

BDSE

BUSINESS OF DIVERSITY IN SPORTS & ENTERTAINMENT



2023 NSF BDSE Scholarship Application

The Business of Diversity in Sports and Entertainment (BDSE), in conjunction with the National Sports Forum, recognizes the need for more programs supporting the importance of diversity in the front office. The NSF aims to increase the opportunities for up-and-coming ethnic minority and/or women 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.

We will be accepting applications starting **August 31, 2022** through **November 21, 2022** and will be in touch following that. If you have any questions in the meantime, please reach out to Katie Orr at katie@sports-forum.com.

About

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 five pillars within the sports industry: Marketing, Ticket Sales, Sponsorship, Business Development, Diversity and Inclusion and includes three days of networking, idea sharing and executive education with the top decision makers in the sports industry. **The 2023 NSF is heading to Los Angeles, CA from February 26-28, 2023!** For more information on the National Sports Forum visit <https://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 eighth year. To date, the BDSE committee has selected 275 diverse sports professionals to be a part of the BDSE program and NSF. To learn more about BDSE, <https://sports-forum.com/bdse/>

The mission of the BDSE program is to increase the opportunities for up-and-coming race/ethnic minority and/or women sports business professionals. BDSE provides cohort members access to senior-level best practices of revenue generating responsibilities within the industry and networking opportunities at the National Sports Forum and beyond.

Cohort Member Roles 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 2023 National Sports Forum in Los Angeles, CA (February 26 - 28, 2023), which includes an invitation to the exclusive BDSE workshop on February 25-26, 2022.

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
- Creating a harmonious work/life balance.

The ideal scholarship application will have:

- Passion for working and excelling in Sports Business and Entertainment.
- Commitment to the advancement of BDSE and the NSF.
- A background in one of the five pillars of the NSF (Marketing, Ticket Sales, Sponsorship, Business Development, Diversity & Inclusion)
- Identified as a leader or emerging leader within the industry.
- Identified as a diverse individual based on the criteria of the US Census Bureau.
- Proven performance at an exceptional level
- Involvement within diversity and inclusion programs a plus but not required

All scholarship recipients are expected to fulfill the following responsibilities:

- **Attend the 2023 National Sports Forum, February 26-28, 2023 and the BDSE program February 25-26, 2023 in Los Angeles, CA.** BDSE participants should plan to arrive by Saturday, February 25th at 8am (PST).
- 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 can be found at <https://sports-forum.com/hotel-info/>.

- Actively participate within the BDSE cohort during the 2023 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 fill out the following information by **Monday, November 21, 2022**

Please fill out the information below to be considered for a BDSE Scholarship to attend the 2023 National Sports Forum in Los Angeles, CA, February 26-28, 2023.

Name:

(First)	(Last)
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Email:

Organization:

Job Title:

Gender:

- Female
- Male
- Prefer Not to Answer

Race/Ethnicity:

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Two or More Races
- Latino/Hispanic
- Prefer Not to Answer

Please indicate the number of years of experience you have in the sports industry:

- 0-3 Years
- 4-7 Years
- 7-10 Years
- 10+ Years

The following Steering Committee Member contacted me to apply (If not applicable, please write N/A):

The following BDSE Committee Member contacted me to apply (If not applicable, please write N/A):

When answering the following short answer questions, please keep the below mission statement in mind:

The mission of the BDSE program is to increase the opportunities for up-and-coming race/ethnic minority and/or women sports business professionals. BDSE provides cohort members access to senior-level best practices of revenue generating responsibilities within the industry and networking opportunities at the National Sports Forum and beyond.

In 150-300 words, please describe why you are interested in becoming a member of the 2023 BDSE cohort. What are you hoping to gain?

If selected, how will you contribute to BDSE and the National Sports Forum in the coming years?

Are you currently, or have you previously been involved in diversity efforts in your community or workplace? If so, please share the organization and explain your involvement.

In your experience, what are the most successful ways to provide career opportunities to up-and-comers in the sports industry?

Please upload a copy of your resume here for review.