



# FIVE YEAR ANNIVERSARY

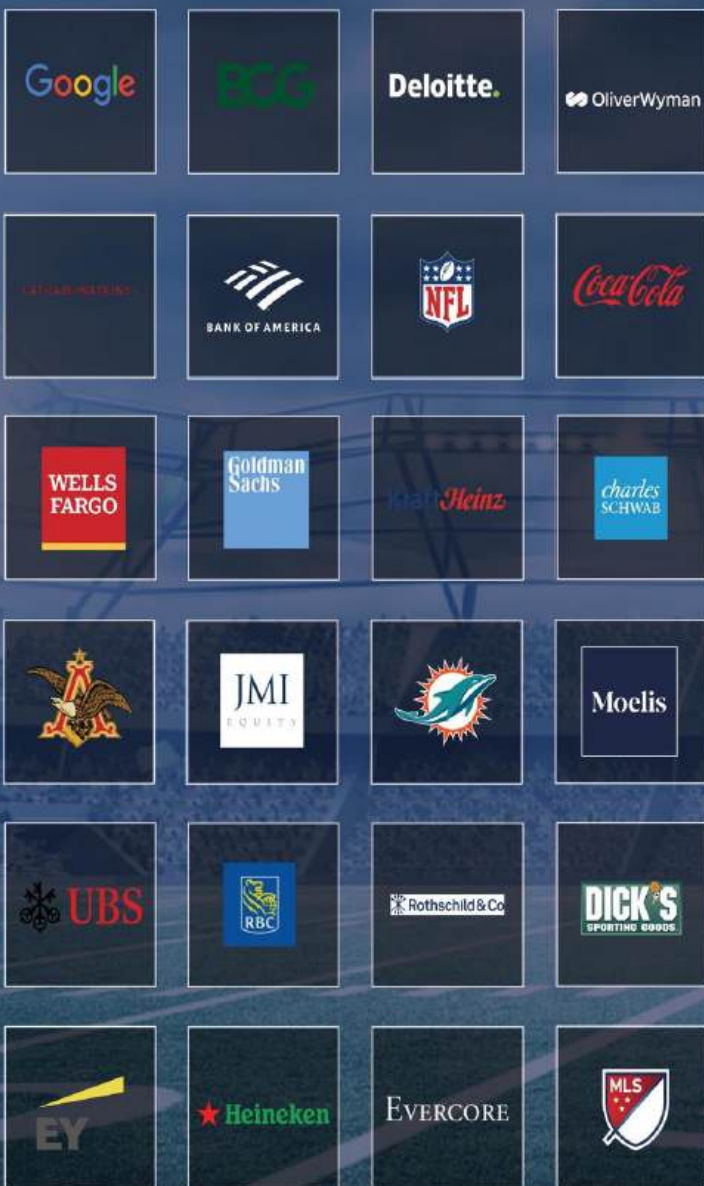


**MAKE A PLAY**  
FOUNDATION

Join the Make-A-Play Foundation (MAP) as we celebrate 5 years of preparing under-resourced athletes for professional success at leading companies—including our 8 Summer 2024 Olympians—ensuring they have the tools to succeed on and off the field.

OLYMPICS THEMED  
**WEEKEND**





## ABOUT **MAP**

### Meet our 8 Olympians!



Naomi  
**GIRMA**



Lauren  
**SCRUGGS**



Ariana  
**RAMSEY**



Jade  
**ROSE**



Isabella  
**WHITTAKER**



Udodi  
**ONWUZURIKE**



Dubem  
**AMENE**



Megumi  
**FIELD**

The Make-A-Play Foundation (MAP) prepares 1,000+ under-resourced athletes annually for professional success at leading companies, including Bank of America, BCG, Coca-Cola, Deloitte, Google, JP Morgan, Latham & Watkins, Morgan Stanley, McKinsey & Co., NFL, Oliver Wyman and more.

We value each of our MAP athletes and provide them with a personalized "Fall Forward Plan." This plan, built on our 5Cs of career, coaching, community, competition, and curriculum, is designed to help them transform their athletic experiences into professional success, cultivating a unique pipeline of scholar athletes eager to compete in the business world and beyond.





## ABOUT THE WEEKEND

### MAKE-A-PLAY FOUNDATION (MAP) 5 Year Anniversary

Awards Gala	Field Day	Golf Tournament
Aug. 2, 2025	Aug. 3, 2025	Aug. 4, 2025

Since 2020, MAP athletes have achieved incredible heights on and off the field, culminating in eight of our alumni participating in the 2024 Summer Olympic Games in Paris and more than half completing internships at leading companies while pursuing their Olympic dreams.

