



# NSF Challenge Cup Competition



The National Sports Forum Challenge Cup Competition was created to meet the needs of individuals just beginning their professional sports careers from the top Undergraduate Sports Management & Business programs. Different than the Case Cup, the entirety of the competition is held virtually on Zoom! Each case is based on a sports-related topic and gives students the opportunity to showcase the tools obtained in their program's curriculum to a panel of sports industry professionals, topical experts, and academic experts. Twelve (12) schools will be selected to compete, and four (4) students from each school's undergraduate program will present their findings after the case is distributed. Teams will have a week to review the case and are encouraged to use all outside resources (classmates, master students, professors, etc.). The competition will start October 2, 2023, and the finals will take place October 16, 2023.

The Team that wins the NSF Challenge Cup, will receive an all-paid trip and attendance to the NSF 2024 in Pittsburgh, PA, including flight, hotel, and 5 attendee badges (1 executive director and the 4 participating students)!

If your school is selected to participate, the entry fee is \$1,995 per team!

## Interested in Applying for the Challenge Cup?

- Download an application at [www.sports-forum.com/challenge-cup-competition/](http://www.sports-forum.com/challenge-cup-competition/)
- Submit your application by May 1, 2023.
- For more information, visit [www.sports-forum.com](http://www.sports-forum.com) or contact Melody Forstie at [melody@sports-forum.com](mailto:melody@sports-forum.com) or 949-616-5611.

## Challenge Cup Timeline:

\*\*\*ALL TIMES LISTED ARE IN EST TIME\*\*\*

**Kick-Off:** Friday, September 29th - 3:00 pm

### Case Distribution:

Flight 1 - Monday, October 2nd

Flight 2 - Tuesday, October 3rd

Flight 3 - Wednesday, October 4th

### Round 1 of Presentations:

Flight 1 - Monday, October 9th

Flight 2 - Tuesday, October 10th

Flight 3 - Wednesday, October 11th

### Final Presentations:

Monday, October 16th

**All Presentations - Each team will have 20 minutes to present and 10 minutes of Q&A with the judges.**