

Samford Sports Business MVP Boot Camp Schedule

Sunday, July 13th - Check-in and Orientation

- 2:00 pm - Check-in at Samford University
- 4:00 pm - Welcome and Program Introduction
- 5:00 pm - Ice Breaker Activities
- 6:30 pm - Dinner and Campus Tour
- 8:00 pm - Evening Activities
- 10:00 pm - Lights Out

Monday, July 14th - Sports Marketing Day

- 7:30 am - Breakfast
- 8:30 am - Morning Meeting: Introduction to Sports Marketing
- 9:30 am - Workshop: Brand Management in Sports
- 11:00 am - Guest Speaker: Senior Vice President of Sports Sponsorships, MLB Team
- 12:30 pm - Lunch
- 1:30 pm - Visit to SEC Headquarters
- 3:30 pm - Tour of Alabama Sports Hall of Fame
- 5:30 pm - Dinner
- 7:00 pm - Evening Panel: Careers in Sports Marketing
- 9:00 pm - Free Time
- 10:00 pm - Lights Out

Tuesday, July 15th - Sports Analytics Day

- 7:30 am - Breakfast
- 8:30 am - Morning Meeting: Introduction to Sports Analytics
- 9:30 am - Workshop: Data-Driven Decision Making in Sports
- 11:00 am - Guest Speaker: Senior Vice President of Sports Analytics, NBA Team
- 12:30 pm - Lunch
- 1:30 pm - Visit to Barber Motorsports Park
- 3:30 pm - Tour of Barber Vintage Motorsports Museum
- 5:30 pm - Dinner
- 7:00 pm - Evening Workshop: Practical Applications of Sports Analytics
- 9:00 pm - Free Time
- 10:00 pm - Lights Out

Wednesday, July 16th - Athlete Representation (Sports Agency) Day

- 7:30 am - Breakfast
- 8:30 am - Morning Meeting: Introduction to Athlete Representation
- 9:30 am - Workshop: Contract Negotiation Techniques
- 11:00 am - Guest Speaker: Chief Financial Officer, NFL Team
- 12:30 pm - Lunch
- 1:30 pm - Visit to Rickwood Field
- 3:30 pm - Tour of Birmingham Civil Rights Museum
- 5:30 pm - Dinner
- 7:00 pm - Evening Panel: The Future of Athlete Representation
- 9:00 pm - Free Time
- 10:00 pm - Lights Out

Thursday, July 17th - Case Competition Kick-off

- 7:30 am - Breakfast
- 8:30 am - Morning Meeting: Case Competition Introduction
- 9:30 am - NFL-Style Draft for Team Assignments
- 11:00 am – Guest Speaker: Introduction of Case Study by Sports Property Representative
- 12:00 pm – Q&A Session with Guest Speaker
- 12:30 pm - Working Lunch
- 1:30 pm - Case Work Begins
- 6:30 pm - Private Q&A Sessions with Sports Property Representative Begin
(20 teams, 10 minutes each - continues until 8:30 pm)
- 9:00 pm - Free Time (Teams may continue working if desired)
- 11:00 pm - Lights Out

Friday, July 18th - Case Competition Presentations and Closing

- 7:00 am - Breakfast
- 8:00 am - Final Preparations for Presentations
- 9:00 am - Case Competition Presentations Begin (20 teams)
- 12:30 pm - Lunch
- 1:30 pm - Remaining Presentations
- 4:00 pm - Judges Deliberation
- 5:00 pm - Closing Awards Dinner
- 6:00 pm - Camp Dismissal

Note: This schedule is subject to change. All times are approximate.