



SFLA
EMPOWERING ATHLETES

**SPORTS
FINANCIAL
LITERACY
ACADEMY**

*Empowering
Money Smart Athletes*

www.moneysmartathlete.com



COLLEGIATE ATHLETES PROGRAM

Table of Contents

PROGRAM COMPONENTS & DETAILS.....	5
CSTA Module 01 - The Necessary Financial & Life Skills for a Successful Career and Life Plan	6
CSTA Module 02 - Collegiate Student Athlete Issues.....	8
CSTA Module 03 - Financial Psychology	10
CSTA Module 04 - Creating Your Winning Team of Advisors	12
CSTA Module 05 - Personal Financial Planning & Money Management	14
CSTA Module 07 - Risk Management & Insurance	18
CSTA Module 08 - Investments & Creating Long-term Wealth	20
CSTA Module 09 - The Economic Environment, Contracts and Taxes.....	22
CSTA Module 10 - Building the Athlete’s Brand Name, Image & Likeness.....	24
CSTA MODULE 11 - Your Life Plan: Career Development, Entrepreneurship & Business Fundamentals.....	26





Collegiate Athletes

Being **financially literate and empowered** to live the life we aspire to have is useful to every one of us, no matter what type of career we are into and no matter at which phase of life we are.

The material contained in this particular program is geared towards all student athletes regardless of what career path they choose to follow in the future.

This program is designed for Collegiate athletes ages 18 to 22 who may or may not end up in professional sports career





FINANCIAL LITERACY AS A LIFE SKILL

The Collegiate Athlete program extensively covers a number of areas including **financial psychology, personal goals, financial planning, budgeting, and pressing student athlete issues.**

The program modules prepare student athletes well for what is ahead of them whether that is a **sports career or a conventional career.** It is all about teaching useful life skills which give student athletes an edge in real life and a focus on a long term, **comprehensive life plan.**

Learning Objectives:

- Realize that they need to have a long-term financial and life plan which is in accordance with their values
- Think about how they want to live their life and figure out how to accomplish it
- Learn basic financial concepts which will help them make better financial decisions
- Realize that they may not end up having a sports career, and even if they do, it is a short one and they need to prepare for a second career
- Create a circle of trustworthy people and professionals who will support them in different areas of their lives
- Be aware that developing their personal brand will help them stay up-to-date and in the spotlight for much longer than the duration of their sports career

***THE PURPOSE OF OUR PROGRAM IS TO PLANT
THE SEEDS OF FINANCIAL LITERACY WHICH
STUDENT ATHLETES WILL CONTINUE TO
CULTIVATE IN THEIR ADULT LIFE***



Collegiate Athlete Financial & Life Skills Program

PROGRAM COMPONENTS & DETAILS

Total Teaching Hours: 24,5 hours

	Lesson Name	Lecture Duration (minutes)	Activities (minutes)	Wrap-Up (minutes)	Total Duration (hours)
CSTA01	The Necessary Financial & Life Skills for a Successful Career and Life Plan	45	35	10	1,5
CSTA02	Collegiate Student Athlete Issues	70	40	10	2
CSTA03	Financial Psychology	60	50	10	2
CSTA04	Creating your Winning Team of Advisors	60	50	10	2
CSTA05	Personal Goals, Financial Planning & Money Management	115	110	15	4
CSTA06	Banking, Credit & Debt	50	30	10	1,5
CSTA07	Risk Management & Insurance	65	45	10	2
CSTA08	Investments & Creating Long-term Wealth	65	45	10	2
CSTA09	The Economic Environment, Contracts & Taxes	70	40	10	2
CSTA10	Building your Personal Brand – Name, Image & Likeness	85	80	15	3
CSTA11	Your Life Plan: Career Development, Entrepreneurship & Business Fundamentals	80	60	10	2,5



Collegiate Athlete Financial & Life Skills Program – Years 18 to 22

CSTA Module 01 - The Necessary Financial & Life Skills for a Successful Career and Life Plan

Key Topic

This lesson introduces the financial and life skills that collegiate athletes will acquire through the program, which will provide them with the necessary tools to design, implement and project-manage their desired life plan. Furthermore, this lesson outlines the hard realities faced by athletes who do not prepare and do not act in a way that will safeguard their financial future. It explains how and why athletes become financially vulnerable and reminds student athletes of the steps they need to take to create their life plan and safeguard their financial future.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction and a message to collegiate athletes</i>
2	<i>The skills athletes need to design and project-manage their life plan</i>
3	<i>Overview of the financial & life skills program and how it helps collegiate athletes</i>
4	<i>Common challenges faced by athletes</i>
5	<i>The financial vulnerability of athletes</i>
6	<i>Common factors contributing the financial failure of athletes</i>
7	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives

