

BOSS™

Business Of Success Beyond Sports

Academic, Leadership and Personal Development Camp for Middle School Student-Athletes

July 16th – July 27th, 2018
 Mon – Fri, 8am – 3pm daily
 College of Business,
 Long Beach State University

Online Register at
www.espeli.org/boss-program/camp-application/

For More Information Contact
 Everett Glenn | eglenn@espeli.org |
 562-619-8460 or visit www.espeli.org



Executive Summary:

Through the BOSS™ “process” we use sports to show athletes, starting in middle school, how NOT to focus solely on sports, how to adopt an academic, athletic and life balance, and how to use their definite and provable influence with their non-athlete peers to help remove the obstacles they see in their path to excelling academically and joining the ranks of the successful.

Featured BOSS Alum:

Clark Kellogg, former NBA great, former Pacers VP, CBS College Basketball Lead Analyst, Member, Ohio State Board of Trustees.



What:

BOSS™ is a cost and programmatically effective strategy to help student athletes, especially those from under-resourced communities and schools, succeed academically and professionally in their life beyond sports.

The focus is around equipping these peer-influencers with the tools to adopt and model a balanced life of academics, athletics, life skills and leadership. They then use these skills and their influence with their non-athlete peers to break stereotypes and overcome any obstacles they see in their – or their peers' – path to excelling academically and joining the ranks of the successful.

The BOSS™ process ideally starts with middle school student-athletes, and continues to high school and through college



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GRAPH SHOWING DEVELOPMENT OF BOSS™ STUDENTS

Mentoring, Leadership and Personal Development and Academic (STEM focus) Enrichment

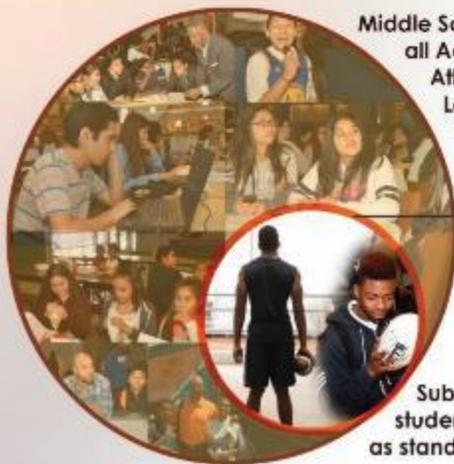
Broader Society

Middle School Students, all Academic/ Athletic Ability Levels (to HS thru College)

Role Modeling, Evangelism, Advocacy, Success

Influenced Non-Athlete Peers

Sub-group: students who emerge as standout athletes



Where:

We begin the "process" with an intensive 2-week camp from the College of Business on the beautiful Long Beach State campus. The camp will be followed by year-round activities for the youngsters and their parents, including parenting skills development, mentoring, real world experiences and opportunities for advocacy to high school and through college graduation.

Why:

About 6% of high school athletes earn a Division 1 scholarship and about 1% of college athletes earn a pro contract. Despite the long odds, far too many student athletes from under-resourced communities and schools are at risk of being "Athlete Track'ed", i.e. steered/steer themselves into a sports track at the expense of their personal development. In addition, less than 30% of inner-city Black and Hispanic meet college entrance requirements at high school graduation.

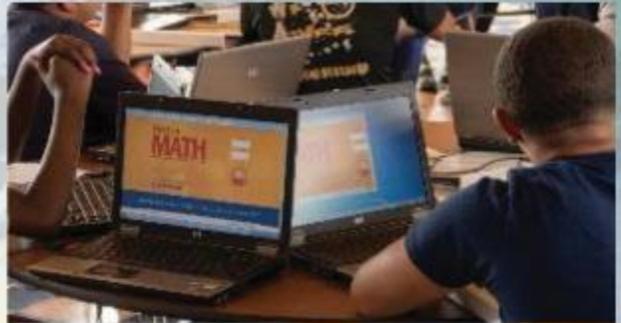
BOSS™ is our response to the lingering and persistent "high school ready" and college graduation-rate gap and research that confirms the difficulties Black and Hispanic male students face when trying to continue their education beyond high school.

