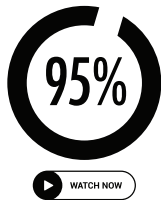


PRO SPORTS ASSEMBLY

UNITED IN GAME PLAN. DIVERSE IN COUNCIL.



Pro Sports Assembly is the association for professional sports business leaders. Together, we create and foster a strong, healthy, and fair future for teams, leagues, unions, and venues. Collectively, PRO members are working to set the standard for leadership in professional sports.

PRO MEMBERS HELP SHAPE THE FUTURE OF PROFESSIONAL SPORTS AND ARE MOTIVATED TO:



ENGAGE

with the PRO network and build new relationships



EMPOWER

your decision making and influence with custom research



EDUCATE

others with your expertise and gain new perspectives



EQUIP

your team with leadership tools and resources



ELEVATE

your leadership profile and impact the industry

"My motivation for joining Pro Sports Assembly sparked from a passion for changing sports and ensuring that future generations, future women of color will see themselves in me and see all that they can achieve. We have to pave the way for our next leaders — equip, empower, and inspire them."



—ANN SEENEY
Chief People & Diversity Officer, US Soccer Federation
Chair, Pro Sports Assembly



"One of the main reasons I joined PRO is to give back — to provide opportunities and access like others had done for me. Pro Sports Assembly allows me to have access to other professionals who are working on the same priorities — attracting, retaining, developing, engaging diverse talent across sports."



—ORACIO GALINDO
Head of Employee Experience, Los Angeles Rams



"It's our responsibility to foster understanding and acceptance in order to maximize our business potential. Sports provides us with a powerful voice and an incredible platform to be leaders, to be impactful, and to make our community and companies better."



—XAVIER GUTIERREZ
CEO, Arizona Coyotes



EXPLORE MEMBERSHIP

INDIVIDUAL

ORGANIZATION

Developing cultural and gender intelligence enables our industry to drive innovation, bolster financial performance, capture new markets, and increase customer loyalty.

PURPOSE

Create a strong, healthy and fair professional sports ecosystem by equipping leaders at all levels with the relationships and resources necessary to succeed.

FUNCTION

The Assembly is the association for professional sports business leaders - at teams, leagues, unions and venues - who value and lead inclusively.

VISION

The professional sports industry thrives in a culture of accountability, responsibility and meritocracy.

2023 PRO SPORTS ASSEMBLY PARTNERSHIP OPPORTUNITIES

Presenting Partner Opportunities			
\$5,000 each	\$10,000 each	\$25,000	Title Sponsors
Bi-weekly email	The Hall	Research Initiative (2)	Annual Leadership Retreat and Workshop (\$50K)
Social Campaign (i.e. PROMotion, semi-monthly poll)	The Huddle	Awards (each)	Bi-Annual Leadership Summit (2) (\$25K)
Monthly POP newsletter (with option for op-ed/advertorial)	One (1) Internship/Fellowship	Special event with 30+ PRO Premier members	1 C-Suite Circle (each cohort)
One (1) Certificate or Cohort program	Salon Dinners (2)	New Member Welcome Kits	PRO Leadership Scholars
One (1) MRG	New Member Mixers (6)	Chair Lunch/Dinner	Fellowship

Mission – \$50,000+ *Limit: 5*

- Exclusivity in category
- Annual full-page ad in an industry publication highlighting Partner’s support of the PRO Mission
- Collaborate on two (2) professional development activations promoting Partner's support of PRO Leaders
- License to use, leverage and promote PRO marks, worldwide, and promote PRO partnership across all platforms
- Inclusion in Leadership Retreat & Workshop Programming, and 2 registrations for attendees

Alliance – \$2,500

- Included in the PRO supplier + vendor list
- IP Rights (logo) website inclusion
- Announcement of Partnership on Social Media
- Opportunity to provide educational resources/classes in The Hall and The Huddle

The Assembly: Leadership Retreat and Workshop Investment Levels

PRESENTING SPONSOR	\$50,000	Each Investment level includes: <ul style="list-style-type: none"> • Affiliate Membership • The Assembly '23 Registration • Branding on all digital and signage • Inclusion in event Press Release • At least one customized activation element
GOAT	\$25,000	
PLAYMAKER	\$15,000	
ALL STAR	\$10,000	
MVP	\$5,000	
GAME CHANGER	\$2,500	

Sponsors and Annual Partners are invited to all networking and social events. Workshops and Member Business Meetings are exclusive to members.
Complete this form to get in touch with our team and explore the right partnership for you.