- ❖ Realize that an athletic career comes with a number of challenges
- ❖ Understand how and why athletes are financially vulnerable
- ❖ Discover the steps you must take in order to hedge against financial vulnerability and thrive financially
- ❖ Be able to develop a greater career and life plan and project-manage it successfully
- ❖ Create readiness to succeed in life

Lecture Duration: 45 minutes

Activities: 35 minutes

Wrap-up, Questions & Discussion: 10 minutes

Total: 1.5 hours (approximately)

Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module



Collegiate Athlete Financial & Life Skills Program – Years 18 to 22

CSTA Module 02 - Collegiate Student Athlete Issues

Key Topic

Collegiate athletes will have to deal with a number of challenges and issues during their college life including things that other students do not have to cope with. At the same time, they rarely get any sympathy from their peers since they are viewed as some of the most privileged people on campus. It is thus important to have a clear idea about where these challenges lie, their shape and nature so as to avoid getting blind-sided.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Challenges faced by student athletes and how to tackle them</i>
3	<i>Student athlete decisions: Choosing your academic major</i>
4	<i>Dealing with risks and temptations and staying on track</i>
5	<i>Abiding by NCAA rules and regulations</i>
6	<i>The international student athlete: Dealing with adjustment and other challenges</i>
7	<i>The end of college life: What then?</i>
8	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives

- ❖ As a student-athlete you will face various challenges that other students won't have to, like balancing studying and training. The key word is balance.
- ❖ International student-athletes not only have to deal with the above but they also have the extra pressure of being far away from family and friends. For international students it is important to do everything to assimilate into the landscape as much as possible.
- ❖ Picking your major is a decision that you shouldn't take lightly. Your academic degree is what will open doors for you if you do not turn pro. Even if you do, it can still come in handy either during your sports career or after.
- ❖ The temptations that come with being a student-athlete are numerous, but nonetheless, you should always stick to your moral compass, remember your goals, and stay on course.
- ❖ NCAA regulations set the framework for your behavior. You should familiarize yourself with them since violations can lead to unfortunate and undesirable outcomes
- ❖ Your life after college should always be at the back of your mind. It is something that you should let percolate. Entertain different scenarios and trajectories for your future life, both in sport but outside of it as well, in order to be as prepared as possible for when the time comes.

Lecture Duration: 70 minutes

Activities: 40 minutes

Wrap-up, Questions & Discussion: 10 minutes

Total: 2 hours (approximately)

Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module



Collegiate Athlete Financial & Life Skills Program – Years 18 to 22

CSTA Module 03 - Financial Psychology

Key Topic

Financial psychology relates to our behavior towards personal finances and financial decisions regarding money, budgeting, investing and so on. Family, society and culture play a huge role in the development of the athlete’s financial psychology. Money is a social tool and our attitudes, beliefs and practices connected with it, are heavily influenced by the people who surround us. In this lesson we discuss how the pursuit of money is all about trying to meet either emotional or psychological desires and identifying these desires will give student athletes greater control over their financial behavior.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Financial beliefs and behaviors are rooted in psychology</i>
3	<i>Dealing with the sudden wealth phenomenon</i>
4	<i>Coping with family and societal pressures</i>
5	<i>The importance of money and developing a strong set of financial skills</i>
6	<i>Financial goal setting</i>
7	<i>Your money personality and how it affects your financial planning</i>
8	<i>Financial setbacks and how to maintain a positive attitude</i>
9	<i>Using your athletic strengths to overcome financial setbacks</i>
10	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives

- ❖ Understand that our financial beliefs and behaviors are related to the general psychological principles of needs, wants and environmental influences.
- ❖ Realize that the financial behavior of athletes is influenced by family, society and culture.
- ❖ Become aware that our financial beliefs and resulting emotions usually direct our financial decisions and our spending and saving habits.
- ❖ Understand that financial behavior can change, once athletes recognize what constitutes bad financial behavior, understand their money personality and develop a strong set of financial skills.
- ❖ Seek proper help and support which will enable athletes to withstand societal pressures and expectations regarding their financial behavior and take corrective action.
- ❖ Be ready to draw upon and utilize a number of athletic strengths to deal with and overcome financial setbacks.

