



THE BUSINESS OF BASKETBALL

The Business of Basketball, presented by The Wisdom Foundation and Funding Credit, and captured by The Minority Film Institute (MFI), focuses on the evolving landscape of college basketball. This event will examine the challenges and opportunities faced by Historically Black Colleges and Universities (HBCUs) in the current sports ecosystem.

DISCUSSION TOPICS

- 🏀 **Understanding the Current Landscape of College Basketball:** An overview of major trends, key stakeholders, and market dynamics shaping the sport today.
- 🏀 **Defining NIL (Name, Image, and Likeness):** A discussion on NIL legislation, its implications for student-athletes, and how policies vary across institutions.
- 🏀 **The Impact of NIL on College Basketball and HBCUs:** Real-life examples of HBCU student-athletes navigating NIL opportunities, along with economic analysis and personal experiences.
- 🏀 **NIL: Benefits for HBCUs and Small Independent Colleges:** A comparative analysis of how HBCUs and small independent colleges leverage NIL, including success stories and strategies for institutional growth.
- 🏀 **Empowering HBCUs to Capitalize on Opportunities:** Marketing and branding strategies for HBCUs to effectively position themselves in a competitive landscape.

- 🏀 **Financial Literacy and the Modern Student-Athletes:** Maximizing opportunities, while understanding budgeting, saving, and investing for long-term success.
- 🏀 **Television and Streaming Exposure and Opportunities:** Insights into how conferences and institutions can utilize new media attention and platforms focused on HBCU athletics to enhance visibility and engagement.
- 🏀 **Latest Trends, Partnerships, and Opportunities:** An overview of current market trends, networking opportunities, and innovative partnerships that can enhance the student-athlete experience and institutions' productivity and success.
- 🏀 **The Power of HBCU Athletes (Past and Present):** Exploration of the historical significance of HBCU athletes, their contributions to sports and society, their role as agents of social change, and prospects for the future.
- 🏀 **Economic Growth in Surrounding Communities:** Analysis of how successful HBCU athletics contribute to local economies and strategies and a catalyst for community engagement and collaborative growth.

This event aims to provide a comprehensive understanding of the current challenges and opportunities in college basketball, particularly for HBCUs and their student-athletes.

The Wisdom Foundation and Funding Credit
present

The Business of Basketball

Captured by The Minority Film Institute (MFI)



Funding Credit



THE MINORITY FILM INSTITUTE



CONFERENCES PARTICIPATING

- Ⓢ **MEAC**meacsports.com
- Ⓢ **SWAC**swac.org
- Ⓢ **CIAA**theciaa.com
- Ⓢ **SIAC**thesiac.com

TRENDING TOPICS IMPACTING THE HBCU BASKETBALL LANDSCAPE

The current landscape is filled with opportunities and highlight positive momentum and potential for growth within HBCU college basketball. Through leveraging unique strengths, embracing innovation, and fostering community connections, HBCUs can thrive in the evolving landscape of college basketball and create a lasting impact on their athletes, institutions, conferences, and greater communities.

NAME, IMAGE, AND LIKENESS (NIL) AGREEMENTS / PARTNERSHIPS / PUBLIC POLICY

The introduction of NIL rights has significantly and permanently changed the landscape of college athletics, distinguishing the modern-day student-athlete from previous generations. This new opportunity for exposure allows athletes to profit from their name, image, likeness, and affiliation with institutions. For HBCUs, this presents both challenges and opportunities. While some athletes have the potential to secure lucrative endorsement deals, HBCUs face handicaps in terms of resources and infrastructure to support athletes in effectively navigating and maximizing these opportunities. Additionally, there is concern that NIL could impair existing disparities between HBCUs and larger institutions, which typically have more financially robust athletic programs, dedicated athletic boosters, and greater market visibility and reach. To address these challenges, HBCUs can leverage their unique branding, community, regional and national ties, and alumni base to attract endorsements and partnerships that resonate with local and national audiences.

TELEVISION AND STREAMING EXPOSURE

The evolving landscape of television and streaming presents a tremendous opportunity for HBCUs to enhance their visibility and engage with broader audiences. The expansion of digital platforms offers HBCUs new avenues for securing strategic partnerships that can significantly boost their presence in the national media landscape. Collaborations with major broadcasting companies, top corporations, and emerging digital platforms create opportunities for sponsored content, advertisements, and marketing initiatives. Furthermore, national brand relationships and product placements during broadcasts can benefit athletes, schools, and conferences by increasing exposure and creating prospects for new financial investments

and incentives. By employing innovative marketing strategies and compelling storytelling that highlights their rich history and community impact, HBCUs can attract more viewers and potential sponsors, ultimately increasing their revenue streams and overall marketability.

THE RISE IN THE WOMEN'S GAME

The growing popularity of women's college basketball presents a unique opportunity for HBCUs to elevate their women's programs. With increased viewership and engagement in women's sports, HBCUs can invest in their female athletes by establishing strategic partnerships with major brands and leading female athletes to add new financial opportunities and incentives to provide financial backing and resources for HBCU women's teams. Telling the stories, celebrating the accomplishments of women's programs, and creating initiatives that empower female athletes, draw in talent, and foster new platforms for exposure and supportive communities around women's sports.

STRENGTH, ASSETS, AND MARKETABILITY OF CONFERENCES

Athletic conferences' financial strength, asset value, and marketability are crucial for HBCU basketball programs. New digital and streaming platforms provide opportunities for conferences and schools to improve their financial marketplace value, competitive edge, and visibility by fostering collaborations within and across legacy conferences. Promoting the unique strengths and assets of HBCUs—including their cultural heritage, community engagement, and strong alumni networks—creates distinctive branding opportunities that appeal to national corporations, businesses, and existing and new fans. Establishing alliances with national brands enhances the visibility and value of conferences through strategic joint marketing efforts, collaborative events, and engaging experiences. Developing these strategic alliances increases the visibility of legacy conferences and attracts more competitive matchups, ultimately boosting value and benefits for HBCUs.

RECRUITMENT, RETENTION OF TALENT, AND COMMUNITY ENGAGEMENT

Attracting and retaining talent is vital for HBCUs to thrive in the competitive college basketball landscape. Institutions can develop compelling recruitment narratives by emphasizing the unique advantages of HBCU programs, including personalized coaching, academic support, historical legacies, strong alumni bases, and community involvement. Additionally, partnerships with major companies offer athletes valuable opportunities and career development resources, enhancing their overall college experience and the brands of the institutions they attend and conferences they play within