Join us in celebrating a significant milestone—an Olympic-themed "5 for 5 Weekend" in August 2025. This weekend not only marks our fifth anniversary but also honors the achievements of over 2,500 athletes who have thrived in our program since 2020, a testament to the strength of our community.

#1

SATURDAY, AUGUST 2ND



#2

SUNDAY, AUGUST 3RD



#3

MONDAY, AUGUST 4TH





## AWARDS GALA



The Olympic symbol, with its five interlaced rings, represents the union of the five continents and the meeting of athletes from across the world at the Olympic Games.

### Sports connects us all.

Join us as we honor guests who have witnessed MAP's transformational work first-hand over the past five years and achieved the pinnacle of professional success at leading companies during their respective careers.

#1



ANTHONY  
**AZAMA**  
Director of Athletics,  
Washington University, St. Louis



#2



CLEVELAND  
**SELLERS, III**  
Head of Business Services - Americas,  
Capgemini



#3



ERIK  
**MOSES**  
Chief Executive Officer,  
Fiesta Bowl



#4



SAM  
**LALANNE**  
Chief Diversity Officer,  
Morgan Stanley



#5



TRACEY  
**BENFORD**  
Retired Partner,  
Goldman Sachs



### KEYNOTE SPEAKER

"Two of my children participated in MAP as college athletes from Notre Dame and Howard, receiving internship and full-time offers at two of the leading companies and firms in the world. MAP was truly a game changer for them, and I'm excited to celebrate this one-of-a-kind organization next year!"

**MAX SIEGEL** | CEO, USA TRACK & FIELD





**MAKE A PLAY**  
FOUNDATION

# FIELD DAY

L2

R2

INDIVIDUAL

SOCIAL TEAMS

CORPORATE TEAMS

## RELAY RACE



What sets our fellows apart is the spirit of competition! Pack your athletic clothes and get ready for a day of pure fun. Join us on the field, where you'll have the unique opportunity to compete against our college athletes in **a day of relay events and enjoyable games.**

Each team will consist of **8-12 participants** with no required gender ratio, and we eagerly anticipate a diverse mix of talents and skills on the field. Everyone is welcome to join in the fun!

## OBSTACLE COURSE



## RING TOSS



## TUG OF WAR



## DODGEBALL





# GOLF TOURNAMENT

## POST-GAME INTERVIEW



On the Monday immediately following the Gala, our esteemed guests will have the opportunity to enjoy a variety of activities at the world-class 18-hole golf course in Westchester County (less than 20 miles from mid-town Manhattan). These activities range from putting contests to golf instruction from our MAP college golf alum, culminating in a professional athlete roundtable that will examine athletes' "post-game" strategies to transition from early career stages to professional success.



### FINANCES



### MARKETING



### NETWORK



### TEAM SUCCESS



### PHILANTHROPY



### ENTREPRENEURSHIP





# TICKET PACKAGES

## Saturday, August 2nd AWARDS GALA



Celebrate in style with MAP's dynamic community of athletes, corporate partners, and supporters over dinner at the Ziegfeld Ballroom in NYC at 141 W 54th St, New York, NY 10019.



## Sunday, August 3rd FIELD DAY



Get a squad together and meet us at Columbia University's track for a day full of fun games and athletic competitions. Exciting prizes await the winners, so bring your A-game!



## Monday, August 4th GOLF TOURNAMENT



Channel our athletes' competitive spirits by participating in our charity golf tournament at The St. Andrews Golf Club at 10 Old Jackson Ave #3203, Hastings-On-Hudson, NY 10706.







# WHY MAKE-A-PLAY?

**74% of C-suite executives agree that sports helped them move forward in their careers.** A disproportionate number of Fortune 500 CEOs played a college sport. Former Whole Foods CEO Walter Robb was the captain of the Stanford Soccer Team. Bank of America CEO Brian Moynihan played rugby at Brown. Former General Electric CEO Jeff Immelt captained the football team at Dartmouth.

**Only 2% of NCAA student-athletes move on to play professional sports.** While NCAA athletes spend 30+ hours per week on their sport, the overwhelming majority must prepare for other full-time careers once they finish playing, which often is too late for leading companies.

**Under-resourced athletes have less time and direction to prepare for post-playing careers than their peers.** MAP recruits 1,000+ qualified athletes annually who have cultivated unique leadership abilities through their sport but require more exposure and support to work at leading companies, mainly due to their strict athletic schedules.