Lecture Duration: 60 minutes

Activities: 50 minutes

Wrap – Up, Questions & Discussion: 10 minutes

Total: 2 hours (approximately)

Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module



Collegiate Athlete Financial & Life Skills Program – Years 18 to 22

CSTA Module 04 - Creating Your Winning Team of Advisors

Key Topic

Student athletes are advised to start creating a support circle which will help them in the implementation and management of their financial and life plan. They first have to deal with fulfilling their support needs during their college years by having a mentor, an athletic coach and perhaps an athlete-mindset and performance coach. In addition, student athletes need to become acquainted with how to assemble a competent financial team to help them design their financial future. There are important lessons to be learned from a number of athletes who have financially failed, and a common denominator often, is the trust athletes have placed in the wrong professionals. We have all heard of a number of cases where lawyers, accountants, investment advisors, agents, etc, have defrauded athletes by advising them to invest in various potentially “high and fast profit” schemes. In some cases, athletes not only lost the money they had invested but also ended up being accused of tax fraud.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Selecting the most suitable advisors</i>
3	<i>Finding the right mentor</i>
4	<i>A good attorney can protect you in a number of ways</i>
5	<i>The selection of a sports agent</i>
6	<i>A business manager is a necessity for professional athletes</i>
7	<i>Protecting yourself from financial advisor improprieties and fraud</i>
8	<i>Seeking advisors with international expertise when pursuing an international sports career</i>
9	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives

- ❖ Creating the right team of trusted, reputable and established professionals is important to the athlete's success both during their college years and afterwards.
- ❖ Your advisors just serve the purpose of informing you about your available options but the financial decisions are ultimately your own.
- ❖ The right agent will do their best to create the right opportunities for their athlete client, so selecting a good agent is critical to the success of your sports career.
- ❖ Each athletic career is a small business and a good business manager runs the business efficiently and sees that everything off the field goes smoothly.
- ❖ Attorneys come with different types of expertise and they can protect athletes in a number of ways.
- ❖ Successful athletes around the world have had mentors who helped them spread their wings and unleash their potential.
- ❖ Athletes move around a lot, both nationally and internationally therefore they need to have advisors with international expertise.
- ❖ Athletes need to know how to protect themselves from being victimized by financial mismanagement and investment fraud.

Lecture Duration: 60 minutes

Activities: 50 minutes

Wrap-up, Questions & Discussion: 10 minutes

Total: 2 hours (approximately)

Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module



Collegiate Athlete Financial & Life Skills Program – Years 18 to 22

CSTA Module 05 - Personal Financial Planning & Money Management

Key Topic

Personal financial planning is a lifelong process and student-athletes are guided through the specifics of it in this lesson. Student-athletes will be making financial decisions all their life; sometimes they will foresee situations and plan deliberately, sometimes, well, things just happen, and they will be forced to make instant decisions. Creating their financial game plan means making deliberate decisions now that will allow them to get closer to their goals while reflecting the realities of being an athlete.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Your dreams, goals and values give direction to your financial plan</i>
3	<i>Defining your mission</i>
4	<i>Creating your legacy</i>
5	<i>Prioritize your spending: Differentiating between wants and needs</i>
6	<i>Living within your means</i>
7	<i>Earning money</i>
8	<i>Saving and growing your money</i>
9	<i>Creating a simple budget</i>
10	<i>The financial planning process</i>
11	<i>Large asset purchases – buying a car</i>
12	<i>The financial responsibilities of renting a place to live</i>
13	<i>Athlete salaries and the reality of uneven cash flows</i>
14	<i>Managing your money throughout the different stages of your career</i>
15	<i>Money management strategies</i>
16	<i>Philanthropy in sport</i>
17	<i>Conditions that may affect your financial game plan</i>
18	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives

- ❖ Personal financial planning helps you design your financial future. The earlier you start, the better off you are.
- ❖ The circumstances and characteristics of your life as an athlete, influence your financial concerns and plans.
- ❖ The financial planning process involves figuring out where you are, where you would like to be and creating a plan to get you there.
- ❖ Your personal financial plan should adhere to your personal values and mission, and it should reflect the legacy you want to leave behind.
- ❖ Needs refer to necessities. Wants refer to things you would like to have – something not absolutely necessary for your survival but which can add comfort and pleasure to your life.
- ❖ A budget is a plan for how to handle your money and it serves as a roadmap to give you the money you need to have the lifestyle you want.
- ❖ Saving money is the cornerstone of a financially secure lifestyle. Saving allows you to build a foundation for establishing future wealth.

