

# NBA SUMMER LEAGUE EXPERIENCE

## LAS VEGAS | JULY 2025

Brock University has secured a spot for SPMA students to attend the NBA Summer League Experience in 2025, taking place in Las Vegas, Nevada during NBA Summer League.

The Business of Basketball Immersive Experience will give Brock University students the opportunity to learn from top executives in a one-of-a-kind educational training environment.

Students who sign up for this program will get an immersive, inside look into the business of basketball.

### SUBJECT MATTER INCLUDES:

- Basketball Operations
- Scouting, Video and Analytics
- Media and Broadcast
- NBA Collective Bargaining Agreement
- Networking
- Résumé Writing
- Interviewing
- Term Project
- Social Media
- Branding
- And Other Topics

### EACH STUDENTS WHO COMMITS GETS:

- Access to seven (7) days of NBA Summer League
- Six (6) nights of hotel accommodations at our hotel partner
- Access to NBA Summer League parties not open to the public
- Access to Business of Basketball program sessions
- Access to exclusive seating section at the NBA Summer League
- Daily transfers from hotel to training facilities during the program (Thomas & Mack Center / Cox Pavilion)
- Morning snacks, lunch and dinner each day - eat dinner in same place as NBA team & league execs
- Our CBA Essentials Bundle - Video On-Demand Courses
- Placement on the exclusive Vegas Summer League Talent profile website - accessed exclusively by sports business executives looking for job candidates



**PRICE: \$4,000**

# PAST SPEAKERS & INSTRUCTORS INCLUDE:



**JERRY WEST**

Hall of Famer / Former  
Los Angeles Clippers Consultant



**BOBBY MARKS**

ESPN  
NBA Front Office Insider



**ADAM SILVER**

NBA  
Commissioner



**MIKE BROWN**

Sacramento Kings  
Head Coach



**R.C. BUFORD**

San Antonio Spurs  
CEO



**MIKE D'ANTONI**

New Orleans Pelicans  
Coaching Advisor



**LINDSEY HARDING**

Los Angeles Lakers  
Assistant Coach



**MARK CUBAN**

Dallas Mavericks  
Former Principal Owner



**SWIN CASH CANAL**

New Orleans Pelicans  
VP of Basketball Operations &  
Team Development



**JOHN HAMMOND**

Orlando Magic  
President of Basketball Operations



**RACHEL NICHOLS**

Showtime & Paramount +  
Host of "Headliners" Show



**CHAD BUCHANAN**

Indiana Pacers  
General Manager



**KOBY ALTMAN**

Cleveland Cavaliers  
President of Basketball Operations



**HOWARD BECK**

The Ringer  
Senior Staff Writer



**RAMONA SHELburne**

ESPN  
NBA Insider

AND MANY MORE

## ALUMNI



"Sports Business Classroom gives you the exposure, curriculum, and connections to better understand what working in basketball truly entails and the work you need to put in to "make it" in the league."

- Buddy Scott, 2019 Alumni  
Boston Celtics  
Basketball Strategy Analyst



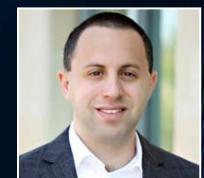
"Exchanged thoughts and ideas with very interesting individuals during the program. Remember, It's not always about what you learn, but who you learn from...and we did learn from the best in their fields. Can't thank everyone enough at SBC, extremely thankful for the opportunity."

- Tornike Shengelia, 2023 Alumni  
EuroLeague Players Association



"Sports Business Classroom, specifically the Salary Cap Management/Executive Session track helped prepare me for my journey through an NBA G League Front Office and equipped me with the necessary knowledge to be successful."

- Amber Nichols, 2017 Alumni  
Capital City Go-Go:  
General Manager



"Sports Business Classroom was truly the launching point for my career, giving me the confidence in my knowledge and networking skills to kickstart my career in and around the NBA."

- Jeff Siegel, 2017 Alumni  
Klutch Sports:  
Senior Cap Specialist

# WE ARE PASSIONATE ABOUT FINDING AND PLACING TALENT

Students land jobs with the following organizations:



AND MANY MORE