PARTNERSHIP ACTIVATION CASE STUDY

Bringing Brands, Sports & HBCU Communities Together

B.E. Collective+ | Johnson C. Smith University

Charlotte, NC · October 8, 2025

Through our Sports Business + NIL Education Summit, B.E. Collective+ brought together corporate brands, sports industry professionals, and experiential partners to deliver a fully integrated campus engagement experience — one campus, multiple partner touchpoints, meaningful student impact.

126	4	1
Student Registrations	**Corporate Partners**	**Integrated Experience**
Reported student sign-ups for the summit	Featured corporate and experiential partners	One cohesive, multi-touchpoint campus activation

Featured Partners: Honeywell · 23XI Racing · Solidcore · Laff House



CORPORATE & SPORTS PARTNER INTEGRATION

Different Partners. Distinct Experiences. Shared Impact.

B.E. Collective+ designed a flexible activation model that allowed each partner to contribute through industry expertise, professional development, or interactive experiences — ensuring every brand showed up in a way that felt authentic and purposeful.



Honeywell — Corporate Career Development

Kristen Picard joined the Sports Career Pathways Beyond NIL panel, connecting students with corporate career perspectives. Honeywell also engaged students through a dedicated Partner Expo table.



23XI Racing — Sports Industry Access

John Bonney joined the career pathways panel, providing students with direct exposure to professional opportunities in motorsports and sports business, extending engagement at the Partner Expo.



Solidcore — Wellness & Experiential

Solidcore participated in the Partner Expo and delivered an interactive pop-up fitness class led by Galen Quillen, adding a wellness and experiential dimension to the day's programming.



Laff House — Gaming & Entertainment

Laff House brought a mobile gaming truck to campus, creating a recreational engagement opportunity that complemented the educational programming and encouraged broader student participation.

A fully integrated campus engagement experience























THE ENGAGEMENT MODEL

We Created Multiple Ways for Partners to Connect

Instead of limiting partners to signage or a traditional sponsorship presence, B.E. Collective+ incorporated them into the actual student experience — each contributing a distinct layer of value throughout the day.

Industry Conversations

Honeywell and 23XI Racing shared career insights during the Sports Career Pathways Beyond NIL panel, giving students direct access to working professionals.

Direct Brand Engagement

The Partner Expo created face-to-face networking opportunities between students and participating organizations in a relaxed, relationship-building environment.

Interactive Experiences

Solidcore introduced hands-on wellness programming through a pop-up fitness class, making brand participation tangible and memorable for attendees.

Culture & Entertainment

Laff House delivered an accessible gaming experience that added energy, variety, and cultural resonance to the overall event atmosphere.

Partners were not competing for the same engagement moment. Each contributed a distinct element — professional learning, relationship-building, wellness, and entertainment — allowing students to move fluidly through a rich, layered campus experience.

OUR ROLE & EXECUTION CAPABILITIES

We Turn Partnership Objectives into On-Campus Experiences

B.E. Collective+ served as the organizer and activation partner, uniting the university, corporate organizations, sports industry professionals, and experiential vendors under one coordinated event framework.

What B.E. Collective+ Delivered

- **Partner Development & Integration**

  Secured and coordinated participating organizations, aligning involvement with relevant programming.

- **Program & Experience Design**

  Built an agenda combining panels, networking, wellness, and entertainment.

- **University Coordination**

  Worked with JCSU to manage facilities, student access, partner setup, and operations.

- **Activation Execution**

  Managed event flow, speaker participation, partner engagement, and on-site experiences end-to-end.

Community Access

Building authentic connections with students, student-athletes, and campus communities.

Brand Integration

Creating relevant, natural roles for corporate partners within educational programming.

Talent Development

Connecting students with professionals and opportunities across the sports business ecosystem.

Turnkey Execution

Coordinating relationships, programming, and logistics to bring a full activation to life.



Show Up Meaningfully.

From career development panels to interactive brand experiences, B.E. Collective+ helps sports organizations and corporate partners create authentic, lasting impact in HBCU communities — not just presence, but purpose.

Authentic Partnerships

We connect brands and sports organizations with HBCU communities through programming that is relevant, respectful, and results-driven.

Student-Centered Design

Every activation is built around creating value for students — career access, wellness, entertainment, and professional networking in one experience.

End-to-End Execution

B.E. Collective+ handles the full scope — from partner recruitment and program design to on-site coordination and activation management.

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