Lecture Duration: 175 minutes

Activities: 110 minutes

Wrap – Up, Questions & Discussion: 15 minutes

Total: 4 hours (approximately)

Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module



Collegiate Athlete Financial & Life Skills Program – Years 18 to 22

CTA Module 06 - Banking, Credit and Debt

Key Topic

It is very important for student-athletes to develop an understanding about how banks work so that they can manage their banking to their best interest. Properly managed bank accounts can reduce expenses and protect the student-athletes' personal information. Making purchases on credit is a major part of everyday life to the point that it is being frequently abused and may be transformed into excessive debt which is not manageable. By understanding 'good' and 'bad' debt student-athletes will be able to utilize debt when and where it best suits their overall financial plan. In this lesson we present the basic banking operations that most closely relate to your future needs and discuss the different banking risks associated with credit, debt and credit history. Moreover, this lesson discusses the risks of loans and being in debt, as well as presents ways of keeping debt under control.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>How do banks work?</i>
3	<i>Checking and savings accounts</i>
4	<i>Debit cards Vs credit cards</i>
5	<i>Credit and credit history</i>
6	<i>Loans, risk & collateral</i>
7	<i>Tips on keeping your debt under control</i>
8	<i>What happens if you are already in debt?</i>
9	<i>Lending money to friends and family</i>
10	<i>There is 'good' and 'bad' debt</i>
11	<i>What happens if you default on a loan?</i>
12	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives

- ❖ Understand the basic banking operations.
- ❖ Discover the risks associated with bad loans and collaterals.
- ❖ Opening and maintaining the right bank accounts is a very important aspect of good money management. Your bank accounts are the center of your financial planning.
- ❖ There are different types of bank accounts which will help you get your finances in professional order.
- ❖ A debit card works like a plastic check. A credit card is a credit facility from a bank: Knowing the differences between credit and debit cards will help you use them appropriately.
- ❖ Credit is an arrangement that defers payment for borrowed money or a purchased item until later. Your credit history represents your financial reputation and it is very important to build a positive record with lenders.
- ❖ Any debt, as a whole, is not good. However, some types of debt are considered good because of the investment value they hold.
- ❖ Your personal circumstances and credit score are correlated with loan qualification and loan repayment ability.
- ❖ Defaulting on a loan will create a multitude of problems both in the present and the future.

Lecture Duration: 50 minutes

Activities: 30 minutes

Wrap – Up, Questions & Discussion: 10 minutes

Total: 1,5 hours (approximately)

Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module



Collegiate Athlete Financial & Life Skills Program – Years 18 to 22

CSTA Module 07 - Risk Management & Insurance

Key Topic

It is important for athletes to identify and manage potential risk as well as recognize different types of fraud so that they can take measures to protect themselves from such risks. Athletes can protect themselves and their personal finances in a number of ways whether that means buying different types of insurance to cover basic and sport specific needs, protecting their wealth and their family or limiting the disastrous financial effects of a divorce. This lesson outlines the elements of risk and insurance. It also discusses the concepts associated with risk and insurance and offers advice as to how student athletes can treat these elements at different points of their lives both within and outside of sport.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The definition of risk and hedging against it</i>
3	<i>Basic insurance categories</i>
4	<i>Insurance for sports professionals</i>
5	<i>Choosing the right insurance agent</i>
6	<i>Reputational risk and loss of sponsorship</i>
7	<i>Protecting your brand from unauthorized use</i>
8	<i>Protecting your assets and your family</i>
9	<i>Getting married: Set up your financial relationship and let your love flourish</i>
10	<i>Protecting your family from the inevitable: Estate & inheritance planning</i>
11	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives

- ❖ Athletes are facing different types of risks due to the special nature of their circumstances.
- ❖ Insurance is a form of risk management whereby you transfer the risk from you to the insurance company for a fee.
- ❖ The basic insurance needs of athletes include health, auto and home contents insurance.
- ❖ The specialized insurance needs of athletes include temporary disability, career ending, loss of value and accidental death clauses, loss of endorsement coverage, sports travel insurance, and ransom and extortion insurance.
- ❖ An asset protection and an estate plan are a necessity for professional athletes to guarantee the preservation and protection of their wealth for a longer time horizon.
- ❖ Prenuptial and cohabitation agreements have a positive effect on the financial lives of athletes and they save them from future hardship.

