



SECTION

ROW

SEAT

105

2

11



# SEASON TICKETS



**MAKE A PLAY**  
**FOUNDATION**

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**PARTNERSHIP GUIDE**





### WHO ARE WE?

The Make A Play Foundation ("MAP") is a 501(c)(3) non-profit organization that prepares **underrepresented athletes** for executive careers in competitive industries



### WHAT DO WE DO?

CAREER  
COACHING  
COMMUNITY  
COMPETITION  
CURRICULUM



of Fortune 500 Executives  
played a competitive sport  
in high school or above.

AGILE



COACHABLE



COMPETITIVE



TEAM ORIENTED



TIME MANAGERS



MAP believes that underrepresented athletes are uniquely positioned to solve business challenges at leading companies that value **agility, coachability, competitive prowess, teamwork, and effective time management**. By helping talented athletes from underrepresented communities access these companies—and providing them with the qualitative and quantitative skills to excel once they arrive—MAP seeks to build a **pipeline** of young leaders eager to compete in the business world and beyond.







No market is more primed for **underrepresented athletes** than the professional development market.



MAP is the **only** professional development organization that serves underrepresented athletes exclusively.

**92%** of our athletes were not aware of our three main competitors when polled in 2022-23. Only **1%** participate in other professional development programs during or after college.

**66%** of NCAA athletes identify as underrepresented minorities, while only **2%** of them become professional athletes, both of which point to an untapped market with unlimited growth potential.

	SERVES DIVERSE CANDIDATES	FOR DIVERSE ATHLETES	100% GENDER PARITY	WOMEN'S PLAYMEAKERS SUMMIT	HBCU & LGBTQ+ INITIATIVES
	✓	✓	✓	✓	✓
	✓	✗	✗	✗	✗
	✓	✗	✗	✗	✗
	✓	✗	✗	✗	✗

While each organization has a unique way of connecting with diverse talent, we have found particular success in translating the collective experiences of our student-athlete community into in-demand skills required for professional success. Our approach has enabled us to grow **5X** faster than our partner companies and place **100%** of our athletes into fellowships and internships that lead to full-time jobs.



**Title:**

College Athlete

**Race:**

Underrepresented Minority

**Age:**

18-23

**Goal:**

Gaining professional experience in a competitive industry.

**Fears:**

Not enough time or information to develop the skills required to work at a leading company and a general lack of education on how to leverage their athletic experience as a professional skill.

**Challenges:**

- (1) Not enough time to dedicate to professional development because of the strict student-athlete schedule;
- (2) Inability to learn about companies on campus because of conflicts with practice and games;
- (3) Non-BIPOC teammates with different relationships to professional development.

**How MAP helps:**

Personalizing a **"Fall Forward Plan"** for each athlete that aligns with their schedule, unique set of priorities, and cultural understanding of real-world problems.



MAYA  
**WALKER**

COLLEGE JR. | 21 | COLUMBIA FIELD HOCKEY CAPTAIN | INCOMING SUMMER ASSOCIATE, BCG

While URM athletes like Maya Walker excel athletically and academically, they lack **awareness** on how to transform their experiences into professional success and, therefore, do not **consider** leading companies in competitive industries as legitimate options. That's where we step in.

We not only introduce and connect our students to leading companies, we train them on how to **convert** their opportunities into internships and full-time roles. Our work doesn't end there.

We work with our athletes even after they've secured career opportunities to promote **loyalty** and **advocacy** and, ultimately, help them become ambassadors at their respective companies.

## AWARENESS

50%

of our athletes hadn't heard of the company they'll be interning or working at full-time before joining MAP.

## CONSIDERATION

89%

of athletes feel taken advantage of by the NCAA, making it difficult to consider legitimate opportunities.

## CONVERSION

99%

of our athletes in 2022 felt that they wouldn't have succeeded in interviews without MAP.

## LOYALTY

85%

of our athletes who interned in 2022 received and accepted return offers for the following year.

## ADVOCACY

90%

of our early professionals in 2022 joined an ERG or volunteered to help their company recruit.





MAP coined the term “Fall Forward” to encourage athletes to prepare for competitive industries with the same intentionality they use to prepare for their sport. MAP now refers to its theory of change as the “Fall Forward Plan” and defines its long-term goals through the lens of career, coaching, community, competition, and curriculum, implementing all 5 Cs into its 5-Star College Prep Program and Rising Stars Early Professional Program.

### CAREER

### COACHING

### COMMUNITY

### COMPETITION

### CURRICULUM



## CAREER

MAP provides introductory and on-going career support for athletes looking to enter one of five industries—consulting, finance, law, operations, or tech.

