



PROGRAM OVERVIEW:

ATLANTA FALCONS HBCU FELLOWS PROGRAM

The Atlanta Falcons and Wells Fargo are dedicated to leveling the playing field for HBCU students interested in kicking off careers in Sports & Entertainment. Together, with Atlanta's Historically Black Colleges and Universities (HBCUs), we're excited to **move the future of this industry FORWARD.**

Game Plan: The paid 8-week program is aimed at providing marketable skills and career development opportunities in the business of sports and entertainment to Atlanta-based HBCU students **through hands-on experience, mentoring, and unparalleled behind-the-scenes access.**

Through our unique partnership with Wells Fargo, selected Atlanta Falcons HBCU Fellows will get the best of both worlds! During the program, Fellows will have the opportunity to network, connect with mentors, and learn more about how brands successfully work together in the areas of sponsorship and brand engagement.

The inaugural Fall program will take place September – November 2023. Students will participate up to 15 hours per week and receive a stipend.

Get in the Game: Eight talented students from Atlanta-based HBCUs will be selected to participate in the inaugural cohort.

Students will apply to learn in-demand skills in one of the following areas:



SPORTS
TECHNOLOGY



BRAND MARKETING AND
CONTENT PRODUCTION



DIVERSITY, EQUITY,
AND INCLUSION



COMMUNITY
ENGAGEMENT

Students will also enjoy insider access to:

- Learn more about the Blank Family of Businesses; comprised of the National Football League's Atlanta Falcons, Major League Soccer's Atlanta United, Mercedes-Benz Stadium, AMB Family Foundation, and PGA TOUR Superstore.
- Go behind-the-scenes at Falcons' games, Mercedes Benz Stadium events, and the new Ticketmaster Studios and Falcons Training Facility in Flowery Branch, GA.
- Be part of our winning team and join new associate orientation, all-associate town halls, and our associate resource groups.

Ready to Rise Up?

We're looking for MVPs who embody our core values, academic excellence, and extracurricular leadership. **Rising sophomores, juniors, and seniors from all majors are welcome to apply through the Thurgood Marshall College Fund (TMCf), our talent sourcing partner.** Refer to the application for eligibility criteria. [<https://bit.ly/falconshbcufellow>]

Application Opens	April 12
Application & Video Interview Deadline	April 26 (at 11:59pm) <small>(*Rolling Application Review)</small>
Final In-Person Interviews	May 4 – 8
Decision Notification	By June 1
Fellowship Kick-Off	September 8

Who's Cheering You On?

AMB Sports and Entertainment: Headquartered in Atlanta, AMB Sports and Entertainment (AMBSE) is comprised of the National Football League's Atlanta Falcons, Major League Soccer's Atlanta United FC, award-winning Mercedes-Benz Stadium, and PGA TOUR Superstore.

Wells Fargo is a leading financial services company with approximately \$1.9 trillion in assets, proudly serving one in three U.S. households. Ranked as one of America's largest corporations, Wells Fargo remains committed to increasing students' financial literacy and positively impacting the economic futures of HBCU students.

Thurgood Marshall College Fund (TMCf) helps high-achieving students acquire a high-quality college education at an affordable cost. TMCf also identifies highly qualified and diverse talent from a pool of more than 500,000 students and alumni for internships and full-time job opportunities.