

# Creating Futures

University of Colorado *Denver*

*Opportunities to Invest in*

## Ballgames and Bands, Stadiums and Stage, Teams and Television



*“Our industry needs leaders. This program can groom the leaders we need to take professional sports to the next level.”*

—Keli McGregor, President,  
Colorado Rockies

*Known for producing vocal artists, top Olympians and all-star athletes, Colorado positions itself as a leader in Sports and Entertainment Management (SEM). As a result, the Business School at UC Denver, in partnership with key sports and entertainment organizations, saw the opportunity to create a top-notch SEM program. The program focuses on current issues, such as the convergence of sports and entertainment, real estate and new media. And because it is located in the middle of the state’s business center, the program makes the most of pride in Colorado teams, support for local venues, leadership in media and delight in regional events. The SEM program will deliver high-impact educational, research and advisory services to train future leaders and solve industry problems.*

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## Contact

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### The Challenge

The Rocky Mountain region has grown in international prominence in sports and entertainment – Denver is a top-20 media market with eight professional sports teams and Colorado Springs is the home of US Olympic sports. In Denver, students can utilize the practical advantage of access to top media firms and a campus located within two miles of five major stadiums, arenas and entertainment complexes.

Your investment in our program, faculty, students and naming of a center will help our program produce well-rounded graduates who harness opportunities in sports and entertainment industries, expand into new markets and capture profit opportunities from new media and real estate.

### The Program

Informed by an advisory council of industry executives, the SEM program is a “training camp” of local talent. The MBA specialization recognizes the forecast that suggests this sector will experience healthy growth and increasing business sophistication. Topics such as new media, real estate development, marketing and finance provide students a head start in the race for business leadership in sports and entertainment around the world. The planned programs at the undergraduate, graduate and executive levels will ultimately serve as an epicenter for intellectual thought, creativity, consulting, experience and networks for the industry.

### The Investment from You

With your support, we will be Hall of Fame caliber, deserving of the industry’s Oscar®, Tony®, Emmy® or Grammy® in Sports and Entertainment Management education. Donors can play a role by *naming a center* or supporting key *faculty, programs, students* and *events*. It is an investment that you’ll see returned every time you enter the stadium, theater, sports arena or concert hall.