

# GIGS GAME 4 CHANGERS



IN PARTNERSHIP WITH PARKER DEWEY

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# Our Story

## HERE'S HOW IT ALL STARTED.

In 2015, two underrepresented professionals in the sports and entertainment industry understood opportunities afforded to them because of mentors who believed in their potential and game changing resources that fueled their drive. For years, co-founders Corinne Milien and Maria Taylor sat in rooms where they knew voices missing from the conversation and that had to change. Since then the Winning Edge Leadership Academy has been motivated by one question:

*"What are WE doing to help the next generation?"*

The Winning Edge Leadership Academy was created in response to the lack of diversity in sports and entertainment. By creating resources, providing valuable career preparation and mentorship, each Game Changer is afforded support and representation that was lacking elsewhere along their journey.



VISION

*Statement*

**ESTABLISHED BY GAME  
CHANGERS FOR GAME  
CHANGERS.**

WE want economic mobility for all by forging relationships and supporting a community of diverse talent who will shape the landscape of decision making in the sports and entertainment industry.



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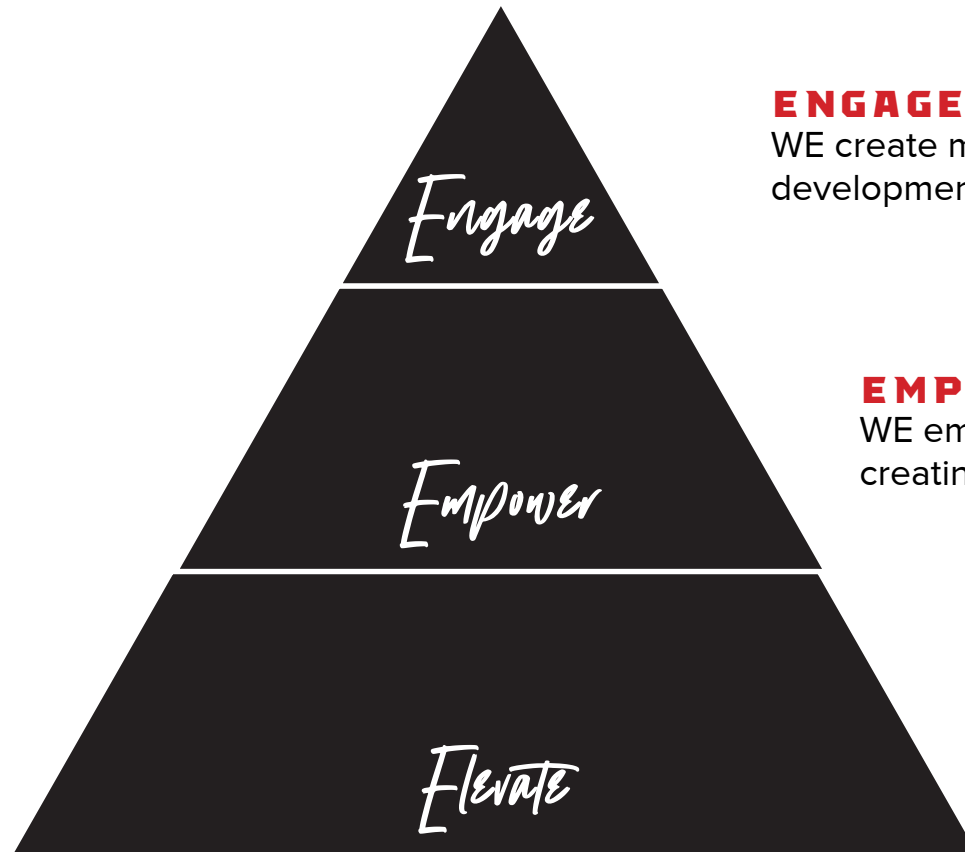
# MISSION

## *Statement*

**THE PLAYBOOK TO EXECUTING  
OUR VISION.**

WE create opportunities that empower the next generation of diverse leaders to foster equity and inclusion in the sports and entertainment industry.

# Our Values



## **ENGAGE**

WE create meaningful professional development experiences.

