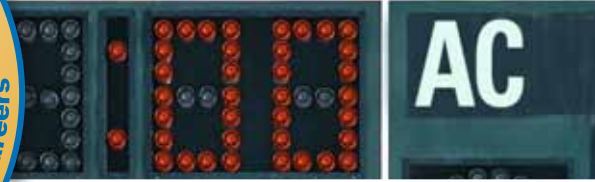


**ATHLETE CONNECTIONS HELPS STUDENT ATHLETES TRANSITION INTO NEW CAREERS AND DEVELOP THE INVALUABLE ATTRIBUTES THEY'VE GAINED THROUGH SPORTS.**



**For the Ultimate Game of Their Life.**

# ATHLETE CONNECTIONS

**A**thlete Connections is a non-profit 501(c)3 organization working with universities to assist current and former student-athletes in the transition from athletics to the workforce.

As a company comprised of many former student-athletes, we identify with the challenges athletes face in launching the next phases of their careers. Due to the dedication required to maintain high university standards on and off the playing field, student-athletes are often left with a career preparation void.

The NCAA reports that in the 2004-2005 academic year, there were nearly 385,000 student-athletes participating in collegiate sports in the United States. Of those, only 839 realized their dream of participating in sports at the professional level.

For those who graduate, complete their eligibility or leave school, an estimated 62,000 student-athletes every year find themselves faced with the prospect that sports is no longer a career option and leave school without clearly defined career opportunities and little support systems. Research shows that 1 out of 100 student-athletes will have a professional career in their sport.

**Athlete Connections addresses the future of the 99% of student-athletes who do not go on to play professional sports.**

## MORE THAN A FAN!

*What Dan has put together, the idea of Athlete Connections, is the opportunity for us to be mentors, sponsors, donors and future employers, not just fans! To reach those graduating student-athletes and give them continued resources, career life skills and employment opportunities is to truly help in the athletes' transition to complete his or her career.*

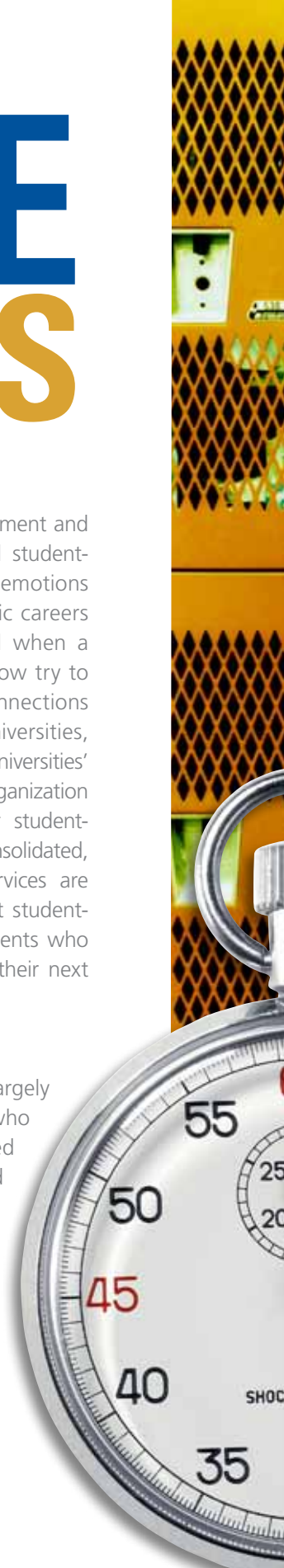
## WHAT NOW?

Athlete Connections recognizes the dual investment and dedication of higher learning institutions and student-athletes. We are able to relate to the different emotions student-athletes experience once their athletic careers are over. A "what now?" feeling is natural when a student has been playing sports and must now try to adjust and enter the workforce. Athlete Connections bridges the gap between student-athletes, universities, employers and the networking community. Universities' networking capabilities are vast and our organization strategically leverages these opportunities for student-athletes by making them available through a consolidated, concise source: Athlete Connections. Our services are available free of charge to former and current student-athletes and extend to include any other students who wish to use it in planning and preparing for their next career steps.