Lecture Duration: 65 minutes

Activities: 45 minutes

Wrap – Up, Questions & Discussion: 10 minutes

Total: 2 hours (approximately)

Materials given with purchase

- ❖ Access to teaching modules
 - ❖ Downloadable presentations for each module
 - ❖ Downloadable student workbooks for each module



Collegiate Athlete Financial & Life Skills Program – Years 18 to 22

CSTA Module 08 - Investments & Creating Long-term Wealth

Key Topic

Bad investment decisions contribute greatly to the financial problems of professional athletes. Athletes have been an easy target for many shady financial predators, who promise them ‘sweet deals’ with huge returns in a short period of time. With so many ‘get rich quick’ schemes out there which try to sell the improbable dream, athletes need to have the knowledge which will help them make educated decisions for themselves, and control their emotional responses to risk and the market. In this lesson we go through the process of getting prepared to invest and we pinpoint what to look for and what the risks are. We also look into the importance of investment diversification and we go over real estate investing. At the end of the lesson, we will present the ‘Being Investment Prepared’ Checklist which will inform student athletes whether they are investment ready or not!

LESSON COMPONENTS	
1	<i>Introduction</i>
2	<i>Why people invest</i>
3	<i>Basic investment definitions & concepts</i>
4	<i>Preparing to invest</i>
5	<i>Be careful of investment scams</i>
6	<i>Risk and potential – the relationship of risk and earning capacity</i>
7	<i>Your investment advisor</i>
8	<i>Types of investments</i>
9	<i>The stock market</i>
10	<i>The real estate market</i>
11	<i>Investment diversification – do not put all your eggs in one basket</i>
12	<i>Becoming investment prepared</i>
13	<i>Structuring wealth in view of a short sports career</i>
14	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives

- ❖ The main reason why people invest is to see a return on their investment.
- ❖ In preparing to invest, you have to devise a consistent plan, you should control your emotional responses to risk and the market, you should always strive to see the big picture and you need to be aware of the characteristics of fraudulent investment schemes so that you can protect yourself.
- ❖ Every investment carries a certain amount of risk and reward. Risk can be managed only up to a certain extent and it cannot be eliminated.
- ❖ Creating the right team of trusted, reputable, and established professionals is important to your financial success.
- ❖ There are various investment options available which are suitable in different situations, depending on your long-term financial strategy and they include stocks, bonds, real estate, etc.
- ❖ Diversification means that you put your money into several different types of investments that are unlikely to all move in the same direction.
- ❖ Before investing make sure you are investment prepared. An investment preparation checklist gives you an indication as to whether you are ready to start investing.

Lecture Duration: 65 minutes

Activities: 45 minutes

Wrap – Up, Questions & Discussion: 10 minutes

Total: 2 hours (approximately)

Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module

Collegiate Athlete Financial & Life Skills Program – Years 18 to 22

CSTA Module 09 - The Economic Environment, Contracts and Taxes

Key Topic

Personal financial planning is affected by several macroeconomic factors. Therefore, when student-athletes plan their financial lives they should take into account conditions in the wider economy and in the markets that make up the economy. Since student-athletes may be signing their first professional contract soon it is important that they learn some basic information about contracts and how taxes affect their income.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Macroeconomic factors that affect financial thinking</i>
3	<i>The Coronavirus effect on sport – suspension of play & contractual issues</i>
4	<i>Sports contracts</i>
5	<i>What is included in sports contracts</i>
6	<i>Taxes</i>
7	<i>Why are taxes levied & different types of taxes</i>
8	<i>Jock tax</i>
9	<i>Athletes competing in Individual sports vs team sports – a tax perspective</i>
10	<i>Taxation and sports contracts abroad</i>
11	<i>Salary caps in the United States</i>
12	<i>Collective bargaining agreements</i>
13	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives

- ❖ It is important to develop your own understanding of the economy and the factors shaping it and have an idea of where the economy is headed so that you can plan your finances and your career accordingly.
- ❖ There are several indicators of financial health through which you can understand the trends of the economy.
- ❖ Despite the fact that most sports contracts are negotiated by sports agents, athletes should have a general knowledge of the contract terms and how they affect them and their finances.
- ❖ Taxes affect your take-home pay; a basic knowledge of taxes along with the right advice from a suitable tax professional can end up in substantial tax savings.