## **EMPOWER**

WE empower the underrepresented by creating a community of resources

## **ELEVATE**

WE raise awareness of a diverse talent pool.

# *Our Solution*

**The Gigs for Game Changers Challenge was designed to overcome employment challenges in a scalable, cost-effective way by providing short-term, professional assignments providing hands-on professional experiences while connecting Game Changers with employers and industry leaders.**

**Gigs for Game Changers is a win-win.**

## GAME CHANGERS OFTEN LACK:

- + Social capital to understand and effectively pursue career options
- + Access to opportunities that prioritize specific academic pedigrees or connections.
- + Financial resources to accept unpaid internships.
- + Availability for traditional opportunities

## COMPANIES STUGGLE TO:

- + Access students from underrepresented populations.
- + Overcome historical perceptions with the importance of academic pedigree across departments.
- + Evaluate students effectively by relying on processes that don't fully measure actual abilities.

*The Challenges*

# GIGSGAME 4CHANGERS

Projects ranging from 20-40 hours in duration

Starting cost: \$10 an hour

Assignments similar those given an intern or new hire

Used in all industries across all departments

## Sales

- + Lead generation
- + Prospect research
- + CRM Cleansing

## Human Resources

- + Job description review
- + Candidate sourcing
- + Evaluating competitive best practices

## VIEW SAMPLE GIGS

## Marketing

- + Content creation
- + Social media content calendar
- + Market research

## Finance

- + Financial analysis
- + Financial modeling
- + Industry analysis



# SUPPORT YOUR TEAM

## University Relations

- + Get an additional, parallel pipeline that requires no extra travel
- + Save time sifting through resumes by using a candidate's real work product and hiring manager insights

## Diversity & Inclusion

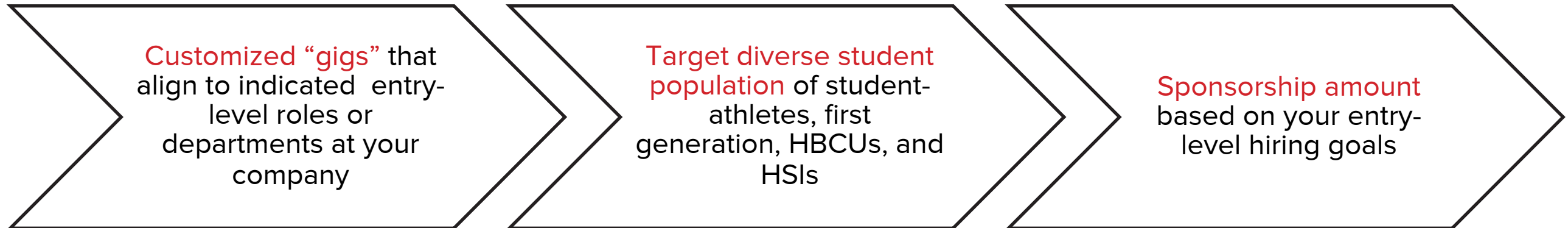
- + Boost D&I Recruitment by overcoming barriers to traditional recruitment pathways
- + “Retrain” hiring managers by helping them see opportunities beyond traditional profiles

## Hiring Managers

- + Get help with extra work by letting Micro-Interns tackle tasks that aren't the best use of your time
- + Enhance collaboration with HR by recommending great candidates whose work you've seen in action

# THE PROCESS

We'll conduct a goals assessment call with your team to develop a customized plan of action.



**Gigs can be used internally or to provide opportunities for Game Changers completing necessary work for The Winning Edge and our community partners.**

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# LAUNCH, EXECUTION, AND MANAGEMENT

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WE can launch your Gigs for Game Changers program **within one week of proposal approval**. WE can also project manage your program behind the scenes:

**WE will:**

- + Post gigs aligned to your timeline
- + Provide resources to engage your colleagues
- + Provide best practices and help manage each gig to completion





## DATA AND INSIGHTS

Upon completion of your Gigs for Game Changers program, WE will create an **Impact Report** that includes:

- **Quantity and demographics** of candidates assessed
- **Universities represented** in your applicant pool
- **Feedback and hiring suggestions**
- **Cost / value breakdown**

## **BENEFITS**

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By participating in Gigs for Game Changers, you will:

- + **Broaden your company's access** to diverse talent pools
- + **Create a pathway** for early relationship building on campuses nationwide without incurring extra travel or recruiting costs
- + **Showcase your company's commitment** to diversity & inclusion, thereby increasing your brand awareness on campus.



