



A Day in the Life

Here is the thing about our camp: **no two days look alike**. One morning you are running numbers in the analytics lab. The next you are standing on the floor of State Farm Arena. Four real days from camp week.

DAY TWO

Analytics Day

BROCK SCHOOL OF BUSINESS

- 7:30a** Breakfast and morning huddle
- 8:30a** Sports analytics from the ground up with **Dr. Stephen Hill**, Center for Sports Analytics
- 10:00a** Moneyball workshop. Build a roster under a hard budget and defend every dollar
- 12:00p** Lunch with current Sports Industry Program students
- 1:00p** Inside the selection committee with **Martin Newton**, Samford Director of Athletics
- 2:30p** Head to head analytics competition with a live scoreboard
- 4:00p** Fan engagement workshop
- 5:30p** Dinner, then rec night on campus
- 10:30p** Lights out

Last year: Martin Newton walked our campers through how the committee actually seeds the field. Same data, same questions, real bracket.

SUNDAY

Faith and Work

WHAT MAKES US DIFFERENT

- 8:00a** Breakfast and worship on campus
- 10:00a** **Faith and Work panel.** A former Secret Service agent who protected three presidents, a Navy pilot, a world renowned surgeon and sports business executives
- 12:00p** Lunch with the **chaplain of the PGA Tour**
- 1:30p** Small group conversations on calling, character and the kind of career you actually want to build
- 3:00p** Open afternoon. Rest, hang out, explore campus
- 5:30p** Cookout and yard games
- 10:30p** Lights out

Every panelist answers the same question: how do you stay who you are when the industry asks you to be somebody else?

DAY FOUR

The Atlanta Trip

ROAD DAY

- 5:45a** Bus rolls out of Birmingham. Coffee provided, no promises on conversation
- 8:30a** Behind the scenes at **State Farm Arena**, including the technology most fans never see
- 9:45a** Sit down with the **SVP of Business Analytics** for the Hawks
- 11:30a** Over to **Truist Park** and The Battery
- 1:00p** The **GM of Braves Vision** on running the show from the control room
- 2:30p** Sponsorship scavenger hunt through The Battery
- 6:00p** First pitch. Braves game from the seats
- 11:30p** Back on campus

Last year: one of our campers got pulled onto the field to race the Freeze in front of a packed house at Truist Park.

THE FINISH

Sports Case Cup

THE FINAL 24 HOURS

- 9:00a** **The case drops.** A real problem from a real organization. Teams get one shot
- 10:00a** Sports sales workshop
- 11:15a** Marketing strategy workshop
- 1:00p** War room. Teams build the pitch with faculty coaches on call
- 6:00p** Dinner, then practice runs and honest feedback
- 10:30p** Lights out, whether the deck is finished or not
- 8:30a** Presentations to a panel of **working sports industry executives**
- 12:00p** Awards lunch. One team takes home the Cup

Judges do not go easy. They ask the same questions they would ask a vendor pitching them for real money.

WORKSHOPS ALL WEEK

Fan engagement • Sports sales • Marketing strategy • Athlete representation • Contract negotiation • Brand building • Ticketing and revenue • Sports media

Apply at samford.edu/business/sports-business-camp

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