## SMOOTH TRANSITIONS

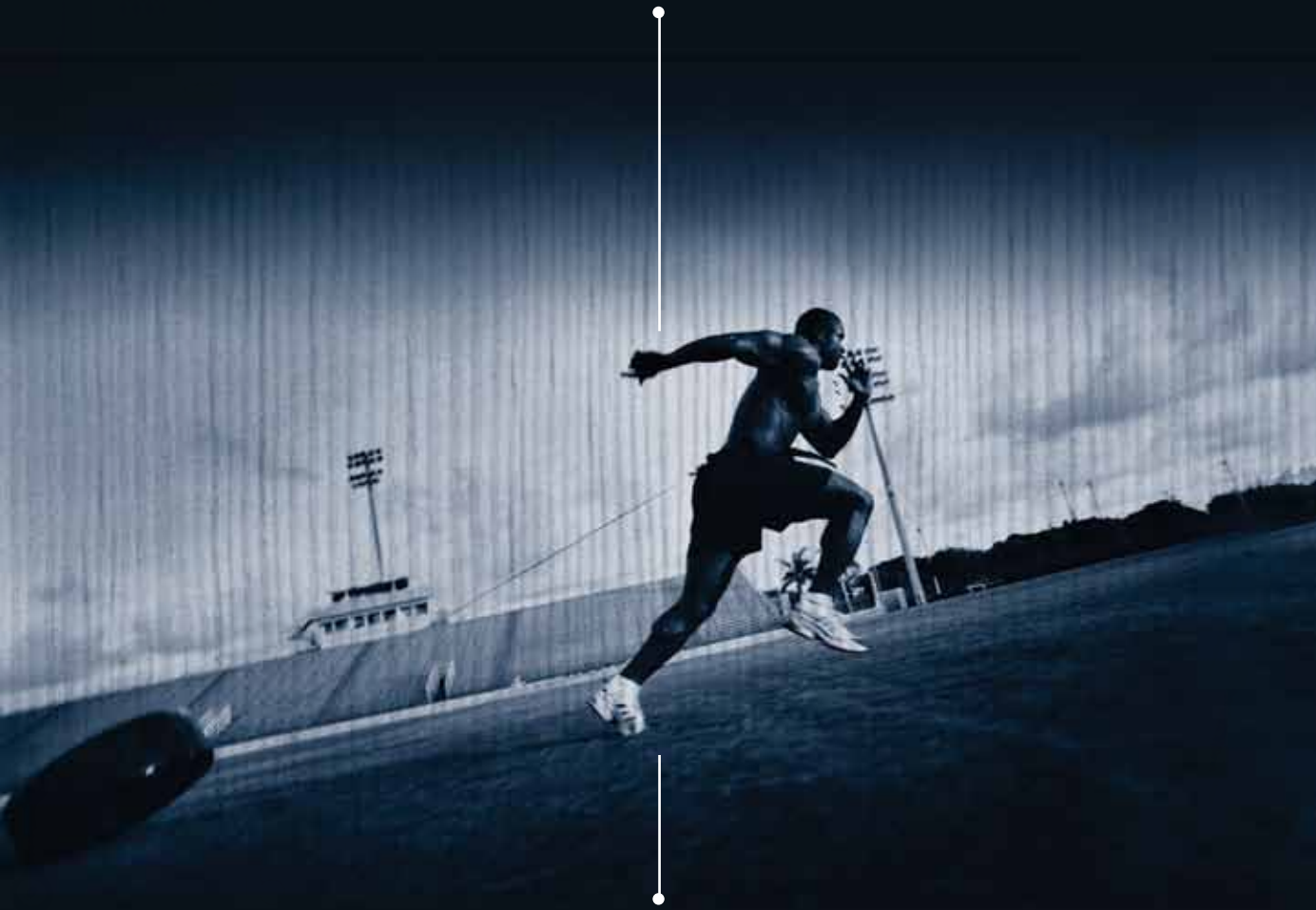
Student-athletes represent a tremendous, largely untapped reservoir of young leaders who are disciplined, motivated and experienced with maneuvering through challenges and competitive situations. Our collaborative work with universities and employers serves to advocate, expand and improve career opportunities for young men and women and to increase public and policy-maker awareness of their needs.

