

Ryerson University October 3, 2014

PrimeTime Sports Management Conference and Ryerson University launch Sport Innovation Case Competition

The PrimeTime Sports Management Conference in collaboration with Ryerson University is pleased to announce the launch of the inaugural Sport Innovation Case Competition, as part of the 2014 Conference program. The 7th annual conference, to be held on November 17th and 18th 2014 at the Westin Harbour Castle Hotel in downtown Toronto, is regarded as the pre-eminent sports management conference in Canada.

Co-Chairs Brian Burke, the President of Hockey Operations for the Calgary Flames, and Trevor Whiffen, Partner at Dickinson Wright and Governor of the London Knights, have partnered with Ryerson University and the Ted Rogers School of Management to develop the Sport Innovation Case Competition. This distinct offering will provide students with the opportunity to analyze and provide insight into a real world Canadian sport innovation challenge (allowing students to incorporate leading technology, converging media, and big data/analytics strategies) with input from leading sport business executives.

Ryerson University is Canada's leader in innovative, career-focused education and is home to a new Bachelor of Arts program in Sport Media, where students will get the education, practical experience and networking opportunities they need to succeed in a competitive marketplace. The Sport Media program is the only one of its kind in North America and is based out of the Mattamy Athletic Centre, formerly Maple Leaf Gardens. This, and the developing Sport Marketing and Innovation Space in Ryerson's Ted Rogers School of Management, will ensure that students get hands-on sport media experience and learn how to manage and present sports entertainment in exciting and engaging ways.

Registration for November 2014 is Open!

The Invitational Competition is open to all Graduate and Undergraduate schools. Each school may enter up to two teams of four current students to compete. Schools wishing to participate in the Sport Innovation Case Competition held at the PrimeTime Sports Management Conference November 17th-18th must register using the attached form. Preliminary rounds of the competition will be held November 16th, the day prior to the start of the conference. Registration submissions will be acknowledged by email. Please note that registration does not guarantee a spot in the Competition, as space is limited. Schools accepted for participation will be notified via email, and will be prompted for payment.

Presenting teams will be emailed their case one week prior to the conference.

Over \$2,000 in cash and in-kind prizes are available.

Registration Fee

The registration fee for each team (consisting of a maximum of four people) is \$1,000 CAD + HST, payable to PrimeTime Sports and Entertainment Inc., upon confirmation of school participation.

Registration includes complimentary admission to the PrimeTime Sports Management Conference on November 17th and 18th.

Agenda for the conference can be found here: <http://www.primetimesport.ca/2014-primetime-sports-management-conference-agenda/>

Additional Costs:

Teams are expected to pay for their own hotel accommodations, travel expenses, and other incidental costs.



Please contact Aileen O'Doherty at aileen.odoherty@ryerson.ca for further details.

PrimeTime Sport Innovation Case Competition Registration

Please fill out and send to aileen.odoherty@ryerson.ca

*Fields with * are required*

School Full Name*

Label *

Enter the shortened version of the school name e.g. TRSM, Ryerson

Email*

Cell Phone *

Information:

Coach/Billing Contact*

Name

Email

Telephone

Participant 1

Name

Email
Telephone

Participant 2

Name
Email
Telephone

Participant 3

Name
Email
Telephone

Participant 4

Name
Email
Telephone
