



THE DARE TO DREAM *Experience*

“From Classroom to Career”

A Career Exploration Motivational Program
and Virtual Event for High School, College
Students and Young Professionals

Goal #1: To help cultivate and develop the future workforce and leaders in sports & entertainment via industry organizations and professionals who offer important insights and advice

Goal #2: To motivate underserved and at-risk students to pursue their dreams and provide a road map for pursuing a higher education via college, universities or trade school.

Goal #3: To provide a platform promoting diversity, equity, inclusion and career opportunities for young women to enter the workforce and succeed in leadership roles

Goal #4: To provide mentoring, motivational and important life-skill building programs to help students navigate and achieve ultimate success.

**THE
DARE
TO
DREAM**
Experience

What Is The Dare to Dream Experience?

D2D is a career exploration, educational, motivational program and event introducing high school, college students and young professionals to careers behind the scenes in the sports and entertainment industries.

D2D assists students who graduate from high school and college by providing important information as they are faced with important decisions regarding their future.

D2D provides students and aspiring young professionals with an opportunity to network and receive important advice from industry experts and career coaches.

D2D D2D has impacted over 3,000 students who attended events held on college campuses in PA and KY. In 2022, we are launching it as a virtual event across the U.S.

D2D offers college students an opportunity to move closer to securing an internship or full-time position upon graduation, bringing them closer to landing their dream job.

D2D provides important information and resources to help high school students decide to pursue colleges and universities offering sports and entertainment-related programs.



SPORTS

eSports | Gaming | Sports Law | Sports Marketing | Sports Management |
Sports Technology | Sports Journalism | Fan Development | Sports
Broadcasting & Production | Sports Tourism & Travel | Sponsorship &
Activation | Sports Media / Sports Information | Sports Photography



MARKETING, BRANDING, COMMUNICATIONS, TECHNOLOGY

Advertising | Promotions | Branding | Marketing | Public Relations | Digital &
Social Media | TV & Radio Broadcasting | Telecommunications and Technology



ENTERTAINMENT

Live Animation | Screenwriting| Cinematography | Tour Management |
Music Management | Live Stage Productions | Visual & Creative Arts |
TV / Film / Video Production | Sound / Stage Engineering |
Casting / Talent Acquisition | Theater / Performing Arts



Industry Professionals, Panelists & Partners

(Former and Current Professionals Participating in the Virtual Event)

Sports Illustrated - ESPN - NBC Universal - PGA Tour - Saturday Night Live - US Olympic Committee - NCAA - MLB Network - Major League Soccer - WNBA - U.S.T.A- ABC - Hulu - Roc Nation - New Line Cinema - World Cup Soccer '26 Host Committee - Caesars Entertainment - Dick Clark Productions - Sun Center Studios - Philadelphia Phillies - Philadelphia Eagles - Sports ETA iHeart Media - ESPN Disney Wide World of Sports - Royal Films - Broadway





AchieveNEXT is a leading provider of Peer Advisory Networks and Solutions for emerging and mid-market leaders. Their team advances corporate initiatives throughout the employee lifecycle, beginning with an assessment of the current state, followed by analysis and creation of a strategic roadmap applied to talent acquisition, talent development, leadership development, and succession planning.

Their **Diversity, Equity & Inclusion Practice** is women-led, data-driven, and results-focused. Designs and provides specialized Diversity, Equity & Inclusion Training and Development, Career Management, Executive Coaching, Relational Leadership Training, and Peer Advisory Networks with a relentless focus on creating measurable impact to the clients it serves

AchieveNEXT coaches will be featured in the **D2D Career Coaches Pavilion** by interacting with the students and providing critical information / advice to help them achieve ultimate success. Areas to be covered include....

Developmental opportunities for D2D students to develop core skills for a diverse marketplace:

- Career Coaching: Resume building and interview skills
- Leadership Skills: Personality assessment and identification of skills and opportunities
- Personal Development: Goal Setting towards better self awareness, self-respect, and self-esteem

Sample Student Activities:

- **Career Coaching: Preparing for the Workforce**
An experienced coach will facilitate discussions, and provide students with actionable items to develop critical skill building and career opportunities as framed through a DEI lens



For many teens and students, a career in sports production begins and ends with trying to become on-air talent. Why? Because that is the only career in sports-production they are aware of. **SPIRIT VOICES** will change that as it will offer a rich collection of videos and other assets where men and women of all races discuss their job, what makes it exciting, and how someone can begin to take the steps necessary to work in that position.