Dr. Harold Shinitzky - Sports Psychologist



Student-athletes possess all the necessary qualities to make them some of the most valuable players in the workforce.

Qualities like time management, teamwork, competitiveness, loyalty, discipline and leadership skills are needed in any business.



# DEDICATION

LEARNED ON THIS FIELD – APPLIED IN THE CAREER FIELD



AGE \\ PRECISION \\ FOCUS \\ SPIRIT \\ MOTIVATION \\ HEAR  
ON \\ COURAGE \\ PRECISION \\ FOCUS \\ SPIRIT \\  
CY \\ PASSION \\ COURAGE \\ PRECISION \\ FOCUS \\

OUR PROGRAMS AND SERVICES INCLUDE:  
Résumé Writing & Cover Letters . Career Assessments  
Interviewing Skills . Mentoring . Networking Events  
Counseling . Financial Literacy  
Entrepreneurship Opportunities . Internships  
Employment Opportunities Through Public & Private Sectors  
Online Employment Opportunities Through AthleteConnections.org



# DISCIPLINE

TESTED ON THE RACE TRACK – RACING AHEAD IN A CAREER TRACK

Appt  
9am

DRIVE \\ DETERMINATION \\ STRATEGY \\ PASSION \\ COURAGE  
DRIVE \\ DETERMINATION \\ STRATEGY \\ PASSION \\ COURAGE  
MOTIVATION \\ DRIVE \\ DETERMINATION \\ STRATEGY

# CAREER SERVICES

## WELL-EMBEDDED SKILL SETS

Athlete Connections facilitators conduct programs that are taught from the student-athlete workbook, "Career Playbook and Scouting Report". Following the completion of the program, Athlete Connections holds graduation ceremonies and certification.

Athlete Connections markets the well-embedded skill sets that student-athletes possess, making them attractive to any employer. Our programs and services also serve as an intervention source, addressing needs that require attention and strategic training and guidance before student-athletes transition into the business world.

## ONLINE SERVICES

**AthleteConnections.org** is the online tool designed to compliment the services we deliver. The website provides numerous networking opportunities and has been designed to aid the the student athlete in their search for job listings, creating resumes, and learning insightful interviewing tips. Employers use the website to post jobs and internships while sponsors use the website to advertise their goods and services. The site also hosts other portfolios , social forums and applications to help the student athlete prepare and transition into the workforce.

## PERFECT CAREER FOUND

*I can proudly say that I am writing this from an oceanfront balcony in Myrtle Beach, SC where I am about to start my exciting career in marketing with Wyndham Vacation Ownership. I can't thank Athlete Connections enough for the support, mentorship, networking and employment opportunities they provided me. I urge all current and former student-athletes to get involved with AC because it will provide each and every one of you with the tools you need to find YOUR perfect career!*

Melissa Amado - University of Tennessee 2008 Graduate

## IT'S IN THE STATS

Student Athletes	Men's Basketball	Women's Basketball	Football	Baseball	Men's Ice Hockey	Men's Soccer
High School Student Athletes	546,335	452,929	1,071,775	470,671	36,263	358,935
NCAA Student Athletes	16,571	15,096	61,252	28,767	3,973	19,793
NCAA Senior Student-athletes	3,682	3,355	13,612	6,393	883	4,398
NCAA Student Athletes Drafted	44	32	250	600	33	76
Percent High School to NCAA	3%	3.3%	5.7%	6.1%	11%	5.5%
Percent NCAA to Professional	1.2%	1%	1.8%	9.4%	3.7%	1.7%

Source: NCAA 2004-2005



## GOALS

*First-year marketing focus will target universities, professional communities and student-athletes.*

Expenses year 1: \$218,000;  
cost per university: \$15,100;  
cost per student: \$285

Estimates year 2: \$450,000;  
cost per university: \$15,100;  
cost per student: \$285

*Five year goal to serve 100 universities and no less than 30,000 student-athletes.*

# EVENTS & MEMBERSHIP

## WORKSHOPS & SEMINARS

Athlete Connections provides universities and student-athletes an all-inclusive comprehensive, end-to-end program that provides the skills necessary for their transition from the collegiate ranks to the career ranks. These objectives are accomplished through an intensive and structured university-based program which includes integral program components that are vital to a student athlete's success. Our professional staff offers annual programs at universities to reinforce these skills in addition to fine-tuning interview skills, basic financial literacy, career assessments and creating networking and employment opportunities.

