

2016 PROGRAM RECAP



BREAKING THE MOLD

GameBreakers Rice is a sports industry success initiative for high school students in the Houston area. Our goal is to educate participating students of their limitless potential to succeed in sports and motivate their journeys to personal achievement through the scopes of education, professionalism, and athletics.

Through a series of interactive informational sessions and enjoyable activities, students have the rare opportunity to become familiar with, learn from, and connect to all forms of members of the sports industry, ranging from powerful professionals with years of experience to students just a few years older than them.

UWANTGAME's GameBreakers movement has included events in New Orleans as well as Brooklyn and has now officially reached Rice University.





EVENT INFORMATION

SOCIETY



On Saturday, December 3, 2016, nearly 40 high school students from the Houston area attended the first annual GameBreakers Rice at the Jones Business School on the campus of Rice University.



EVENT ORGANIZERS BSBS

Rice Sport Business Society is a student-run organization at Rice, working in conjunction with the Department of Sport Management, focused on fostering professional and community relations in the sports industry for member students through event organization, fundraising, and outreach.











@RiceSportBiz



RSBS RICE SPORT
BUSINESS
SOCIETY



EVENT PARTNERS



THE SMARTER WAY TO SELL SEATS









Food Partners









THANK YOU to all of our incredible partners, GameBreakers Rice 2016 would not have been possible without you!

AGENDA RECAP

9:35 PREGAME

CHECK-IN/BREAKFAST

10:15 1st QUARTER

SPORTIN' THE GRADES

Dr. Andrew Green

Founder **Ricky Davis** NBA Player

11:15 2nd QUARTER

1-DN-1 with WDJ

Adrian Wojnarowski

Yahoo! Sports

Joe Branch

ROC Nation Sports

12:10 HALFTIME

LUNCH

Special Guests

1:00 3rd QUARTER

GAME FUEL

Travelle Gaines
Athletic Gaines

Kevin Burleson Houston Rockets

1:55 4TH QUARTER

PLAYING THE GAME

Rice Student Athletes

2:50 CLOSING REMARKS

RICE SPORT
BUSINESS
SOCIETY











SPORTIN' THE GRADES

Panelists

Dr. Andrew Green

Co-Founder of Sportin' The Grades

Ricky Davis

Ex-NBA Star, Founder of Ricky Davis Foundation

Topics

- STEM learning through sports
- Importance of academics in becoming an NCAA athlete

Students played the "Sportin' The Grades Game," learned about how to incorporate sports in STEM learning and the value of education, and received exclusive discounts to Sportin' The Grades ACT prep courses and Ricky Davis basketball camps!











1-ON-1 WITH WOJ

Panelists

Joe Branch

Basketball Managing Director at RocNation Sports

Adrian Wojnarowski

Chief Editor of Yahoo! Sports' The Vertical.com

Topics

- Behind-the-scenes breakdown of NBA negotiations
- Steps towards becoming successful in the sports industry

Students were treated to a panel featuring two of the most powerful men in the world of NBA basketball, asking questions and hearing about their career paths and current responsibilities!









LUNCH WITH LEADERS

Special Guests

Rick Schell

Senior Lecturer at Jones Graduate Business School

Natara Holloway

Vice President of Consumer Products, Football Brand at National Football League

Tom Stallings

Professor in the Practice at Rice University Department of Sport Management

Kathleen Harrington Clark

Executive Director of Marketing and Communications at Jones Graduate Business School

Frank Arnold

Director of Special Projects and Administration at Houston Dynamo

Students met and talked to special guests of their choice from all corners of the sports industry over delicious and well-deserved pizza!









GAME FUEL

Panelists

Kevin Burleson

Player Development Coach at Houston Rockets

Travelle Gaines

Founder at Athletic Gaines

Topics

- Experience playing basketball or football at collegiate or pro levels
- Passion for athletic training

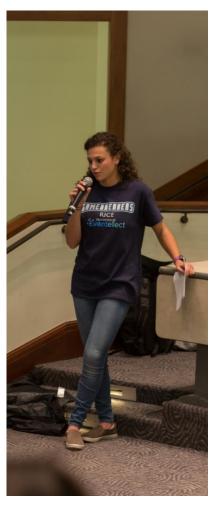
Students were captivated by the success stories shared by the two player development experts, ranging from their upbringings as athletes to playing pro basketball overseas to training athletes such as Tom Brady, Reggie Bush and James Harden!











PLAYING THE GAME

Panelists

Ellen Diemert

Women's Cross Country - Rice Class of 2017

Emmanuel Ellerbee

Football - Rice Class of 2018

Eboni Sutherland

Women's Track and Field - Rice Class of 2017

Annie Walker

Women's Soccer - Rice Class of 2019

Students asked a panel of Rice student athletes themselves about what steps they took in high school to prepare to be a student-athlete, the factors that drew them to come to Rice, and the challenges of their everyday lives as they balance academics and competition at the NCAA-Division I Level!



ATTENDING GROUPS



Lake Houston Basketball Club



LEGACY THE SCHOOL OF SPORT SCIENCES

ESTABLISHED 2011



Alief Hastings High School





PROGRAM RESULTS

70%

The percentage of students whose overall opinion of the sports industry increased*

97%

The percentage of students who are more aware of the opportunities and challenges related to working in the sports industry than they were before

100%

The percentage of students who would like to attend next year

* Excludes students who already reported maximum opinion of the sports industry before GameBreakers.





STUDENT SENTIMENTS

"GameBreakers Rice made me realize that I will always have the power of my brain. I loved the information, the energy, the encouragement, and the influence and impact the event has on something I'm truly interested in."

- Amber Morris, Alief Hastings High School '17

"Everything was very educational, but I liked the Sportin' The Grades game we played at the beginning. I learned that I don't have to play a sport to be involved in sports."

- Daejohr Thompson, C.E. King High School '18

"My favorite part was when the real student-athletes came and talked to us. A lot of what was talked about at GameBreakers Rice was stuff I had no clue about in the past. I want to keep learning about specific jobs in the sports industry and more details about those jobs."

- Kehlin Farouq, Jack Yates High School '20



THANK YOUS & TAKEAWAYS

Rice Sport Business Society would like to thank

the following parties for their invaluable contributions to GameBreakers Rice 2016:

- Professor Joe Branch
- Event Speakers/Panelists
- Event Partners
- Attending Groups/Organizations
- Jones Business School
- Rice University Sport Management

We firmly believe GameBreakers Rice 2016 impacted the lives of all attending students by providing valuable exposure to older students, professionals, and professors in the sports industry and introducing the intricacies and values of staying involved in sports far past their playing careers.















VIDEO SUMMARY



https://www.youtube.com/watch?v=QAiSsUjeDal





SEE YOU NEXT YEAR!