




OASIS

ORANGE ARROW SYMPOSIUM IN SPORTS

WHERE WE CONNECT & BUILD WINNING TEAMS TOGETHER



SPONSORSHIP OPPORTUNITIES
JULY 9 - 11, 2024



**UNLEASHING A WINNING, INCLUSIVE
CULTURE: EACH OF US HAS A ROLE TO PLAY.**

LIVE LIKE A CHAMPION

INTRODUCING OASIS

The Orange Arrow Symposium in Sports (OASIS) is a groundbreaking event aimed at transforming the sports community by fostering inclusive and winning teams within organizations. Taking place in Pittsburgh, the esteemed "City of Champions," from July 9th to July 11th, 2024, OASIS promises to be an unforgettable educational experience.

The curator of OASIS is the Orange Arrow Players Association, a 501(c)(3) since 2013 that has been empowering youth and adults through a sports-themed approach, building leaders, breaking barriers, and fostering cross-cultural relationships.



OFF-FIELD PERFORMANCE

Sport as a powerful vehicle moving towards equity.

For the sports community, education in diversity, inclusion, culture, and equity is of the utmost importance due to the immense potential and worldwide popularity of sports. Sports have a unique ability to bring people together in large numbers, transcending barriers of age, gender, and ethnicity. It serves as a universal language that promotes shared values and unites people regardless of their background, beliefs, or economic status.

Nelson Mandela aptly captured the power of sports when he said, "Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where there was only despair." This statement highlights the transformative potential of sports, not only as a source of entertainment, but also as a catalyst for positive change.

However, throughout the history of modern sports, race has been a dividing concept. Discrimination and exclusion based on race have hindered the true potential of sports to create inclusive and equitable environments. By addressing this issue and educating the sports community on diversity, inclusion, culture, and equity, together, we can break down these barriers and harness the power of sports to its fullest extent.

Bringing the community together through sports.

The inaugural year of OASIS centers around the theme of culture building and equity, recognizing the importance of creating an inclusive environment within sports. The symposium serves as a platform for athletes, coaches, administrators, and stakeholders from diverse backgrounds and levels to come together, engage in meaningful discussions, share their experiences, and implement strategies that promote diversity, inclusion, equity, and a winning team culture in all aspects of life.

By supporting the OA Symposium in Sports, funders and sponsors can play a vital role in driving positive change within the sports community. Their contribution will help create an empowering and transformative environment where innovative ideas and best practices are shared, leading to tangible improvements in team dynamics, community engagement, and individual success.

City of Champions. OASIS in Pittsburgh promises to be a milestone event that will set the tone for future editions. It will serve as a catalyst for driving change and fostering a sense of unity among diverse stakeholders in the sports community. By creating an environment that values diversity, promotes inclusion, and embraces equity, the symposium aims to empower individuals and organizations to build winning teams not only on the field but also in life.

The selection of Pittsburgh as the first-year location for the symposium acknowledges the city's storied sports legacy and its commitment to promoting excellence in athletics. It is an exciting opportunity for Pittsburgh to showcase its dedication to diversity and inclusion in the sports industry and to serve as a model for other communities.

The University of Pittsburgh's Center on Race and Social Problems supports the first OASIS by providing applied social science research on race and ethnicity, which contribute to the event's mission of fostering inclusive and winning teams in the sports community.



**BUILDING BRIDGES,
CULTIVATING SUCCESS:
FOSTERING A WINNING
TEAM CULTURE**

TAKE AIM

**RUN OF SHOW
SAMPLE**

TUESDAY

Welcome Reception (6 PM to 9 PM)

WEDNESDAY

Symposium (7:45 AM to 4:45 PM)

Breakfast

Game Day *(team building)*

Pep Talk *(keynote)*

Breakout Sessions *(team culture, equity in sports, winning ways, and more)*

Lunch

Panel *(sports personalities discuss the themes and solutions)*

Breakout Sessions *team culture, equity in sports, winning ways, and more)*

Closeout

THURSDAY (8AM to 4PM)

Recruitment & Community Engagement



TAILGATE

On the final day of **OASIS**, we offer a unique closing event: a job recruitment and community engagement opportunity. We believe in the significance of the sports industry fostering a more diverse pipeline for a more inclusive workforce. By engaging with the community and prioritizing inclusivity, the sports industry can create a winning culture that celebrates diversity and propels positive change, benefiting athletes, organizations, and society as a whole.

