

**Knowledge, Network, and Mentorship**

## **Dr. P's "SPORTS BUSINESS BOOT CAMP"**

**JUNE 2021**



*(Dr. P and his WashU students with NBA Legend, Magic Johnson, at the Lakers practice facility on 3/12/18)*

**YOU are Passionate About Sports...**

**WE are Passionate About  
Sports Business Education and Student Mentorship**

## DR. P'S "SPORTS BUSINESS BOOT CAMP"

### OVERVIEW OF THE JUNE 2021 CAMP

**CONTENT:** \*\* 10+ Hours of Sports Biz instruction

\*\* 16 Powerpoint decks shared with students

\*\* At least 90 Minutes of Conversations with Industry Professionals.

**WHEN:** \*\* JUNE 7<sup>TH</sup> – 9<sup>TH</sup>, 2021

\*\* NOON to 3:30 pm EASTERN Time Zone...Instructional Sessions on Zoom

**There is a CAP of 50 students, and prices rise after May 1<sup>st</sup>...so early sign-up is better.**

#### **REGISTRATION (Deadline – 5 PM on Sunday, June 6th)**

- \$275 per student if before or on May 1, 2021
- \$350 per student if after May 1, 2021
  
- Must have a minimum 3.0 GPA, and be either:
  - o HIGH SCHOOL...Current Sophomore, Junior or Senior **OR**
  - o COLLEGE.....Enrolled in a 4-year college.

#### **TO INQUIRE AND/OR ENROLL:**

- Contact Dr. P via email at [prishe@wustl.edu](mailto:prishe@wustl.edu) to apply for enrollment.

To learn more about Dr. P's credentials, visit: [www.patrickrishe.com](http://www.patrickrishe.com)

**TENTATIVE SCHEDULE for the DECEMBER 2020 CAMP****Dr. P's Sports Business Boot Camp - Schedule (ALL TIMES IN EASTERN TIME ZONE)****Monday, JUNE 7<sup>TH</sup>**

11:30-Noon

Pre-Class Discussion/OnBoarding \*Making sure your tech/WiFiiis working \*Get acclimated with Zoom  
\*Casual conversation about the Sports Industry/Taking Students or Parents questions

Noon - 3:30 PM

Introduction to the Sports Ecosystem  
Key Sources of Revenue in Pro Sports - An Overview Focus on Ticket and Media Revenues in Pro Sports Understanding the Financial Effects of the Coronavirus on Sports  
The Economics of College Athletics  
Franchise Valuation in Professional Sports  
The Big 2: Deeper Dive on Ticket and Media Revenue

**Tuesday, JUNE 8<sup>TH</sup>**

11:45-Noon

Pre-Class Discussion/Counseling/Mentorship...OPTIONAL

Noon - 3:30 PM

The Business of Sports Start-Ups - Case Studies from MLS, NHL, XFL  
Major League Soccer Expansion - Case Studies from Charlotte, Sacramento, St. Louis  
Case Study: How Los Angeles Got Two Football Teams  
Designing Contemporary Sports Venues  
The Economics of Sports Venues  
INDUSTRY PANEL (a visit with Sports Industry executives)

**Wednesday, JUNE 9<sup>TH</sup>**

11:45-Noon

Pre-Class Discussion/Counseling/Mentorship...OPTIONAL

Noon - 3:30 PM

Corporate Partnerships in Pro Sports  
Trends in Naming Rights Deals on Venues  
Targeted Marketing in Sports: Hispanic Fans, and Esports Fans  
Brand Management in Sports  
Using Analytics to Enhance Operational Efficiency in Sports  
INDUSTRY PANEL (a visit with Sports Industry executives)

**CAMP ENDS**

## DR. P'S "SPORTS BUSINESS BOOT CAMP" ...THE "WHY"

### Knowledge, Networking, and Mentorship

- Contemporary Cutting Edge Industry-Specific Knowledge
  - Textbooks are great, but they don't always provide real-time updates of ongoing issues/challenges/information
  - My Boot Camp presents cutting edge insights from top companies from the sports industry.
  
- An Unparalleled Professional Network within Sports
  - Everyone seems to know everyone in the sports industry
  - By attending the volume of conferences and events I attend, I've built one of the largest network of contacts within the sports industry...and happy to make introductions after the Boot Camp.
  
- Strong Mentorship to Guide Student Choices with Curriculum and Career Paths

\* Because of my strong inside connections with dozens of sports industry professionals, I know what skills/attributes they look for

  - With this, I can provide sage advice to students regarding classes they take and career choices which will maximize their attractiveness to employers.

Subsequently, this combination of "Knowledge", "Networking", and "Mentorship" has helped me place dozens of WashU students in both internships and entry-level jobs with companies such as:

- Golden State Warriors, Los Angeles Clippers, and Vegas Golden Knights;
- Sacramento Kings, Washington Nationals, Wasserman, and New York Yankees;
- E15 Group, Rapsodo, FanThreeSixty, Populous, St. Louis Blues, and more...

## DR. P'S "SPORTS BUSINESS BOOT CAMP" ...WHO IS DR. P?

### Brief Bio:

- Dr. Patrick Rishe ([www.patrickrishe.com](http://www.patrickrishe.com))
  - o Director of the Sports Business Program at Washington Univ in St. Louis
  - o Founder/CEO of consulting firm Sportsimpacts
  - o Contributing Writer for Forbes.com



### Summary of Professional Accomplishments:

- Has hosted **over 180 sports industry professionals** as Guest Speakers at WashU in his 6 years as Program Director;
- Has conducted **over 80 economic impact studies** (including 3 Super Bowls);
- **Author** of *"They Shoot...They Score!!!: Lessons in Leadership, Innovation, and Strategy from the Business of Sports"* (2018);
- Has written **over 200 articles for Forbes.com** since 2010;
- Placed **over 40 students in either internships or entry-level jobs** in sports;
- Has generated **over \$1 million in "publicity value"** for WashU in both 2018, 2019, and 2020 through his frequent national media appearances (e.g. CNBC, ESPN, CNN, etc...).



In 2020, Dr. P's insights have been referenced in national stories and interviews discussing the impact the coronavirus has had on the Sports Industry. Links to these articles are below:

- [Discussing Various Aspects/Logistics of Sports Shutdowns](#) (Marketwatch, 6/10/20)
- [Guest on Will Cain Show Talking about Sports Economy](#) (ESPN Radio, 6/3/20)
- [Covid's Potential \\$4 Billion Impact on College Football](#) (ESPN.com, 5/21/20)
- [Sports Suspensions Will Result in Loss of At Least \\$12 Billion](#) (ESPN.com, 5/1/20) 5

## DR. P'S "SPORTS BUSINESS BOOT CAMP" ...*Who's Got Game??*



SO GET A JUMP ON A POTENTIAL FUTURE WORKING IN SPORTS...  
HAVE SOME FUN, MAKE SOME NEW FRIENDS...  
AND BEGIN BUILDING YOUR SPORTS NETWORK WHILE YOU LEARN!

**\*\* DR. P'S "SPORTS BUSINESS BOOT CAMP" \*\***

### Reminders:

- Capping Enrollment at 50 Students
- Virtual Zoom Classes from Noon-3:30 PM EST June 7<sup>th</sup> to 9<sup>th</sup> .

Contact Dr. Rishe at [prishe@wustl.edu](mailto:prishe@wustl.edu) to inquire and/or apply for enrollment.

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