



## Sport Industry Affiliate Program

### Benefits of being a Sport Industry Affiliate:

- Access to UNLV Sports Innovation Institute Affiliate Scholars
- Ability to propose projects to Affiliate Scholars
- Communications
  - Affiliates will be highlighted on different social media platforms such as the UNLV Sports Innovation Institute website, LinkedIn, and Instagram, for example
- Other benefits such as being invited as guest lecturer in sport related classes and access to students via internships, etc.

### What is a Sport Industry Affiliate

A Sport Industry Affiliate can belong to a wide range of professions and sectors associated with sports. Each profession and sector contributes to the vibrant ecosystem of the sports industry, supporting the performance and enjoyment of sports at all levels.

Here are some example roles and their descriptions within the sports industry – this list is not an exhaustive list:

- **Fitness and Health:** This sector focuses on sports-related fitness and wellness services, including gyms, personal training, fitness classes, and sports medicine. It caters to individuals looking to maintain or improve their physical fitness through sports activities.
- **Sports Equipment and Apparel:** Involves the design, manufacturing, and retail of sports gear, clothing, and footwear. This sector caters to both professional athletes and the general public, providing everything from high-performance equipment to fan merchandise.
- **Event Coordinator:** These individuals are responsible for organizing and managing sports events, from local tournaments to international competitions. Their tasks include scheduling, logistics, securing sponsorships, and ensuring compliance with relevant regulations.
- **Sports Tourism:** Includes travel and tourism related to sports events, such as attending the Olympics, World Cup, or other major sporting competitions. This sector also covers adventure sports and sports-based vacation packages.
- **E-sports:** An emerging sector involving competitive video gaming. E-sports includes professional gamers, teams, leagues, event organizers, and game developers, with its own ecosystem of sponsors and media coverage.
- **Sports Scientist:** A sports scientist is a professional who applies scientific principles and techniques to improve athletic performance and reduce the risk of injury. They work at the intersection of physiology, psychology, biomechanics, nutrition, and sports technology to enhance the efficiency and effectiveness of training programs, recovery processes, and overall athlete health and performance.

- **Athletic Trainer:** Athletic trainers specialize in preventing, diagnosing, and treating muscle and bone injuries for athletes. They work closely with doctors and other healthcare professionals to ensure athletes are fit to play and provide rehabilitation services for injured athletes.
- **Sports Nutritionist:** Nutritionists focus on designing dietary plans that optimize athletes' performance and recovery. They provide guidance on proper nutrition, hydration, and supplements, tailored to the specific needs of athletes in different sports.
- **Sport Psychologist:** A sports psychologist specializes in understanding the psychological factors that affect performance and participation in sports and exercise. Their role encompasses a broad range of practices, including mental coaching, performance enhancement, motivation, coping strategies for dealing with competition and training stresses, as well as issues related to team dynamics and cohesion.
- **Sports Data Analyst:** Also known as performance analysts, they use data analytics to evaluate athletes' performances and strategies. By analyzing data from games and practices, they provide insights to coaches and players to help improve tactics, fitness, and overall performance.
- **Physical Therapist:** Specialized in sports medicine, these therapists help athletes recover from injuries through physical rehabilitation. They design exercise and rehabilitation programs to help athletes regain strength, flexibility, and return to their sport.
- **Sports Media:** Encompasses the broadcast, digital, and print media covering sports events, news, and personalities. This includes sports journalism, broadcasting companies, sports photography, and online sports content platforms.
- **Sports Marketer:** Professionals who specialize in promoting sports events, teams, or brands. They work on creating marketing campaigns, engaging with fans via social media, and developing sponsorship deals to enhance brand visibility and revenue.