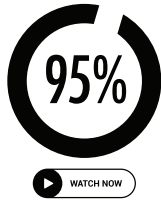


# PRO SPORTS ASSEMBLY

UNITED IN GAME PLAN. DIVERSE IN COUNCIL.



Pro Sports Assembly is the association for professional sports business leaders. Together, we create and foster a strong, healthy, and fair future for teams, leagues, unions, and venues. Collectively, PRO members are working to set the standard for leadership in professional sports.

## PRO MEMBERS HELP SHAPE THE FUTURE OF PROFESSIONAL SPORTS AND ARE MOTIVATED TO:



### ENGAGE

with the PRO network and build new relationships



### EMPOWER

your decision making and influence with custom research



### EDUCATE

others with your expertise and gain new perspectives



### EQUIP

your team with leadership tools and resources



### ELEVATE

your leadership profile and impact the industry

*"My motivation for joining Pro Sports Assembly sparked from a passion for changing sports and ensuring that future generations, future women of color will see themselves in me and see all that they can achieve. We have to pave the way for our next leaders — equip, empower, and inspire them."*



—ANN SEENEY  
Chief People & Diversity  
Officer, US Soccer Federation  
Chair, Pro Sports Assembly



*"One of the main reasons I joined PRO is to give back — to provide opportunities and access like others had done for me. Pro Sports Assembly allows me to have access to other professionals who are working on the same priorities — attracting, retaining, developing, engaging diverse talent across sports."*



—ORACIO GALINDO  
Head of Employee  
Experience, Los Angeles  
Rams



*"It's our responsibility to foster understanding and acceptance in order to maximize our business potential. Sports provides us with a powerful voice and an incredible platform to be leaders, to be impactful, and to make our community and companies better."*



—XAVIER GUTIERREZ  
CEO, Arizona Coyotes



## EXPLORE MEMBERSHIP

INDIVIDUAL

ORGANIZATION

Developing cultural and gender intelligence enables our industry to drive innovation, bolster financial performance, capture new markets, and increase customer loyalty.

### PURPOSE

Create a strong, healthy and fair professional sports ecosystem by equipping leaders at all levels with the relationships and resources necessary to succeed.

### FUNCTION

The Assembly is the association for professional sports business leaders - at teams, leagues, unions and venues - who value and lead inclusively.

### VISION

The professional sports industry thrives in a culture of accountability, responsibility and meritocracy.

## MEMBER BENEFITS AND RESPONSIBILITIES

- ✓ Leadership Opportunities on Committees and Board of Directors
- ✓ Partner Discounts
- ✓ The Assembly - [PRO] Sports Leadership Retreat & Workshop
- ✓ Member-Led Research, Polls, & Fellowships
- ✓ Salon Dinners
- ✓ Member Resource Groups (MRGs)
 

MRGs are member-led and offer a space for leaders and learners at all levels to gain perspective, share best practices, ideate and problem solve.
- ✓ Professional Development & Certificates
- ✓ Leadership Summit
- ✓ Virtual Events & Networking

*"Pro Sports Assembly's mission of bringing together professionals in our industry who are fighting for equitable opportunities is inspiring. This group has held me accountable to my values and helped me build a team of valued and valuable mission-driven people."*

**—ALISON ROSCOE**

Senior VP of Corporate Partnerships  
Austin FC

*"It has been really inspiring to see how many different teams and leagues care about representation at all levels. Pro Sports Assembly is bringing together these teams and professionals that otherwise would never have had the opportunity to collaborate and drive change in our industry. We (MLB) are so honored to be a part of this movement."*

**—CATALINA VILLEGAS**

Director of Diversity, Equity  
and Inclusion  
Major League Baseball

## PRIVATE MEMBER PLATFORMS



**THE HALL**

The Hall is Pro Sports Assembly's online learning platform equipped with professional development content, tools and research for members. Honoring individual growth for organizational impact and industry influence, inside The Hall members gain knowledge, perspective and prowess.



**THE HUDDLE**

The Huddle is Pro Sports Assembly's member-dedicated and led social networking platform. Connect with colleagues in other professional sports organizations, geographies, and career stages to learn, share best-practices, and innovate for impact.

**JOIN TODAY**

**INDIVIDUAL**

**ORGANIZATION**

*"What inspired me to be a part of this organization was to network with like-minded leaders in the sense they are willing to push me to strategize and make myself, my organization, and this industry better."*

**—CHINA JUDE**

VP of Diversity Equity & Inclusion  
Denver Broncos

