

Texas Southern University x Sports Business & NIL Education Summit

JANUARY 23, 2026 | ROD PAIGE EDUCATION BUILDING

Post-Event Impact Report

Presented By **B.E. Collective+**

In partnership with Texas Southern Athletics, Texas Southern College of Education - Department of Health, Kinesiology & Sports Studies, ABC Sports Foundation, Thrivent, DC Apparel - Crafts by Donecia, Small Sliders, Minorities in Sports (MiS) Texas Southern, and Texas Southern Sport Media and Marketing Student Club.

EXECUTIVE SUMMARY

A Transformative Day of Empowerment and Education

The Sports Business & NIL Education Summit at Texas Southern University delivered a high-impact, one-day immersive experience designed to equip HBCU student-athletes and students with practical knowledge, real-world tools, and direct access to the NIL and sports business ecosystem.

Hosted in partnership with Texas Southern Athletics and the College of Education's Department of Health, Kinesiology & Sports Studies, along with student organizations including Minorities in Sports (MiS) Texas Southern and the Sport Media and Marketing Student Club, the summit created an unprecedented learning environment.

The program combined education, exposure, and experiential learning—positioning Texas Southern University as a leader in student-athlete empowerment, professional development, and NIL readiness in the evolving collegiate athletics landscape.

188

Total Registered

Students and community members

100+

Active Participants

Throughout the day

8

Industry Experts

Sports professionals



Event Goals & Strategic Alignment

Goals Addressed

NIL Education

Comprehensive compliance awareness and rights understanding

Sports Career Readiness

Student-athlete brand development and professional preparation

Sports Industry Exposure

Direct access to professionals and brand partners

Ecosystem Building

Long-term NIL infrastructure development

University Alignment Highlights

01

Student Success

Supports institutional commitment to holistic student development and achievement

02

Cross-Department Collaboration

Enhances synergy between athletics and academic programs

03

Career & Entrepreneurship

Aligns with readiness initiatives and alumni engagement strategies

PROGRAM DESIGN

Program Overview & Content Delivered

Summit Format

One-Day Immersive Experience

Core Elements

- Interactive workshops with hands-on activities
- Panel discussions and fireside chats with industry leaders
- Live NIL simulations and brand pitch exercises
- Community Service integration sessions
- Networking and brand activation opportunities

Each session emphasized practical application over theory—ensuring students left with tools they could immediately implement in their personal brand development and NIL journey.



Understanding NIL

Foundation workshop on rights and opportunities



Financial Foundations

Lunch & Learn presented by Thrivent



Brand Development

Leveraging your brand with pitch simulation



Lunch & Learn

Supported by Small Sliders & Thrivent



Community Service

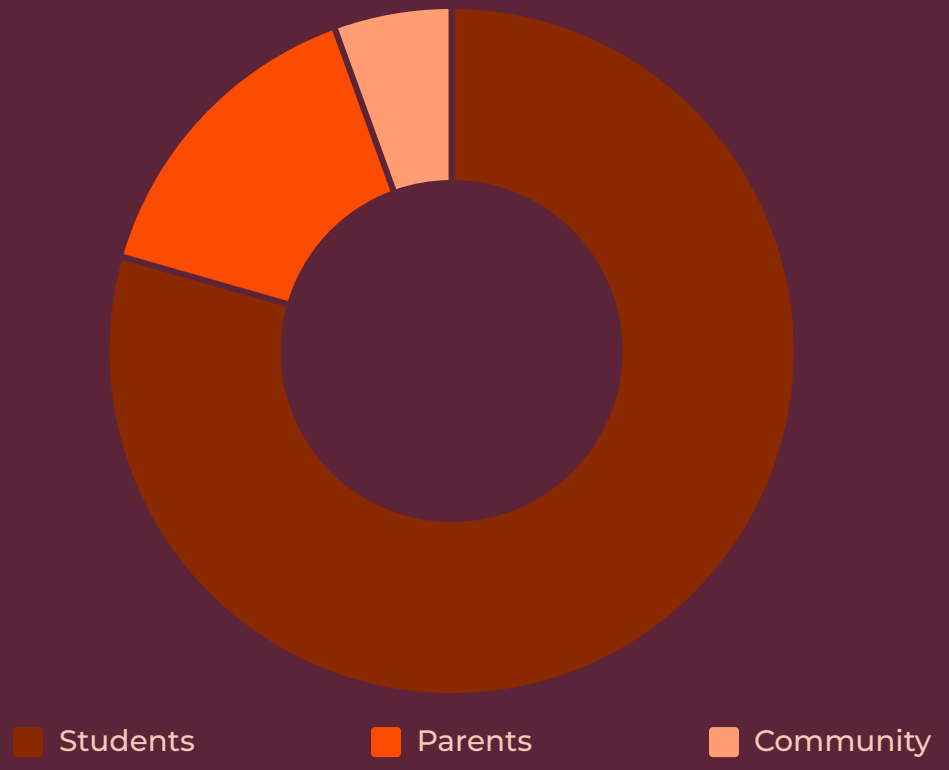
Thrivent generosity activation



Content Creation

DC Apparel activation experience

Attendance & Engagement Metrics



The summit attracted significant interest across the Texas Southern community, with **188 total registrations** including students, parents, and community members. More than **100 students actively participated** throughout the day, representing multiple sports programs including Baseball, Softball, Football, Men's Basketball, and Golf.