### COACHING

MAP's college athletes and early professionals receive one-on-one coaching from 5-star professionals from competitive industries, both at the recruitment, internship, and early career level.



### COMMUNITY

MAP's college athletes and early professionals have access to a powerful network of 2,500+ talented and dynamic professionals at leading companies in competitive industries.



### COMPETITION

MAP's college athletes and early professionals compete in case competitions throughout the year that expose them to real-world business problems and require innovative thought leadership.



### CURRICULUM

MAP's “Pre-Game” curriculum develops athletes' pre-professional skills by using sports tropes and references to transform their athletic experience into professional success.



*“Our athletes prepare for their athletic and post-playing careers with the same level of intensity and focus, enabling them to **fall forward** into successful careers.”*

– Amal Yamusah, MAP Founder



MAP's programs are completely free and leverage sports themes and references to address the specific challenges high-achieving, underrepresented athletes face when looking to access the leadership pipeline at leading companies in competitive industries. MAP looks to diversify the career pipeline at **2-points**: the **MAP 5-Star College Prep Program** and **MAP Rising Stars Early Professional Program**.

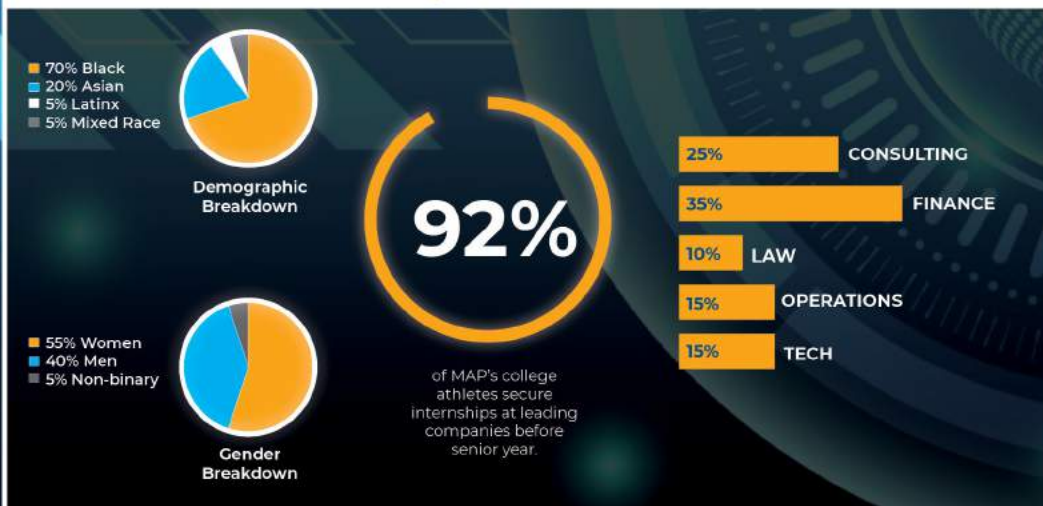


## 5-STAR COLLEGE PREP PROGRAM

### Jasmine McWilliams

Jr., Northwestern WBB  
Incoming Summer Analyst, Deloitte

"I had zero internship experience before I joined MAP as a college sophomore. Through MAP, I secured an internship at Deloitte in Strategy & Analytics, and I can't wait to get started this summer!"

