



Upskill Education Platform and Partnership Opportunity

This proposal defines the need and opportunity for upskill education that better prepares collegiate student-athletes and professional athletes for the workforce. The following outlines Game Plan's unique position to deliver a market solution in partnership with industry-leading businesses seeking to hire athletes with critical job skills.

Employers already utilizing Game Plan's unique platform



Game Plan's Depth of Knowledge around the Athlete's Journey

A critical segment of the athlete's journey is college athletics. Today, **875 athletics departments** use our learning management system (LMS), mentor network, and career services portal. That number will increase to more than 1,500 in the next year when we expand our reach to include every NCAA athletics department through an exclusive content collaboration with Penn Interactive Gaming. Together, we have developed the country's most comprehensive sports wagering instructional platform, which will be offered to every college athletics department at no cost.

In the **fall of 2022**, Game Plan is set to release a program for one of today's biggest priorities among sports organizations: career and professional skills development. As we have with Penn Interactive, we will be entering into industry-specific alliances with elite brands to deliver crucial content and networking opportunities throughout the Game Plan community.

We know from our in-depth measurement capabilities that this is the most effective way to reach student-athletes, who are already required to use Game Plan's development platform to maintain their eligibility. Partners will gain unmatched exposure to over half a million athletes, an opportunity to build long-term relationships as a means of attracting top employee talent, and access to key decision makers at each institution.

Program rollout will launch September 1st in conjunction with the 2022-23 school year. Game Plan has set a June 27th deadline to secure category-exclusive partners.

Career Preparation for Athletes

There is a reason why more student-athletes are employed full time than grads who did not play sports. It is the same reason they tend to be more engaged, productive, and loyal employees:

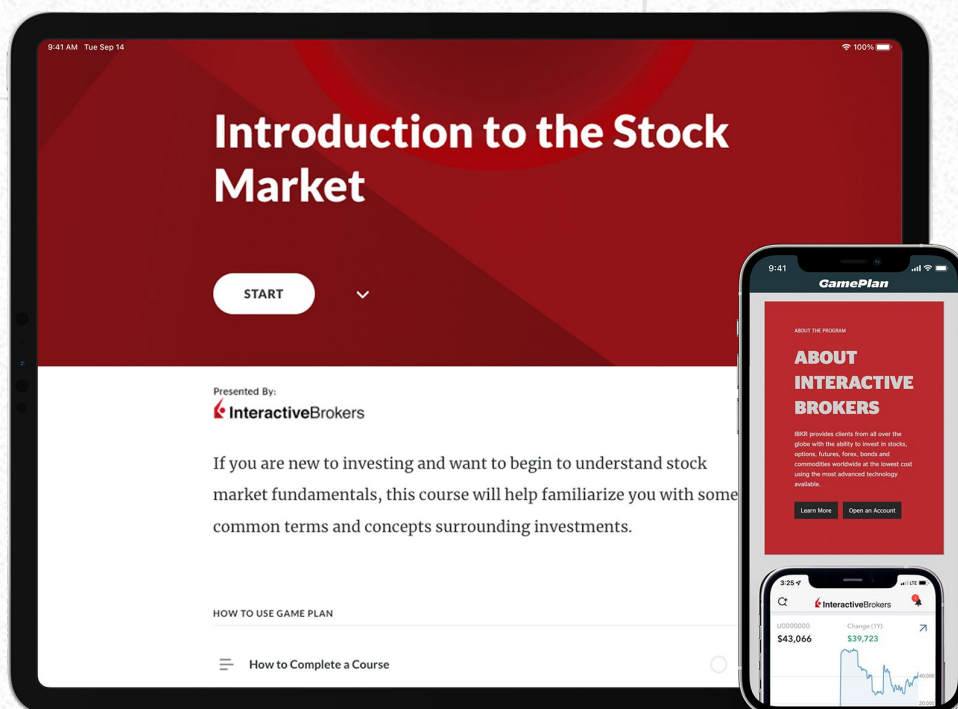
- **Desirable traits:** dedicated, coachable, diverse
- **Transferable skills:** teamwork, critical thinking, time management
- **Career mindset:** value hustle, step up to lead, strive to be ambassadors

