional level

**The program committee chair and/or NSF staff, at their discretion, may consider and/or approve selection of cohort members from additional underrepresented groups (i.e. international, disabilities, etc.).*

All scholarship recipients are expected to fulfill the following responsibilities:

- Attend the 2019 National Sports Forum, February 9-12, 2019 and BDSE program February 9-10, 2019 in Las Vegas, NV. BDSE participants should plan to arrive not later than 6 p.m. (CST) Saturday, February 9.
- Gain the support of their organization to cover the travel and hotel expenses to attend the National Sports Forum. More information on the host hotel, the *MGM Grand Hotel and Convention Center* can be found at <https://sports-forum.com/hotel-info/>.
- Actively participate within the BDSE cohort during the 2019 NSF and continue to attend the NSF in future years to help grow the program and give back to the NSF/BDSE community.

If you are interested in applying for the NSF Business of Diversity in Sports and Entertainment scholarship, please submit your resume and completed application to Jordan Rice at jordan@sports-forum.com no later than Friday, November 16, 2018.



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Full Name: _____

Organization: _____

Job Title: _____

Gender (select one): _____ Race/Ethnicity (select one): _____

Are you committed to fulfilling the cohort member role and responsibilities? (select one): _____

The following BDSE Committee Member contacted me to apply (select the committee member who referred you to apply; if not referred by a BDSE Committee Member, please select N/A):

The following Steering Committee Member contacted me to apply (please write the name of the of the individual who referred you to apply; if not referred by a Steering Committee Member, please write N/A):

Name a Sports Executive or organization who unifies sports to improve race relations and/or does a great job recruiting diverse candidates and explain why?

Are you currently, or have you previously been involved in any diversity outreach group? If so, please write the name of the organization and explain your involvement:



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If you are selected as a Cohort member, please explain how you plan to contribute to BDSE and the National Sports Forum in the upcoming years:

In 250-500 words, please describe why you are interested in becoming a member of the 2019 BDSE Cohort?

For more information or additional questions, please contact Jordan Rice at jordan@sports-forum.com or (619) 469-4101 ext. 205. www.sports-forum.com