

# **Jordan Brand Presents...**

## ***The 11th Annual "Believe to Achieve" Conference***

***A Sports Career Consulting & Uneek Projects Event***

**Tuesday, October 23<sup>rd</sup>, 2018**

***Cost \$45 per person includes:***

***Lunch, a copy of Howard "H" White's book, "Believe to Achieve",  
campus tour and an exclusive Jordan Brand Poster...prepare to be inspired!***



**“Nothing of value comes without being earned.”**

***- Michael Jordan***

**“Believe to Achieve Conference”**

**Tuesday, October 23<sup>rd</sup>, 2018**

**The action begins promptly at 10:00 a.m.**



On October 23rd, students will have a unique opportunity to visit the Nike World Headquarters for inspiration and an inside look at the business of one of the sports industry's true marketing giants. One of the secrets of Nike's unparalleled success was the signing of Michael Jordan to an endorsement deal. From there, the Jordan Brand has grown from an individual sneaker to a business that does more than \$1 billion in sales annually. This year, we are excited to bring to you an exclusive opportunity to witness firsthand from the people behind the Jordan Brand's continued rise to dominance in the athletic world.

Students will meet at the "Tiger Woods Conference Center" on the beautiful Nike World Headquarters campus for a one-day event featuring exciting Jordan Brand speakers, a campus tour, lunch (including networking opportunities with Nike and Jordan Brand employees) to learn all they want to know about the #1 shoe company in the world.

### **Believe to Achieve Tentative Schedule**

#### **Tentative event agenda:**

<b>9:45 – 10:00:</b>	School arrival / check-in/ Nike campus
<b>10:00 – 10:15:</b>	Greetings and introductions - Led by Anthony Roberts and Chris Lindauer
<b>10:15 – 11:20:</b>	Keynote: Howard White VP of Jordan brand and author of "Believe to Achieve"
<b>11:30 – Noon:</b>	Speaker: TBD
<b>12:05 – 12:35:</b>	Speaker: TBD
<b>12:35 – 1:30:</b>	Lunch (provided) ... Nike campus tours start- Led by Nike employees
<b>1:30 – 1:35:</b>	Video
<b>1:35 – 2:15:</b>	Speaker: TBD
<b>2:15 – 2:40:</b>	Closing words from Howard White
<b>2:45:</b>	Event Conclusion / Closing Remarks/ Schools Depart

**REGISTRATION DEADLINE: WEDNESDAY, OCTOBER 3<sup>RD</sup>**

**EVENT WILL FILL UP QUICKLY SO REGISTER EARLY!**

## CONDUCT / DRESS CODE

Uneek Projects asks that all event participants conduct themselves as "business professionals". Please make sure that all students and chaperones understand that, while participating in our event, they are representatives of your school and student leadership organization and should conduct themselves as such. Because we will be visiting a place of business during business hours, it is imperative that ALL participants be on their best behavior. WE RESERVE THE RIGHT TO ASK THOSE NOT COMPLYING WITH OUR CONDUCT POLICY TO LEAVE.

**IMPORTANT NOTE:** Cameras are allowed but not INSIDE certain buildings on campus tour guides will let you know. If you are caught taking pictures in areas that you were told are off limits, your camera will be confiscated and returned at the end of the event.

Dress code for the event will be business casual. The atmosphere of Nike's campus is relatively laid back so please wear comfortable clothes and shoes as we will be walking around campus.

## SUPERVISION

You must provide one registered adult for each twenty (20) students you register. Please be sure that every adult you are bringing to assist you with supervision understands the conduct and dress code.

## UNEK PROJECTS EVENT PARTICIPANT RELEASE FORM

**Conduct and Dress Code Endorsement, Permissions to Attend Jordan Brand Event Sponsored by Uneek Projects, Authorization to use student image and/or name on the Uneek Projects/ SCC web site, Release of Claim for Damages, Emergency Medical Treatment Authorization, Insurance Information, and Private Transportation Form:**

Student Name: \_\_\_\_\_

Date: \_\_\_\_\_

Home Address: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Name of High School: \_\_\_\_\_

Advisor (s) in Charge: \_\_\_\_\_

Advisor's e-mail: \_\_\_\_\_

Advisor's cell phone #: \_\_\_\_\_

This is to certify that \_\_\_\_\_ has my permission to attend the Brand Jordan Experience event. On behalf of the above-named student member, we hereby absolve and release Nike and Uneek Projects officials and/or the SCC authorized conference staff from any claims for any personal injuries which might be sustained while he/she is on the way to and from or during such Uneek Projects sponsored activities providing that this agreement shall not apply to any injury arising out of sole negligence of the preceding parties.

I also understand that the Uneek Projects determines the criteria at the local site, for individual students to attend and participate at all Nike campus activities.

I authorize the above-named advisor (s), his/her designated to secure the services of a physician or hospital, and to incur the expenses for necessary services in the event of an accident or illness, and I will provide for the payment of these costs.

We have read and agree to abide by the supplied Uneek Projects Conduct Code. Should a conduct code violation occur, law enforcement personnel and/or security may be called to assist and students may be asked to leave the premises. I am aware of the consequences that will result from violation of any of the above guidelines.

Student Signature \_\_\_\_\_

Date \_\_\_\_\_

Parent / Guardian Signature \_\_\_\_\_

Date \_\_\_\_\_

Chapter Advisor Signature \_\_\_\_\_

Date \_\_\_\_\_

School/Official Signature \_\_\_\_\_

Date \_\_\_\_\_

## USE OF IMAGE AND NAME

I agree that my student's picture and/or name may be included on the Uneek Projects/SCC marketing material and/or future Uneek Projects' or SCC's conference web sites.

Student Signature \_\_\_\_\_

Date \_\_\_\_\_

Parent / Guardian Signature \_\_\_\_\_

Date \_\_\_\_\_

## MEDICAL INFORMATION

Known allergies (drug or natural)

\_\_\_\_\_

Special medication being taken

\_\_\_\_\_

Date of last tetanus shot

\_\_\_\_\_

History of heart condition, diabetes, asthma, epilepsy or rheumatic fever

\_\_\_\_\_

Any physical restrictions

\_\_\_\_\_

Other conditions

\_\_\_\_\_

Emergency contact \_\_\_\_\_

Phone \_\_\_\_\_

Family doctor \_\_\_\_\_

Phone \_\_\_\_\_

**Please Mail Registration Fees & Forms by October 3rd to reserve your spot to (please remember registration based on first come, first served basis and will fill quickly):**

Sports Career Consulting  
Attn: Jordan Brand "BTA" Registration  
236 NW Evensong Place  
Portland, Oregon 97229

Email: [chris@sportscareerconsulting.com](mailto:chris@sportscareerconsulting.com)

Phone: 503.330.1895 (cell)

*Alternate contact:*

Email: [Anthony@uneekprojects.com](mailto:Anthony@uneekprojects.com)

Phone: 503.213.8561 (cell)

**REGISTRATION DEADLINE: WEDNESDAY, OCTOBER 3<sup>RD</sup>**

**\* Registration is first come, first served so register soon to make sure you won't miss out this year!**