The goal is to inspire everyone, regardless of race or gender with insights into how they joined the industry, how they excelled, and more! Once the SVG VOICES Website is live students and others interested in a career in sports production will be able to search for a position based on what part of the industry they want to work in (Production, Engineering, Operations, Artistic Crafts, Service and Technology Partner) or type of organization (Broadcaster, Production Company, League, Team, Social Media, Streaming Platform).

SVG “Spirit Guides” will be featured in the **D2D Career Sports Pavilion** by interacting with the students and providing invaluable information, insights and advice



The **SVG Sports Diversity Initiative** is designed to address the needs and challenges of diversity within an organization. How? By creating bonds between sports production entities and the numerous organizations that are focused on career development and job opportunities.

Becoming part of SDI means signing on as a “SPIRIT Guide.” Guides are volunteers who are in the sports production community want to build a one-to-one relationship with an organization that works with children and students. The Guide’s goal is to be available to the organization they are working with as a mentor for that organization so that it can build a better relationship with local and national sports production entities that may have a great hiring or training fit.

SPIRIT Guides will also help their organization get better exposure to the broader community by helping create a listing for the SVG SDI Directory which will provide information about organizations that are working hard to make a difference.



McGraw Productions has signed an agreement with **North Star Meetings and Sports Travel Magazine** to be a **Co-Location Partner** where the **Dare to Dream Experience** will be featured on the opening day of the **TEAMS and Esports Conventions** over the next 5 years. Future locations include Pittsburgh, Oklahoma City, Anaheim, Daytona Beach, Palm Beach and Birmingham. **Title and Presenting Sponsors** of the **Dare to Dream Experience** will have an opportunity to be featured at each convention on the D2D stage and booth during the 3 day trade show.

TEAMS: Travel, Events And Management In Sports is the world's leading conference and expo for the sports-event industry. Presented by SportsTravel, attracts more than 1,000 attendees including CEOs, executive directors and event managers from sports organizations as well as representatives from sports commissions and convention bureaus, corporate sponsors, event suppliers and other hospitality industry opinion leaders.

Esports Travel Summit is the only event of its kind for tournament and event organizers. The Summit focuses on Esports and gaming and their positive impact on the travel industry. The event facilitates partnerships with Esports organizations and the destination/hospitality industry while providing educational programming and business networking opportunities.

Since 1997, SportsTravel magazine has served the sports-related travel and event industry. It is the only publication written and designed to serve the people who organize and manage sporting events of all types at all levels. Sports-related travel generates more than 97 million room nights annually, and SportsTravel—read by more than 40,000 industry decision makers—is the trusted and proven information source for this resilient group travel market.(attachments)

