

TALLADEGA COLLEGE'S
WOMEN'S BASKETBALL PROGRAM
PRESENTS





“WHAT HAPPENS AFTER THE ‘BALL’ STOPS?”

OVERVIEW:

Female, student-athletes are recruited to dominate the court, hit home runs, and spike the ball harder than anyone could ever imagine, but what happens after the ball stops? Talladega College is partnering with local and national sponsors to host the first Dream Classic Academy (DCA). The event is set for October 22nd – 24th and will feature a panel discussion from some of the industry’s most acclaimed women in the world of sports. Participants will also attend breakout sessions and play in a tournament. The purpose of DCA is to promote female empowerment and provide a platform that highlights the significance of mental health and professional development.

PANEL DISCUSSION:

Attendees will actively engage in a panel discussion and interact with women in the sports and broadcast media industry. Panel guests include but are not limited to Natalie White (Interim President & Chief Operating Officer at Los Angeles Sparks); Ebony E. McCue (Chief Legal Officer and sports attorney at the OMBI Group); Akilah Bethel (Bethel League); Brianna Gladney (Coordinator of Executive Operations at Orange Bowl Committee); Chelsea Sherrod (Reporter/Host at New England Sports Network); Carissa Crutchfield (former professional women’s player); and Lyndra Little (professional basketball player).

BREAKOUT SESSIONS:

According to research, less than one percent of college athletes go on to become professional basketball players. This statistic was a guiding force behind the importance of preparing our female athletes for careers outside of becoming a professional athlete. The Academy will host three breakout sessions aimed at empowering young female basketball players to become career-ready in athletics. The breakout sessions will provide a holistic approach to career preparation by promoting the importance of maintaining mental health, professional development, and exposure to career opportunities within professional basketball organizations.

TOURNAMENT:

DCA is designed to create maximum exposure for athletes, students, and institutions. Currently, six teams (Wilber-force University, Rust College, Stillman College, Florida Memorial University, Fisk University, and Talladega College) have confirmed their participation in the tournament. Each team is guaranteed two games during the tournament. All games will be played in accordance rules outlined by the National Association of Intercollegiate Athletics (NAIA).

For more information about the Dream Classic Academy, contact Mercedes Gillon-Gantt (Assistant Women’s Basketball Coach and Director of Volleyball Operations) via phone at (229) 444-0089 or via email at mgillon@talladega.edu

GREETINGS FROM CHAIRMAN AND FOUNDER MERCEDES GILLON-GANTT



SCAN ME



Greetings Dreamers,

It gives me great pleasure to finally witness the manifestation of a concept that I never would have imagined beyond a pen, paper, and a dream. My vision for the Dream Classic Academy (DCA) is to showcase the prominent, female talent at Historically Black Colleges and Universities (HBCUs), and to promote female empowerment in the world of athletics. The purpose of DCA is to also encourage mental health awareness and professional development. The goal of the event is to change the narrative and dismiss social dogmas that have been created to discourage female, student-athletes.

The Academy also provides a platform for networking and professional advocacy beyond the world of athleticism. It is my ambition for female, student-athletes to attend the Academy, and leave with a sense of pride and responsibility to their successors.

In my current role, assistant women's basketball coach for Talladega College, I strive daily to not only assist my players in becoming physically adept to playing basketball, but also support them through advocacy in their academic endeavors.

I aspire to inspire the next generation to continue to DREAM BIG because it's only a dream until it happens to you. As a former student-athlete, it is my duty to provide various avenues for our future generations to grow physically and psychologically.

"Basketball is my ministry. This is an Ode to The Dreamers."

Dream Big,

Mercedes Gillon-Gantt
Chairman and Founder of the Dream Classic Academy

**GREETINGS FROM
ATHLETIC DIRECTOR
KEVIN
HEROD**



Greetings,

On behalf of the Talladega College Athletic Department and the Women's Basketball (WBB) Program, I would like to welcome you to our first Dream Classic Academy (DCA).

The Athletic Department and WBB Program takes great pride in hosting this women's basketball tournament and academy with six phenomenal Historically Black Colleges and Universities (HBCUs): Wilberforce University, Rust College, Stillman College, Florida Memorial University, Fisk University, and Talladega College.