However, like other graduates, student-athletes are not as prepared as employers expect them to be when it comes to certain career competencies. This carries both short- and long-term consequences:

- Only [1 in 10 executives](#) believes graduates bring the skills they need to the workplace
- [71% of new hires](#) will leave their first employer within the first year
- High attrition leads to poor ROI given an average cost of [\\$6,110 per hire](#)

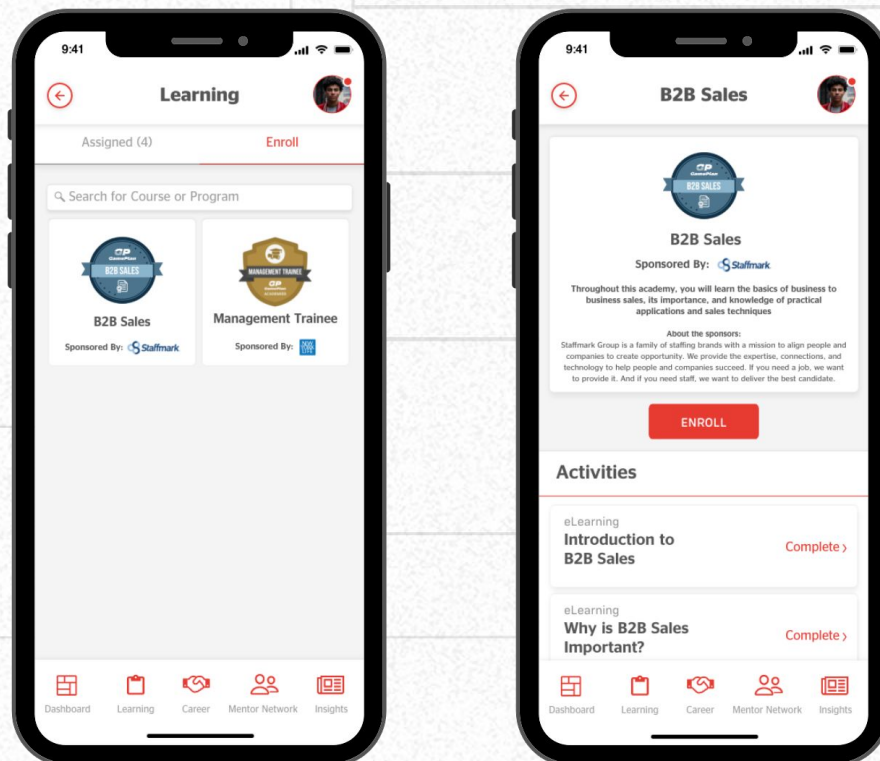
Despite these realities, the hiring of new college graduates is expected to [grow 26%](#) in 2022. That means businesses and schools must work together to accelerate graduates' ability to achieve quality performance. The good news is that over half of all student-athletes using the Game Plan platform are actively requesting this kind of skill development ahead of their transition out of sports. The key then becomes providing it to them on their own terms.

Interactive Brokers utilizes Game Plan to engage with current Student-Athletes through Investment + Financial Education programming



The Upskilling Solution That Meets Athletes Where They Are

Game Plan is the recognized leader in holistic athlete development not only because of its comprehensive content across physical and mental wellness, social justice, financial literacy, DEI, and numerous other areas. It is also because we are with athletes throughout their journeys and therefore understand how they think, what they need, and which solutions will truly break through.



As a result, we are strengthening our existing career development platform through Game Plan Academies (GPA). This program is specifically designed to impart the practical skills that student-athletes want and need as they enter the workforce. In other words, it is built to set them—and by extension their employers—up for success more quickly.