Lecture Duration: 70 minutes

Activities: 40 minutes

Wrap-up, Questions & Discussion: 140 minutes

Total: 2 hours (approximately)

Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module

Collegiate Athlete Financial & Life Skills Program – Years 18 to 22

CSTA Module 10 - Building the Athlete’s Brand Name, Image & Likeness

Key Topic

Professional athletes have a relatively short career playing sport, living most of their life from earnings made off the field, which is why it is important that they are proactive when it comes to their financial planning. One of the many pillars of good financial planning is building the athlete’s personal brand in order to maximize their earning potential off the field, both during and after their sports career. An athlete’s sports career may end, but a strong brand will continue to exist, assisting in building wealth beyond the athlete’s playing years. With the change of the NCAA regulation, allowing student athletes to benefit from the commercial use of their NIL, student athletes are urged to start exploring ways of building and commercializing their personal brand.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>NCAA legislation on NIL</i>
3	<i>The athlete’s brand and its components</i>
4	<i>Evaluating the athletic brand and its strength</i>
5	<i>Building the athlete’s brand name, image and likeness</i>
6	<i>Creating the athlete’s personal marketing plan</i>
7	<i>Social media strategies for promoting the athletic brand</i>
8	<i>Industries that invest in sports advertising</i>
9	<i>Sports professionals serving as charity ambassadors</i>
10	<i>The commercial use of the athlete’s brand</i>
11	<i>Assessing the value of the athlete’s brand</i>
12	<i>Managing the athlete’s brand</i>
13	<i>Protecting the athlete’s brand</i>
14	<i>Is top athletic performance a prerequisite for a strong athletic brand?</i>
15	<i>The new regime: Using blockchain, NFTs and smart contracts to promote the athletic brand</i>
16	<i>Lesson wrap-up, discussion & questions</i>

Learning objectives



- ❖ It is important for athletes to have an accurate picture of where they are in terms of their personal branding so that they can plan their future branding activities accordingly.
- ❖ A sports celebrity brand can be built with an appropriate branding plan.
- ❖ Strengthening the athlete's brand equity is important since it forms the basis of an athlete's commercial value from a consumer's point of view.
- ❖ Athletes can adapt their branding strategy to take full advantage of their different life/work phases.
- ❖ The athlete's brand can be commercialized in a number of ways to bring substantial amounts of revenue to the athlete.
- ❖ A proper brand management strategy ensures that the athlete becomes and stays marketable.
- ❖ Legally protecting the athlete's sports brand ensures that potential revenues from the commercialization of such brand are enjoyed by the athlete as their lawful owner.

Lecture Duration: 85 minutes

Activities: 80 minutes

Wrap – Up, Questions & Discussion: 15 minutes

Total: 3 hours (approximately)

Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module

Collegiate Athlete Financial & Life Skills Program – Years 18 to 22

2023 – The SFLA Ltd. All Rights Reserved. The Sports Financial Literacy Academy® is a registered trademark. This material may not be reproduced all or in part without the prior permission of The SFLA Ltd.

CSTA MODULE 11 - Your Life Plan: Career Development, Entrepreneurship & Business Fundamentals

Key topic

Athletes should be ready and prepared to do something meaningful and financially sustainable during their after-sports days, whether that is when they finish college or when they will be retiring from a professional sports career. If athletes go professional, hopefully it will be a long and successful career, but every day they need to remember that a sports career has an expiration date and that they need to work towards preparing for life after sports from day one.

LESSON COMPONENTS	
1	<i>Introduction</i>
2	<i>The psychology of retiring from sports at a fairly young age</i>
3	<i>Find a mentor</i>
4	<i>Work on your professional network</i>
5	<i>Entrepreneurship or employment</i>
6	<i>The world of work</i>
7	<i>Advantages & disadvantages of entrepreneurship</i>
8	<i>Business fundamentals for athlete entrepreneurs</i>
9	<i>Building the athlete's entrepreneurial team</i>
10	<i>Athletic entrepreneurship: Using your brand to build a business</i>
11	<i>Franchising</i>
12	<i>Internet based businesses as an option for a post-sports career</i>
13	<i>Social entrepreneurship: Athletes thinking 'outside the box'</i>
14	<i>Lesson wrap-up, discussion & questions</i>

Learning objectives

- ❖ Identify your talents and passions outside of sport
- ❖ Understand the importance of preparing for life after sport
- ❖ Choose a mentor who can guide you in your post sports career
- ❖ Learn the pros and cons of entrepreneurship and employment
- ❖ Learn the basics of business and entrepreneurship
- ❖ Find out how to develop a good business plan and how to best utilize your network
- ❖ Discover ways to be entrepreneurially successful in your after sports days

Lecture Duration: 80 minutes

Activities: 60 minutes

Wrap – Up, Questions & Discussion: 10 minutes

Total: 2,5 hours (approximately)

Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module