My desire is to witness the DCA serve as a catalyst to not only promote female empowerment, but also, provide a platform that highlights the significance of mental health and professional development.

At Talladega College, we pride ourselves on preparing students for success. We are excited about the future of our female athletes.

Let's go, Lady Tornados!

Dega Proud! Dega Strong!

Sincerely,

Coach Kevin Herod
Athletic Director
Head Women's Basketball Coach

FEATURED PANEL GUEST

NATALIE WHITE

Interim President & COO – Los Angeles Sparks

Founder, Natalie White Basketball LLC and A10TION FOUNDATION Inc

Award-Winning Sports Executive & Leader



Natalie White was named Interim President & Chief Operating Officer of the three-time WNBA champion Los Angeles Sparks on Dec. 21, 2020. In the role, White oversees business operations, including Ticket Sales, Sponsorship, PR, Marketing, Game Operations and Community Relations. Prior to that she served as Senior Vice President of the organization, responsible for ticket sales, marketing, community relations and youth sports.

Joining the Sparks in January 2018, White quickly guided the organization to back-to-back WNBA Ticket Sales Franchise of the Year Awards (2018-2019) as the Sparks led the league in attendance, growing ticket sales revenue over 100 percent year-over-year with an average annual revenue of \$3.1 million. In addition, White's marketing efforts helped the Sparks social media grow in followers by 40 percent and earn the 2019 WNBA Marketing Franchise of the Year Award. White's efforts played a major role in the Sparks winning the 2019 WNBA Business Franchise of the Year Award.

White has helped the Sparks launch five community relations pillars, including Health & Wellness, Women & Girls Empowerment, Youth Sports, Military Veteran/First Responders and Social Justice. The Sparks programs have impacted over 90,000 children, teens, and adults.

White is a 12-year veteran of WNBA business operations, previously working for the Atlanta Dream from 2009-2017, ultimately becoming the Vice President of Basketball Operations. In that role, White oversaw player branding and assisted in the scouting and recruitment of players. Prior to that, she was the Senior Director of Sales for the Dream, growing ticket sales revenue over 125 percent year-over-year with an average annual revenue of \$1.1 million.

Prior to the WNBA, White worked for NIKE for 10 years, managing an account base of \$24 million in Southern California. In addition to her executive work, White also founded Natalie White Basketball, LLC and A10TION Foundation, Inc where she's served over 1500 youths through basketball camps and academic mentoring. Currently, White is leading the efforts to renovate a gym in her hometown, Fort Valley, Georgia.

White attended Florida Agricultural and Mechanical University (FAMU) where she earned a B.S. in communications and an M.S. in sports management. White played four years of varsity basketball at FAMU and was named the 1995 Mid-Eastern Athletic Conference (MEAC) Player of the Year. She previously held the NCAA Division-I record for career steals (624) and most steals as a freshman (143). In 2001, she was named to the FAMU Hall of Fame and in 2011 she was inducted into the MEAC Hall of Fame.

White was awarded the 2019 FAMU NAA Distinguished Alumni Award in the field of athletics and was a 2020 Pepsi and Essence SHE GOT NOW honoree.

FEATURED PANEL GUEST

EBONY McCUE

Attorney, Chief Legal Officer of OMBI Group, LLC, a premier sports and entertainment firm



Attorney Ebony E. McCue serves as Chief Legal Officer of OMBI Group, LLC, a premier sports and entertainment firm. She oversees business and legal affairs, risk management, and ensures company and client practices are compliant with professional sports leagues, regulatory authorities, and players associations.

McCue previously served as General Counsel of MR Financial, LLC where she was the company's first in-house counsel. In this position, she created and managed its legal structure, and provided counsel regarding the legal and regulatory aspects of sports, operations, and intellectual property. Prior to this position, McCue served as Counsel of Business and Legal Affairs for Sports and Entertainment Financial Group – Sports Division.

Through this role, she changed the trajectory of the company by also implementing its first legal structure, advising professional athletes and athlete representatives, and examining player appeals, player conduct regulations, anti-doping laws, and other NFL and NBA Collective Bargaining Agreement matters.

McCue is admitted to practice law in New York, Washington, D.C., and Georgia. She also holds bar admissions with the Supreme Court of Georgia, Georgia Court of Appeals, and federally, with the U.S. District Court for the Northern District of Georgia.