Who We Are:

A non-profit effort led by "retired", pioneering sports attorney **Everett Glenn** and a group of talented professionals, many of whom have progressed through the high school to college to professional ranks achieving academic and athletic success simultaneously.

For more information about BOSS™, contact **Everett Glenn** at 562.619.8460 or eglenn@espeli.org or visit us on our website at:

www.espeli.org





AEG

VISITS TO AEG AND APPLIED MINDS HIGHLIGHT REAL WORLD EXPERIENCES

The largest presenter of sports & entertainment in the world, AEG's administrative side is led by Kevin McDowell who invited the youngsters for a tour of Staples Center and a conversation with his key executives.

Founded by former Disney imaginers Danny Hillis and Brian Ferren, both of whom engaged the students, Applied Minds is a Willy Wonka's chocolate factory for tech lovers, a great big project lab with happy geeks combing over various assemblages of wiring, motors, processors and plans like ants on a summer picnic. Besides the fact that their designs for Thinking Machines are now de facto standards for platforms like Google, their designs include the idea of Aristotle, a primer like AI tutor, to creating an economy of ideas through a new kind of infrastructure kind.



AppliedMinds

Week 1 also included inspiring conversations between the boys and legendary player agent Leigh Steinberg, marketing guru Robert Brown, jet pilot/medical doctor Clarence M. Lee and former USC/Carolina Panthers linebacker Thomas Williams on such subjects as brand & reputation, decision science, how to use constructive criticism, powers and dangers of social media, transforming beliefs and maximizing potential. Week 1 was highlighted by a visit to Port of Long Beach headquarters, an informative discussion around Port operations, the complexities of maritime goods movement and how the Port is improving the environment and helping the community thrive.



BOSS LB 2017 Boys Awe Thomas Williams



BOSS Gold Gloves



BOSS Lakers

AMAZING SPEAKERS HIGHLIGHTS WEEK 2

Week 2 included a camp visit by Rams' VP Molly Higgins and defensive back Isaiah Johnson. Interactive activities included resume writing and career exploration, leadership and team building, memory and exam techniques, and a multi-media/entrepreneurship presentation by husband and wife duo of Marcus and Melissa Guy of Asset Media Group. Week 2 was highlighted by a basketball clinic courtesy of the Los Angeles Lakers and the Lakers' Youth Foundation.

We staged our 5th Annual Math Madness competition, a single elimination tournament a la March Madness, where pairs of boys competed against each other based on solving increasingly more difficult math problems. A behind the scenes visit to Dodger Stadium the Sunday following the end of camp, courtesy of Spectrum Sports Net LA, was a perfect way to end an amazing two-week experience for our BOSS student-athletes.

SPONSORSHIP OPPORTUNITIES

Customized Packages Are Available

SPONSORSHIP LEVELS	Presenting Sponsorship \$25,000	Scholar Sponsorship \$15,000	Leadership Sponsorship \$10,000	Contributor Sponsorship \$5,000	Friend Sponsorship \$2,500	Cheerleader Sponsorship \$1,000
Presenting Sponsor Exclusivity	•					
Official Category Exclusive Sponsor		•	•			
PRODUCT AND BRAND VISIBILITY						
Product Sampling/ Kiosk	•	•	•	•	•	
10 x 10 Booth	•	•	•	•		
ADVERTISING, MEDIA AND MARKETING						
Digital	•	•	•	•	•	
Social Media	•	•	•	•	•	
Digital Media (Website Banners)	•	•	•	•		
ESP Website		•	•		•	•
Collateral Material	•	•	•	•	•	
Flyers	•				•	
Press Release	•	•	•	•	•	
T-Shirts	•	•	•			
Program Brochure	Qtr. Page					
Commercial Use of Sponsorship	•	•	•	•	•	
ON-SITE SIGNAGE AND RECOGNITION						
On-Stage Presenter	•	•	•			
On-Stage Verbal Mentions	•	•	•	•	•	•
Camp Banners	•	•	•	•	•	•



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