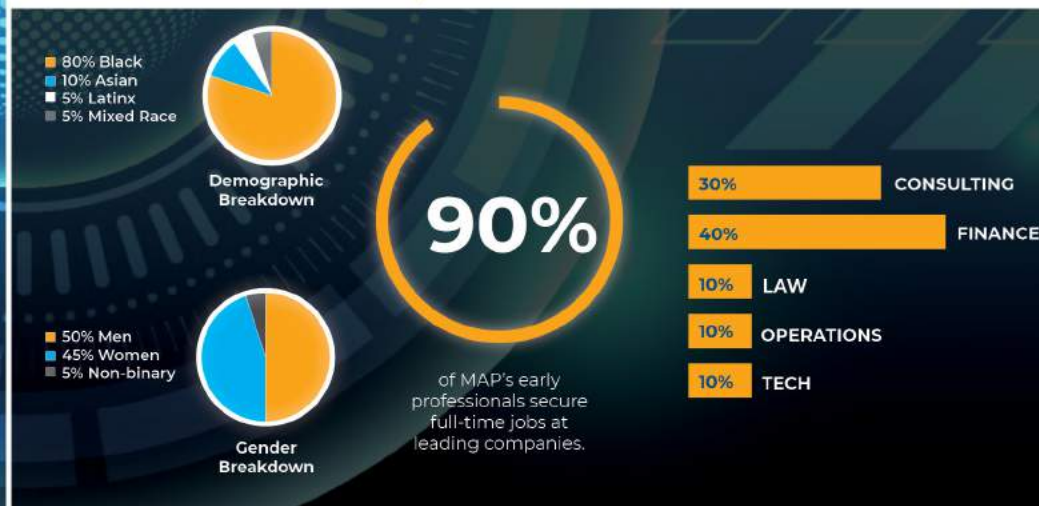


## RISING STARS EARLY PROFESSIONAL PROGRAM

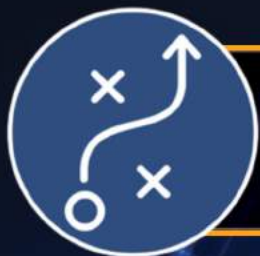
### Herman Moultrie

Alum, Georgetown Football  
YI Analyst, Goldman Sachs

"Attending career fairs and coffee chats is incredibly difficult for an athlete with so many athletic and academic commitments. MAP levels the playing field by connecting us with employers who believe in us!"







MAP's **5-Star College Prep Program** specializes in identifying outstanding college athletes looking to secure internships at leading companies in competitive industries.



## COLLEGE

We train **~1,000** college athletes (**freshmen, sophomores, and juniors**) annually for competitive internships.

Average College GPA: **3.6**

Freshman Cohort Size: **350**

Sophomore Cohort Size: **400**

Junior Cohort Size: **225**

Diversity is a part of our fabric at MAP, and we have created special initiatives to connect college athletes to others with a common identity and build their sense of belonging. These initiatives align with our partners' DEI efforts and include the following:

**HBCU**  
HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

**HBCU Initiative**



**LGBTQ+ Initiative**



**Women's Initiative**





1,000+  
COLLEGE ATHLETES  
/YEAR



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# COLLEGE RECRUITMENT TIMELINE

FRESHMEN

FALL

50

H.S. → COLLEGE URM ATHLETES



WINTER

50

URM WOMEN ATHLETES



SPRING

100

FINANCE TRACK ATHLETES

SUMMER

150

ALL 5 CAREER TRACKS

SOPHOMORES

FALL

50

LGBTQ+ ATHLETES



WINTER

100

URM WOMEN ATHLETES



SPRING

200

ALL 5 CAREER TRACKS

SUMMER

50

HBCU ATHLETES



JUNIORS

FALL

50

LGBTQ+ ATHLETES



WINTER

50

URM WOMEN ATHLETES



SPRING

100

ALL 5 CAREER TRACKS

SUMMER

25

CONSULTING TRACK ATHLETES







MAP's **Rising Stars Early Professional Program** specializes in identifying outstanding early professionals with athletic backgrounds looking for full-time roles or on-going leadership development.



## EARLY PROFESSIONALS

We train **300+** early professionals with athletic backgrounds (**college seniors, Y1, Y2, and Y3 analysts, and advanced degree candidates**) annually for full-time roles in various industries.

Average College GPA: **3.7**

College Senior Cohort Size: **150**

Y1, Y2, Y3 Analysts Cohort Size: **125**

Advanced Degree Cohort Size: **25**

We provide leadership development to full-time professionals that are rising stars in their respective industries. We have customized **3** special initiatives to prepare early professionals for the alternative investments industry, corporate law, and careers that prefer an advanced degree.



**Alternatives  
Investments**

**Pre-Law  
Fellowship**

**Advanced  
Degree**



300+  
EARLY PROFESSIONALS  
/YEAR



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# EARLY PROFESSIONAL RECRUITMENT TIMELINE

COLLEGE  
SENIORS

FALL

WINTER

SPRING

SUMMER

25



100

25



ALTERNATIVE INVESTMENTS

ALL 5 CAREER TRACKS

PRE-LAW

Y1, Y2, Y3  
ANALYSTS

FALL

WINTER

SPRING

SUMMER

25



100

ALTERNATIVE INVESTMENTS

ALL 5 CAREER TRACKS

ADVANCED  
DEGREE

FALL

WINTER

SPRING

SUMMER

25

ADVANCED DEGREE







**MAKE A PLAY  
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# REQUEST YOUR **SEASON TICKETS**

at [info@makeaplayfoundation.com](mailto:info@makeaplayfoundation.com)

## Partnership options

**IN-KIND**

**COLLEGE**

**EARLY  
PROFESSIONAL**

**ALL-ACCESS**



**SOME CURRENT PARTNERS**

We partner with leading organizations that value athletic experience as a professional skill. We provide a suite of partnership ("season ticket") options to connect partners to our unique pipeline of young leaders with athletic backgrounds at various stages. Request your season tickets today by emailing

[info@makeaplayfoundation.com](mailto:info@makeaplayfoundation.com)!