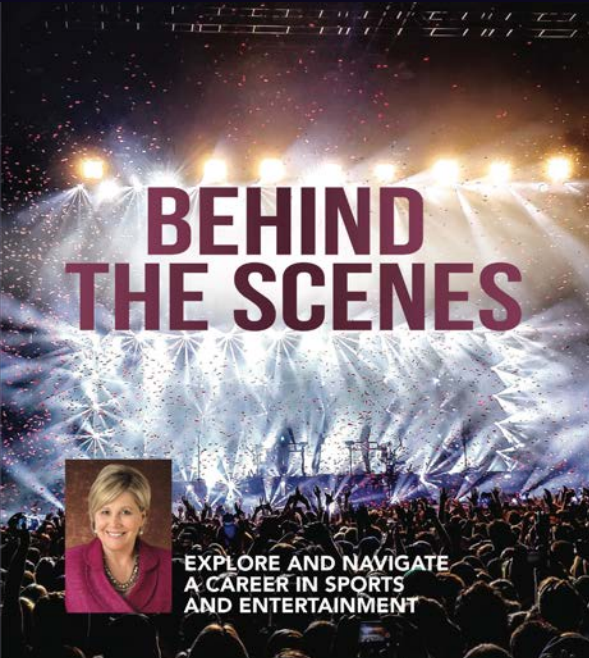


Diane McGraw, *Producer, Host, Author*

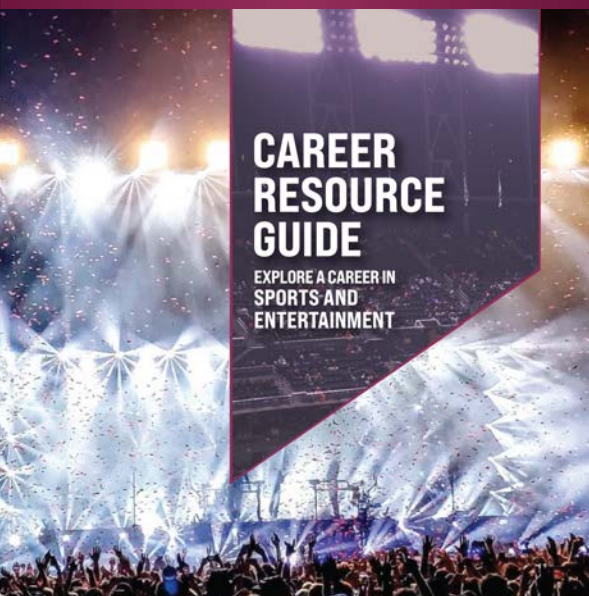
Diane McGraw is President of McGraw Productions, a marketing, production and management company that specializes in branded entertainment, event production, sports marketing and communication programs. Diane was the Executive Director of Travel, Tourism and Film for the Commonwealth of Pennsylvania, marketing the State both domestically and internationally as a major tourist destination and as a premiere film, TV and commercial production location. In 1988, she became one of the country's first female executives representing the sports and entertainment commission industry and for the past 30 years represented 4 major U.S. cities as President/CEO of the Los Angeles Sports and Entertainment Commission, Central Florida / Orlando Sports Commission, Louisville Sports **Commission** and Executive Director of the Philadelphia Sports Congress. She was the first female inducted into the National Association of Sports Commissions Hall of Fame, Class of '2017.

Throughout her career, Diane has hosted, bid for and /or produced hundreds of major international and national sports and entertainment events including the LA Grammy Awards, MTV Awards, Nickelodeon Kids Choice Awards, 1994 World Cup Soccer, PGA Championships, Ryder Cup, AVP Volleyball, Ford Ironman, Major League Baseball All Star Game, NHL All Star Game, Army Navy Game, World Champion 1980 Philadelphia Phillies 20th Reunion, I Love NY Pro-Celebrity Tennis and several U.S. Olympic and NCAA championship events. McGraw began her professional career in New York, as Executive Assistant to the President of the Screen Actors Guild (SAG) and the Astoria Motion Picture Studios.

Diane is the creator and producer of the Dare to Dream Experience and author of Behind the Scenes...Explore and Navigate a Career in Sports and Entertainment.



DIANE MCGRAW



BEHIND THE SCENES

Behind The Scenes: Explore And Navigate A Career in Sports and Entertainment, by Diane McGraw, a 25+ year career veteran and nationally recognized executive in the sports and entertainment industry. The book and our official **Career Resource Guide** offers important advice from Diane and top industry professionals representing the sports, TV, film, performing arts and music industry.

- ✓ **A directory of colleges, universities, trade schools and educational institutions that offer programs and curriculum targeting these industries**
- ✓ **Comprehensive list of job descriptions in sports, TV, film, music and performing arts**
- ✓ **Key advice from top industry professionals and executives**
- ✓ **Career coaching and tips on the job search and interviewing process**
- ✓ **How to make you and your resume stand out in the clutter of applicants**
- ✓ **How to network and present yourself to future employers**
- ✓ **Important strategies to help students choose the best job and career path that best suits them**
- ✓ **Best job site platforms to network that specialize in these careers**

Digital Marketing Outreach

WEBSITE
FUNNEL /
ECOMMERCE

EMAIL
MARKETING

SOCIAL MEDIA
STRATEGY

PAID
ADVERTISING
CAMPAIGNS

AMBASSADOR
PROGRAM



THE
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Experience

Presented by



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