

GAMEBREAKERS

RICE



2016 PROGRAM RECAP

GAMEBREAKERS RICE

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.

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EVENT INFORMATION



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.

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EVENT ORGANIZERS

RSBS

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.



ricesportbusinesssociety@gmail.com

RSBS RICE SPORT
BUSINESS
SOCIETY

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EVENT PARTNERS



THE SMARTER WAY TO SELL SEATS

Community Partners



Food Partners



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

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AGENDA RECAP

9:35	PREGAME	CHECK-IN/BREAKFAST	
10:15	1 st QUARTER	SPORTIN' THE GRADES	Dr. Andrew Green Founder Ricky Davis NBA Player
11:15	2 nd QUARTER	1-ON-1 with WDJ	Adrian Wojnarowski Yahoo! Sports Joe Branch ROC Nation Sports
12:10	HALFTIME	LUNCH	Special Guests
1:00	3 rd QUARTER	GAME FUEL	Travelle Gaines Athletic Gaines Kevin Burleson Houston Rockets
1:55	4 th QUARTER	PLAYING THE GAME	Rice Student Athletes
2:50	CLOSING REMARKS		

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Sportin' The Grades



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!

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1-ON-1 WITH WOJ

Panelists

- Joe Branch
Basketball Managing Director at RocNation Sports
- Adrian Wojnarowski
Chief Editor of Yahoo! Sports' TheVertical.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!

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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!

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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!



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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!

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ATTENDING GROUPS



Lake Houston Basketball Club



Lamar Senior High School

LEGACY THE SCHOOL OF SPORT SCIENCES

ESTABLISHED 2011



Alief Hastings High School

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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.

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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*

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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.



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VIDEO SUMMARY



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

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SEE YOU NEXT YEAR!