

**Sports Career Consulting in conjunction with Uneek
Projects Presents: “*The Jordan Brand Experience*”**

October 20th, 2011

Cost \$35 per-person (includes lunch)



“Nothing of value comes without being earned.”

- Michael Jordan

4th Annual “Jordan Brand Experience”

October 20th, 2011

The action begins at 10:00 a.m.

On October 20th, students will again have a unique opportunity to visit the Nike campus for an inside look at 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. 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 the 4th annual exclusive opportunity to witness firsthand Jordan Brand's rise to dominance in the athletic world.

Students will meet at the "Tiger Woods Conference Center" on Nike's World Campus for a one day event featuring exciting guest speakers, a campus tour and a question and answer session to find out all you ever wanted to know about the #1 shoe company in the world.

The "Jordan Brand Experience" Event Highlights (Tentative):

- Keynote speaker – Brand Jordan Vice President, Howard White
- Speaker: Brand Jordan President, Keith Houlemard
- Speaker: Brand Jordan Marketing Director Reggie Saunders
- Speaker: Brand Jordan Director of Sports Marketing Dale Allen
- Speaker panel featuring question and answer
- Special gift for each participant
- Campus tour
- Lunch on campus (included with registration fee)

Jordan Brand Experience Tentative Schedule

Thursday, October 20th

9:30 – 10:00 a.m.	Event check in
10:00 – 10:15 a.m.	Jordan Video/Introductions
10:15 – 10:45 a.m.	Howard White – Vice President of Brand Jordan
10:45 – 11:00 a.m.	Keith Houlemard – President of the Brand Jordan
11:05 – 11:25 p.m.	Reggie Saunders – Marketing Dir. of Brand Jordan
11:30 – 12:00 p.m.	Dale Allen Dir. of Sports Marketing (<i>Dale works with MJ to sign all the athletes</i>)
12:05 – 12:45 p.m.	Lunch/Raffel off some cool prizes
12:50 – 2:00 p.m.	Campus Tours
2:05 – 2:30 p.m.	Speaker panel
2:35 – 2:45 p.m.	Activity: Design your own shoe competition!
2:45 – 3:00 p.m.	Event conclusion/load buses

REGISTRATION DEADLINE: TUESDAY, OCTOBER 11TH

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 (preferable Nike brand if you choose to wear sneakers!) 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:

Name of Student _____

Date: _____

Home Address _____

Phone: _____

E-mail: _____

Date of Birth: _____

Name of High School _____

Phone: _____

Advisor (s) in Charge _____

E-Mail: _____

This is to certify that _____ has my permission to attend the Jordan Brand 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 and forms by October 11th to the address below (must be received by Tuesday the 11th to guarantee your spots!):**

Sports Career Consulting, LLC
Attn: Jordan Event Registration
236 NW Evensong Place
Portland, Oregon 97229

Email: chris@sportscareerconsulting.com
Phone: 503.330.1895 (cell)
Alternate contact:
Email: Anthony@uneekprojects.com
Phone: 360.213.8561 (cell)