More about Tailgate:

- Open to the community
- No cost to the community
- Community panels
- Meaningful connections
- Employment opportunities
- Community engagement opportunities
- Youth engagement opportunities
- Sports fostering community engagement

A booth is included in your sponsorship.

(\$300 per additional booth, proceeds to support OA12 youth program in Pittsburgh)

The University of Pittsburgh will serve as the host location for OASIS.

SPONSORSHIP LEVELS

Do you have another sponsorship idea? A product or service to donate?

Let's develop a win-win partnership through a custom sponsorship package. **Individual tickets are \$180 for the symposium, Thursday is open to the public.**

	POWERED BY \$50,000	CHAMPION \$35,000	MVP \$25,000	CAPTAIN \$15,000	COACH \$10,000	HIGH SCORER \$7,500
Exclusive Rights	Entire event: OASIS, Powered By "Your Company"					
Sponsored By		Opening reception	Closing reception	Pep Talk	Game Day	Panels
Press Release	Feature	Highlight		Mention		
Speaking Opportunity	2-3 minutes at each event	Opening reception welcome	Closing reception welcome	Speaker introduction	Activity introduction	
Event Marketing	Corporate logo featured in event materials					
	Social media announcement and ad					
	Corporate recognition in social media event marketing					
	Full-page ad in digital program advertisement			Half-page ad in digital program advertisement		
OA Podcast	Feature episode					
	45 second ad (5 episodes)	30 second ad (2 episodes)	Recognition			
OA Newsletter	Feature	Highlight		Recognition		
Merchandise	OA merchandise package					
Tickets: Symposium	18	14	12	10	8	6
Tickets: Opening reception	20	16	14	12	10	8
Tailgate	Booth included (2)	Booth included (2)	Booth included	Booth included	Booth included	Booth included ⁶

EVOLVING SPORTS LANDSCAPE

OA's core mission remains

youth-centric, acknowledging the

evolving sports landscape. While sports

have shifted towards club-based activities which are often more diverse than traditional school-based teams, many schools and communities remain divided along racial lines. To address this, Orange Arrow created OASIS, targeting leaders who influence young athletes. The aim is to equip these leaders with inclusivity skills and values that young athletes will adopt. By reaching adults who lead athletic organizations, Orange Arrow seeks to expand its reach to more schools and universities, creating a ripple effect of inclusivity. They also recognize the influence of adult athletes on youth and aim to train leaders at all levels to build a more inclusive society through their example.



The target audience. OASIS welcomes a diverse adult audience within and surrounding the sports community, including coaches, referees, sports leaders, and members of the media. Orange Arrow's history with student and college athletes informs its commitment to fostering inclusive sports environments for professionals.

More about *Audience*

- Front Office Staff
- Sports Medicine Professionals
- Athletic Directors
- Sports Agents
- Sports Financial Advisors
- NIL representatives
- People in around the sports industry

Growing and learning together.



Building culturally

competent

teams,

communities,

and organizations.

BACKGROUND

OA Coaches provide sports-themed coaching and consulting services focused on building culturally proficient teams, communities and organizations. This is accomplished through our array of diversity, culture, and inclusion (DCI) engagement services, including our signature three step approach of the **Scouting Report, Huddled Up,** and **Game Plan.**

Our services help organizations and teams understand and appreciate the diverse backgrounds and perspectives of its members, and to create an inclusive environment that values and respects all members.

We lead through a diverse group of professionals with over 50 years of combined experience from various industries including youth development, higher education, healthcare, non profit management, and the sports industry, with a history of building cross-cultural relationships and breaking down racial barriers between ethnic groups.



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When you do well on the field, people are looking for some leadership off the field. And you have to step up.

-

*- **Franco Harris**, WTAE interview about Orange Arrow*

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