## VOLUNTEER

Since Athlete Connections is a non-profit organization, there are many volunteer opportunities available. Volunteers are needed to successfully host events such as workshops, seminars, career fairs and fundraisers.

## FUNDRAISING AND SOCIAL NETWORKING EVENTS

Athlete Connections hosts monthly and annual events to build awareness and raise funds for the organization's cause. We use these opportunities to showcase the importance of our services and the need for community partnership. Excellent opportunity for business networking.

## INVESTING IN STUDENT-ATHLETES

The ultimate goal of Athlete Connections is to help student-athletes transition into new careers, and we understand that proper funding is necessary to provide services to all student-athletes. Your investment in the services we provide to student-athletes is integral. Whether such investment includes making a donation, becoming a partner, volunteering or providing resources, your contribution is necessary to our success. All donations are tax deductible. Consult your tax advisor for additional details.

## BECOMING A MEMBER

Another opportunity for you to make an impact in the lives of graduating student-athletes is by joining Athlete Connections Members and Mentor Club. Mentors help coach the candidates in their new careers.

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## PLAN B IN MOTION!

*Student-athletes are taught to focus on plan A, which does not leave a lot of time to focus on plan B while you are a collegiate student athlete. Athlete Connections has prepared me to assess my strengths and weaknesses and transfer my skills to the workforce.*

James Harper - Graduate of University of South Florida

HOW DOES ATHLETE CONNECTIONS HELP?  
Athlete Connections assists student-athletes with networking opportunities from both the private and public sectors. We also provide universities with job placement assistance for their student-athletes after graduation. We provide coaches with a means of helping their players become employed after college.



# PASSION

PERFECTED IN THIS POOL – MAKING WAVES IN THE JOB POOL

add  
2 laps  
today

AGE \\ PRECISION \\ FOCUS \\ SPIRIT \\ MOTIVATION \\ HEART  
ON \\ COURAGE \\ PRECISION \\ FOCUS \\ SPIRIT \\  
CY \\ PASSION \\ COURAGE \\ PRECISION \\ FOCUS \\

As an organization founded by a former student athlete, University of Florida Hall of Fame Member **Dan Cross**, Athlete Connections identifies with the challenges athletes face when they complete their collegiate and/or professional athletic career. Few current programs are designed to prepare student-athletes for life after sports. Athlete Connections bridges the gap between student-athletes, universities, and businesses.



**189 S. ORANGE AVE. SUITE 1850  
ORLANDO FL. 32801  
(407) 403.6446  
ATHLETECONNECTIONS.ORG**



## **ATHLETE CONNECTIONS BOARD OF DIRECTORS**

### **DAN CROSS – CEO and Founder**

University of Florida Hall of Fame  
Member and 2008 SEC Legend

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The Law offices of Michael Moore & Associates

### **JULIE TINDALL – Vice Chair**

City of Orlando Community Outreach Coordinator

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### **ANDREW DECLERCQ – Honorary Board Member**

Former Orlando Magic & 10 year NBA veteran

### OFFICIAL PARTNERS OF CHOICE:

- Commerce National Bank & Trust
- TKO
- Mystic Dunes Resort & Golf Club
- Cort Furniture
- Michael L. Moore & Associates
- Centra Office Executives
- Orlando Jobs
- SI Small Biz Solutions

Athlete Connections is fortunate to have a very active Board of Directors that represents a broad array of experience and leadership in the areas of collegiate sports, marketing, professional sports, law, banking and insurance to name a few. In addition, Athlete Connections Board of Directors has assembled a development team that collectively has over three decades of experience in the areas of collegiate sports, sports psychology, career exploration, development of public/private partnerships, life skills and program development and evaluation.

## **SPONSORSHIP**

Your donation level will directly support the operations, programs and services of Athlete Connections to provide the necessary assistance to student-athletes entering the business world after athletics. There are several partnership levels for your consideration, contact us for more information.

Donation Revenue Requirements 501(C) 3 NON-FOR PROFIT):  
\$450,000