McCue currently serves on the advisor boards of the Entertainment & Sports Law Section of the State Bar of Georgia and Winning Edge Leadership Academy, is a Diversity and Inclusion Committee appointee and Regional Captain of the Sports Lawyers Association, a judge with the Atlanta Urban Debate League, and an affiliate of the Institute for Sports and Social Justice.

She received her bachelor's degree in Sport Management with a minor in Business Administration from the University of Tennessee, her Juris Doctor from Thurgood Marshall School of Law at Texas Southern University, and her Sports Industry Essentials Program Certificate from Columbia University. McCue is also an active member of Delta Sigma Theta Sorority, Incorporated.

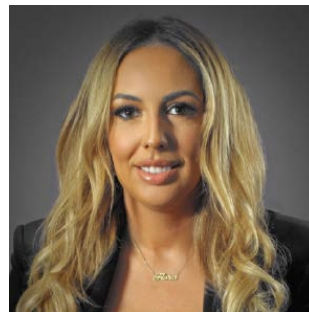


FEATURED PANEL GUESTS

BRIANNA GLADNEY

Brianna Gladney is the new Coordinator of Events for the Capital One Orange Bowl, moving up from her previous role as Coordinator of Executive Operations. She also supported the 2021 College Football Playoff Miami Host Committee assisting team operations. Prior to her role with the Host Committee and the Orange Bowl, she interned for the College Football Playoff in the Game Operations department. Gladney earned her bachelor's degree from Xavier University as a former women's basketball student athlete, and will complete her master's degree from the University of Florida in 2022.

SPECIAL GUESTS



FLORA GABRIELIAN

*Senior Marketing Director at
World Financial Group*



CARISSA CRUTCHFIELD

*EYG Player Development
Coach/ Director of Roughriders
Girls Basketball Program*



JADA COGGINS

AE5 College Park Rimrockers

SPONSOR REGISTRATION

OCTOBER 22ND-24TH

TALLADEGA COLLEGE – DR. BILLY C. HAWKINS STUDENT ACTIVITY CENTER

As a Dream Classic Academy sponsor, you have shown others the magnitude and importance of women pursuing careers in athletics. With your sponsorship, we will ensure your company is promoted as described in each sponsorship package. Our events welcome a strong number of community professionals which provides our sponsors an excellent opportunity to market their services and products.

SUPPORTS THE IMPORTANCE OF WOMEN BASKETBALL

FRIEND LEVEL \$250-\$1,000

- Recognition on Talladega College's social media channels

MENTOR LEVEL \$5,000

- Recognition on Talladega College's social media channels
- Recognition on news releases
- Company logo on event signage

LEADER LEVEL \$10,000

- Recognition on Talladega College's social media channels
- Recognition on news releases
- Company logo on event signage
- Prominent logo and name recognition on all promotional material
- Emcee Recognition at event

ICON LEVEL \$15,000

- Recognition on Talladega College's social media channels
- Recognition on news releases
- Company logo on event signage
- Prominent logo and name recognition on all promotional material
- Emcee Recognition at event
- Company signage at event

PREMIER LEVEL \$25,000

- Recognition on Talladega College's social media channels
- Recognition on news releases
- Company logo on event signage
- Prominent logo and name recognition on all promotional material
- Emcee Recognition at event
- Company signage at event
- Speaking opportunity at the event

SPONSORSHIP LEVELS

☐ FRIEND LEVEL

☐ ICON LEVEL

☐ MENTOR LEVEL

☐ PREMIER LEVEL

☐ LEADER LEVEL

SPONSOR INFORMATION

Name: _____

Company/Organization: _____

Phone: _____

Email: _____

Address: _____

City: _____

State: _____ Zip: _____

PAYMENT INFORMATION

☐ Pay by Check

Please make check payable to Talladega College
Mail to: Talladega College, Attn: OIA
627 West Battle Street, Talladega, AL 35160

☐ Pay by Credit Card

Pay by Check Visa MC AMEX DISC

Please make check payable to Card number: _____

Exp: _____ CSC: _____

Signature: _____

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DONATION



SPECIAL THANKS TO OUR SPONSORS



Dr. Kevin Scott
SCOTT SPORTS MED, LLC