# TESTIMONIALS

Gigs for Game Changers is a great opportunity, especially now while there is a hiring freeze. It allows Game Changers the opportunity to work on their skills while getting paid.

”

**ADILA GATHERS**  
BASKETBALL, NIAGARA UNIVERSITY



**GIGS GAME  
4CHANGERS**

WEGAMECHANGE.ORG

@THEWELEADERSHIP

I believe that this is a super beneficial program that works great for people that have very busy schedule but need work experience. It's not a lengthy internship like most companies provide but something that is short and can help get a lot of hands on experience and learning.

”

**DALLAS HOBBS**  
FOOTBALL, WASHINGTON STATE



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Gigs For Game Changers is the perfect initiative for former and current athletes looking to gain professional experience while competing in their sports!

”

**PEYTON WHITTED**  
BASEKETBALL PENN STATE



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4CHANGERS**

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# TESTIMONIALS

Gigs for Game Changers is a game changer in itself! As a nonprofit youth sports organization with a relatively small staff, we are constantly working on multiple projects and ensuring that everything is executed at a high level can be challenging. I can't think of a better solution than what The Winning Edge is providing with Gigs for Game Changers.

— ” —  
**MICHAEL LOWE**  
YOUTH ON COURSE



**GIGSGAME  
4CHANGERS**

Gigs for Game Changers lives up to the name. Once we scoped the project, G4G found us a talented match and set everything in motion. It was easy, the work was done well, and I can't recommend this to enough people.

— ” —  
**MOLLY TISSENBAUM**  
SPORTS INNOVATION LAB



**GIGSGAME  
4CHANGERS**

# THE NETWORK

Our network of Game Changers is comprised of diverse student-athletes and recent graduates from colleges across the country.

They encompass all backgrounds, all majors, and all school types with a shared desire to work in the sports and entertainment industry.

# THE GOAL

With the current need to increase diverse talent, **WE have a goal of providing 5,000 gigs in our first year\***, to provide entry-level experience for the next generation.



*Help us reach our goal.*

**A challenge by game changers for game changers.**

Stand with the next generation and create pathways to experience for diverse talent in the sports and entertainment industry.

By sponsoring a customized package of “gigs,” your company will create equitable opportunities while bolstering your entry-level hiring initiatives.

# ROOKIE

*\$150 - \$500*

Provides

**15 - 50**

**HOURS OF EXPERIENCE**

# STARTER

# VETERAN

*\$1,000*

*\$2,500*

Provides up to

Provides up to

**100**

**250**

**HOURS OF EXPERIENCE**

**HOURS OF EXPERIENCE**

**ALL  
STAR**

**CHAMP**

**LEGEND**

*\$10K*

*\$25K*

*\$50K*

Provides up to

Provides up to

Provides up to

**1,000**

**2,500**

**5,000**

**HOURS OF EXPERIENCE**

**HOURS OF EXPERIENCE**

**HOURS OF EXPERIENCE**

# ACT NOW

## No Paperwork to Hire

WE have partnered with a structured consulting firm, so all Game Changers are 1099s through us.

## No Conversion Fees

If you enjoyed working with your Game Changer and want to hire them as an intern, contractor, or full-time employee, it's free!

## Low Risk Investment

Game Changers sign strict NDAs and you own all the work product. And if you're unhappy with your deliverable, we'll give you a full refund.

# GIGSGAME 4CHANGERS

Click the logo  
to post your  
first gig!



Corinne Milien  
[Corinne@winningedgeleadership.org](mailto:Corinne@winningedgeleadership.org)

Contact us if  
you still have  
questions!



**WINNING EDGE**  
TOGETHER WE WILL SHAPE THE FUTURE