



SEICON & UNITED NATIVES

SPORTS, ENTERTAINMENT & INNOVATION CONFERENCE

JULY 9TH & 10TH 2025 LAS VEGAS

“Representation Matters. Visibility Inspires”



WWW.UNITEDNATIVES.ORG



Join United Natives for our 1st Indigenous Sports Panel

In Partnership with Syracuse University & UNLV Sports Innovation Institute

📍 Bellagio Hotel, Las Vegas | 📅 July 9 or 10, 2025 (Date TBA) | ⌚ Time TBA

Join us for a groundbreaking panel that centers the voices of Indigenous professional athletes making waves on the global stage. “Rising Above: Indigenous Visibility in Sports” will feature powerhouse names like MarJon Beauchamp, Lindy Waters III, and Zach Whitecloud, who continue to break barriers and inspire Native youth across Turtle Island.

This exclusive event is hosted by United Natives, in proud partnership with SEICon II, Syracuse University, and the UNLV Sports Innovation Institute. Together, we're spotlighting Indigenous excellence in professional sports and the role of culture, identity, and representation in transforming the future of athletics.

Rising Above: Indigenous Visibility in Sports

PANELIST



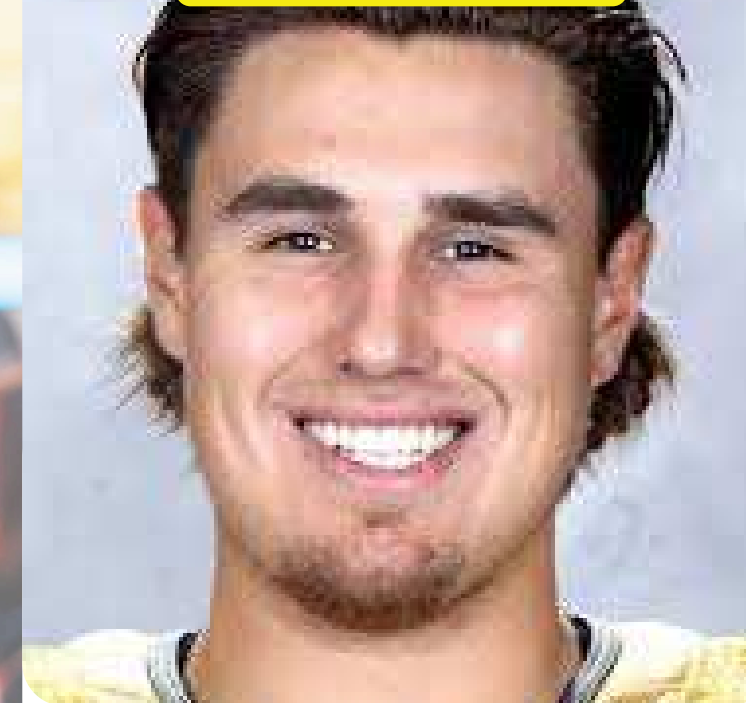
Lindy Waters III
Kiowa/Cherokee
Detroit Pistons

PANELIST



MarJon Beauchamp
Mission Indian heritage
New York Knicks

PANELIST



Zach Whitecloud
Sioux Valley Dakota Nation
Vegas Golden Knights

***Awaiting final confirmation from each player



Why This Panel?

**Fewer than
0.5%**

of athletes in the NBA,
NFL, NHL, and MLB
identify as Native
American or Alaska Native

In the NHL

only around 1 in 1,000
players over the
league's history have
been of Indigenous
heritage.

**Native American
youth**

have higher participation rates in
youth and high school sports
compared to national averages,
but that participation drops
sharply after high school.

Limited Access

Native youth face
disproportionately limited
access to elite sports programs,
facilities, and recruiting pipelines
due to geographic, economic,
and systemic challenges.

Up to 42%

Studies show that culturally
relevant mentorship and
representation in leadership
increase Native youth retention
in athletics by up to 42%.

**Top Sports Among
Native Athletes**

- Basketball
- Hockey
- Lacrosse
- Rodeo
- Track & Field

Sponsorship Levels



"CHAMPIONING REPRESENTATION. CREATING LEGACY."

\$5000

- Verbal acknowledgment at the opening and closing of the panel
- Logo placement on: promo flyers, stage/video during livestream, post event recap video
- Premium logo placement in United Natives' recap newsletter & featured on our website
- 2 VIP tickets to attend panel in person (travel & lodge not included)
- Meet and greet with featured panelists

\$2500

- Logo placement on: promo flyers, stagevideo during livestream, post event recap video
- Logo placement in United Natives' recap newsletter & featured on our website
- 2 VIP tickets to attend panel in person (travel & lodge not included)
- Meet and greet with featured panelists

\$1000

- Logo placement on: promo flyers & post event recap video
- 1 VIP ticket to attend panel in person (travel & lodge not included)
- Meet and greet with featured panelists

\$500

- Logo placement on: promo flyers including customized "Thank you flyer" featured on our social media platforms & post event recap video
- Logo placement in United Natives' recap newsletter & featured on our website





Join Us in Elevating Indigenous Voices in Sports



events@unitednatives.org



www.unitednatives.org

-  Be part of history- support the first-ever nationally livestreamed Native American Athlete Panel at SEICon.
-  Establish an annual presence- United Natives will host a powerful, recurring panel at SEICon every year, ensuring Native voices are part of the national sports innovation dialogue.
-  Expand your impact: partners have the opportunity to collaborate with us on our other major events, including:
 - Our annual Sports Gala, held in the Super Bowl host city
 - The United Natives Charity Golf Tournament in Scottsdale, AZ
-  Let's build legacy together: inspire Native youth, celebrate Indigenous athletes, and stand at the forefront of equity in sports.