Athletes and alumni from all of our athletics organizations are eligible for GPA, which will deliver:

- Four to six-week sessions that complement our 1,000+ courses already taken daily
- Skill certifications and completion badges via structured eLearning and virtual events
- “Real-world” competencies that graduates can apply in their jobs right away
- Industry-specific education with instruction directly from leading businesses
- Engagement with employers seeking to hire top-tier talent

Exclusive Pipeline as a Service Opportunity

No other development platform engages so many athletes so closely for so long. Our unmatched ability to listen allows us to put you in front of them in ways we know will resonate. This allows you to both reach and develop the talent your business needs to thrive.

Athlete Engagement Benefits

Each GPA uses our industry-leading LMS and virtual events platform to cover the fundamentals of a specific industry. With this comes numerous high-touch opportunities for brands that become GPA partners:

- Category ownership for exclusive industry access on a national scale
- Interactive sessions that you can help shape to hone the skills your business needs
- Built-in forum for networking with prospective job candidates eager to connect
- Additional channels to build brand awareness, affinity, and employment interest
- Comprehensive reporting to capture valuable data for measurement

Initial Programming

GPAs offer brands scalable, one-on-one connections with premium talent where they already are. The first two to launch this year include: B2B Sales & Management Training Programs

All academies use the same infrastructure, which we have found to be highly effective in influencing this group. B2B Sales serves as an example:

Phase One: Fundamentals

- ❑ **Course 1** – What is business to business sales? | *Introduce the concept of B2B sales, the role it plays for organizations, and how it differs from B2C*
- ❑ **Course 2** – B2B Sales Process | *Introduce B2B sales processes by stage and measurement, and show how automation tools assist with account management*
- ❑ **Course 3** – B2B Sales Techniques | *Introduce “hunters” and “farmers,” their roles, and their proven techniques*

Phase Two: Industry Expertise

- ❑ **Industry leaders offer:** Insights into their career experiences, “a day in the life” in their business, profiles of available positions, and opportunities to meet
- ❑ **Sample verticals:** Software, business services, pharmaceutical/medical devices

“Student-athletes already bring so many desirable traits and intangibles to the workplace. Now, Game Plan gives us the opportunity to begin training them on job-specific skills even before they graduate. No matter what career path they choose, we’re proud to help these talented young women and men prepare for life after sports.”

Jane Conti
VP of Target Markets and Recruiting Strategy
New York Life



Prominent Branding

GPA places your brand center stage across the most in-demand development setting in all of college sports. Exclusivity makes you the one and only business in your category interacting with hundreds of thousands of student-athletes across the country as they learn how to excel in your industry.

As a GPA sponsor, you will receive highly-visible branding:

- ★ Program landing page
- ★ Relevant eLearning coursework
- ★ Integration into recommended content based on user activity
- ★ Push notifications to student-athletes
- ★ Expert Network insights channel
- ★ Career content associated with your brand, including job postings

Key Measurements

Our exclusive partners will receive comprehensive reporting to gauge performance and ROI. Measurement is broken down by demographic, including DEI segments. Insights will include:

- Athlete participant profiles
- Virtual event participation
- Survey insights
- Athletics departments activated
- Athletes per athletics department activated
- Badges awarded
- Landing page KPIs, including conversion rates into ATS

Next Steps Timeline

We are actively pursuing world-class businesses that will take full ownership of their industry verticals within GPA. By the end of summer, we will have secured partnerships with leading brands, which will begin integration into platform assets immediately. GPA will roll out across all athletics organizations starting this fall.

“College is a hard transition for any student – especially for athletes who are expected to juggle practices, meetings and classes... Through this innovative relationship with Game Plan, it’s our goal to meet student-athletes where they are – in an easy-to-access platform that they are already familiar with.”

Darlene Goins
Senior Vice President of Hands on Banking
Wells Fargo