The event fostered collaboration across campus departments, engaging Texas Southern Athletics, the College of Education's Department of Health, Kinesiology & Sports Studies, Minorities in Sports (MiS) Texas Southern, and the Sport Media and Marketing Student Club.

Engagement Highlights

- High participation in live NIL brand pitch simulations
- Strong Q&A engagement across all sessions
- Active student interaction with speakers and brand partners

PARTNERS & CONTRIBUTORS

Speaker, Partner & Sponsor Highlights

Featured Speakers & Contributors

Antoine Burrell
Founder/CEO, B.E. Collective+

Adam Burden
Financial Advisor, Thrivent

Ike Boykins
Financial Advisor, Thrivent

Keyonte Frager
Athlete Brand Manager, Bridge League Founder

Dr. Marissa Edwards-Burrell
Director of Vision, B.E. Collective+

Bridgette Nesitt
Sr. Strategy Implementation Analyst, Thrivent

Donecia Abate
Founder, DC Apparel

Katrina Chambers
Founder/CEO, PRO-TENTIAL Management

Sponsor & Brand Integrations

Our sponsors and partners went beyond traditional visibility—they became active participants in student empowerment. Each brand integration was designed to create meaningful touchpoints and authentic engagement opportunities.

- Sponsors were positioned as **partners in opportunity**, not advertisers—driving authentic engagement and goodwill that resonates with the HBCU community and beyond.







Brand Visibility
On-site presence and strategic activations throughout the venue

Direct Engagement
Face-to-face interaction with students and athletes

Content Capture
Photo, video, and interview opportunities for marketing

Mission Alignment
Partnership with education, empowerment, and equity initiatives

Student Impact & Outcomes

Key Outcomes

NIL Clarity

Students gained comprehensive understanding of their NIL rights, responsibilities, and opportunities in the current NCAA landscape

Brand Confidence

Increased confidence in personal branding, deal evaluation, and negotiation strategies

Career Exposure

Direct exposure to real career paths in sports business, NIL operations, and brand management

Financial Literacy

Improved understanding of financial planning, money management, and long-term wealth building

Student Feedback

The overwhelmingly positive response from students and campus organizations demonstrates the critical need for this type of programming at HBCUs. Students expressed gratitude for the practical, applicable knowledge they gained and the access to professionals who look like them and understand their unique journey.



> *"The event was extremely impactful, and the work you all are doing is important for our student-athletes and campus."*
>
> — Minorities in Sports (MiS) Texas Southern

> *"I appreciate you for coming out to the school yesterday, you gave me a lot of inspiration, thank you."*
>
> — Texas Southern Student



SUCCESS FACTORS

What Made This Summit Successful

The success of this summit was built on a foundation of strategic partnership and shared commitment to student-athlete empowerment. Both organizations brought unique strengths to create an exceptional experience.













University Contributions

Venue & Coordination

Rod Paige Education Building and on-campus logistical support

Student Engagement

Active promotion through athletics and student organizations

Cross-Department Collaboration

Partnership between Athletics, Education, and student clubs

B.E. Collective+ Execution

Programming & Production

End-to-end event design and seamless execution

Speaker Curation

Carefully selected industry experts and brand partners

Marketing Strategy

Comprehensive assets and content development

On-Site Facilitation

Professional event management and student experience

NEXT STEPS

Opportunities for Continued Partnership



Recommended Next Steps

The success of this inaugural summit creates a strong foundation for ongoing partnership between Texas Southern Athletics and B.E. Collective+. We recommend establishing a formal, long-term collaboration that provides sustained support for student-athletes.

Proposed Partnership Framework

01

Annual Programming

Semester-based NIL education and professional development curriculum

02

Holistic Support

12 focus areas including brand building, media training, mental health, camps/clinics, and wellness integration

03

Onboarding Workshops

Student-athlete NIL orientation for incoming athletes

04

Brand Activations

Sponsor-supported challenges and real-world experiences

05

Consulting Services

Integration with athletics department and NIL collective strategy

Thank You & Contact Information







B.E. Collective+ extends sincere thanks to **Texas Southern University**, campus leadership, dedicated speakers, committed sponsors, and engaged students for their partnership and active participation in this groundbreaking summit.

We are deeply grateful for the opportunity to serve the Texas Southern community and contribute to the empowerment of HBCU student-athletes. The energy, enthusiasm, and engagement we witnessed reinforces our commitment to this work.

We look forward to continuing to build sustainable NIL ecosystems that empower HBCU students and student-athletes beyond the classroom and competition—creating pathways to professional success and financial independence.

Let's Continue the Conversation

Antoine Burrell
Founder & CEO, B.E. Collective+

Email Antoine | Visit Website