**You can help.** You can make a play by helping us prepare 10,000+ under-resourced athletes for career opportunities at leading companies



FIVE YEAR ANNIVERSARY

5 FOR 5



MAKE A PLAY

COMING THIS WEEKEND





## LEADING COMPANIES WE'VE PLACED ATHLETES AT SINCE 2020

Accenture  
Adobe  
Amazon  
Apple  
Bank of America

BCG  
Capital One  
Caterpillar  
Coca-Cola  
Comcast

Deloitte  
DICK'S Sporting  
Goods  
General Electric  
Goldman Sachs

Google  
HSBC  
IBM  
Intuit  
JP Morgan

Johnson & Johnson  
L'Oreal  
Mastercard  
Meta  
McKinsey & Co.

Microsoft  
Moelis & Co.  
Morgan Stanley  
Nestle  
Netflix

Novartis  
Nordisk  
NFL  
Oliver Wyman  
Oracle

Pepsico  
Pfizer  
Procter & Gamble  
Qualcomm  
Rothschild & Co.

Royal Bank of  
Canada  
Salesforce  
Samsung  
T-Mobile

UBS  
United Health  
Visa  
Walmart  
Wells Fargo



## MAP ALUMNI SPOTLIGHT

Since 2020, we have answered the call to highlight the identity of our athletes outside of their sport, proving that they are “more than an athlete.”

Our alums have transformed the same mind-set that led them to victory in sports into a powerful tool for success in corporate America.



**LAUREN**  
**SCRUGGS**



In addition to becoming the first black fencer to win an Olympic medal in an individual women's event in U.S. history, our MAP alum, Lauren Scruggs, interned at Bank of America for two summers as a Sophomore and Junior Wealth Management Summer Analyst, demonstrating her will to win on AND off the floor.

**NAOMI GIRMA**



**DUBEM RMENE**



**ARIANA RAMSEY**



**ELISE EVANS**



“MAP was instrumental in helping me secure my offer at Bank of America as a sophomore. I can't thank MAP enough for the opportunity to participate in their summer scholars' program in 2022 and develop the professional skills I needed to thrive at BofA. I owe you all a lot!”

**- MAP Alum & Olympic Gold and Silver Medalist, Lauren Scruggs**





**FIVE YEAR ANNIVERSARY**

**5 FOR 5**



OLYMPICS THEME

**WEEKEND**

**FUNDRAISING GOAL**  
**\$5 MILLION**  
**AUGUST 2024 – AUGUST 2025**

**10,000 ATHLETES PLACED AT  
LEADING COMPANIES BY 2030**

Your participation in the gala allows us to make a significant impact toward reaching our goal of preparing 10,000 athletes for roles at leading companies by 2030 and launching our “Minor League” High School Scholars program.



**RESERVE YOUR  
SPONSORSHIP  
HERE**



**Randall Brumant** is one of our MAP Early Professional Alums who secured a full-time role at Deloitte in 2022. He impressed his recruiters so much that they allowed him to defer his start date for an entire year to pursue his dream of playing professional basketball overseas in North Macedonia.

Randall now works as an AI and Data Analyst at Deloitte, where he is a part of the College Athletic Practice committed to helping the broader firm understand the strategic moves shaping the future of college athletics.



## MAP MINOR LEAGUE

In keeping with the founding mission of MAP, we have designated this first-of-its-kind weekend as the launch of our **"MAP Minor League,"** which will benefit 100 high school athletes annually, positioning them ahead of the curve for professional success at leading companies before entering college.



### FELLOWS WILL RECEIVE:

- First-year academic support, including 1:1 mentorship from a MAP College Alumni
- Exposure to diverse career industries/sectors
- Early access to career development workshops, panels, skills sessions, and on office hours
- Special invitations to employer partner information sessions, professional development workshops & open office hours



Admitted Minor League Fellows will attend our **Summer Showcase** in NYC, a five-day hybrid training program, culminating with them attending the Awards Gala and Golf Tournament.

The Summer Showcase will expand and enhance our leadership development model, providing a deeper and more targeted focus on career coaching and exploration, professional development, and academic success at the high school level.





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5 FOR 5



OLYMPICS THEMED  
**WEEKEND**



## For sponsorship opportunities please contact:

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(216) 551-7370

Or purchase sponsorships and tickets online  
at [www.makeaplayfoundation.com](http://www.makeaplayfoundation.com)

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886 Huron Rd  
Franklin Lakes, NJ 07417

Instagram: @wemakeaplay

LinkedIn: Make A Play Foundation

#FiveforFive #MAPOlympicsGala

## SOME PAST AND PRESENT SPONSORS



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Morgan Stanley



J.P.Morgan



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accenture



★ **Heineken**

**Kraft Heinz**



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**VISTA**

EVERCORE

JMI  
EQUITY

WARBURG PINCUS



VERITION  
FUND MANAGEMENT