

EXAMPLE CAMP SCHEDULE (BASED ON PREVIOUS YEARS)

July 19-25, 2026

SATURDAY, JULY 19TH - ARRIVAL & FOUNDATIONS

- **Afternoon:** Check-in and registration
 - **Early Evening:** Meet & greet with fellow campers and staff
 - **Evening:** Team assignments and welcome dinner
 - **Night Session:** "The Evolution of Sports Business" - Dr. Darin White, Samford Executive Director of the Sports Industry Program explores how sports transformed from games to global industry
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SUNDAY, JULY 20TH - FAITH & WORK

- **Early Morning:** Faith & Work Workshop featuring Daniel Summit speaker - exploring Timothy Keller's "Every Good Endeavor"
 - **Morning:** Church service together
 - **Lunch:** Special meal at church featuring Eugene Lee's testimony (Dubbed "NFL's Most Ethical Agent and President of 3 Strand Sports")
 - **Afternoon:** FIFA World Cup Finals Watch Party at Samford Basketball Practice Facility on giant Daktronics board
 - **Evening:** Team bonding activities
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MONDAY, JULY 21ST - NFL DEEP DIVE

Focus: Professional football operations, analytics, and player representation

Speaker Sessions:

- Former General Manager, Chicago Bears - "Building a Championship Organization"
- Senior NFL Executive & Salary Cap Expert - "The Business of the Salary Cap"
- NFL Next Gen Stats Analyst - "Advanced Analytics in Professional Football"

- NFL Player Contract Analytics Specialist - "Using Data to Maximize Player Value"
- President, Championship Analytics - "College Football Analytics and the Path to the Pros"
- NIL Negotiations Expert – “The Branding of College Athletes”

Workshop Activities:

- Salary cap management simulation
- Player evaluation using advanced metrics
- Contract negotiation strategy session

TUESDAY, JULY 22ND - VENUE DEVELOPMENT & FAN EXPERIENCE

Focus: Elite sporting venues, real estate revenue generation, and superior fan experiences

- Morning: Depart for Atlanta
 - Late Morning: Truist Park stadium tour and Battery district exploration
 - Lunch: The Battery dining experience
 - Afternoon:
 - Meet with Jim Allen, SVP Atlanta Braves
 - Speaker: VP of Real Estate Development - "Building Beyond the Ballpark: Mixed-Use Development Strategy"
 - Speaker: Director of Fan Experience & Hospitality - "Creating Premium Experiences that Drive Revenue"
 - Late Afternoon: State Farm Arena tour and Hawks/arena operations overview
 - Evening:
 - Meet with SVP of Business Analytics
 - Speaker: VP of Arena Operations - "Multi-Use Venue Management and Revenue Optimization"
 - Night: Return to Birmingham
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WEDNESDAY, JULY 23RD - MARKETING & AGENCY

Speaker Sessions:

- VP of Marketing & Brand Strategy
- Director of Digital Media & Content
- Sports Agent & Player Representative
- VP of Sponsorship Activation
- Director of Social Media & Fan Engagement
- VP of Broadcasting & Media Relations

Workshops: Brand building, sponsorship development, athlete representation, digital marketing strategies

Evening:

- **Pre-Game:** Regions Field stadium tour and behind-the-scenes access
 - **Night:** Birmingham Barons game experience - networking dinner and game viewing
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THURSDAY, JULY 24TH - CASE CUP PREPARATION

- **Morning:** NFL-style draft into 12 teams with assigned coaches
 - **Day:** Intensive case study work sessions
 - **Break Activities:** Quick team challenges and networking lunch
 - **Evening:** Final preparation and team strategy sessions
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FRIDAY, JULY 25TH - CASE CUP CHAMPIONSHIP

- **Morning:** Preliminary competitions (3 rooms, 4 teams each)
- **Afternoon:** Championship round - 3 winning teams present to entire camp, parents, and Samford Sports Industry Advisory Board judges
- **Late Afternoon:** Awards ceremony and champion recognition
- **Evening:** Closing banquet and graduation celebration