



CAREER ATHLETES

Community • Connections • Results

WE CREATE CONNECTIONS

Career Athletes celebrates over 10 years as the #1 trusted provider of affinity career networking and employment resources to college athletic departments and current & former collegiate athletes.

OUR COMMUNITY STARTS ON-CAMPUS. Today, our on-campus training and development seminars for student-athletes are the most relied upon in the nation. Since 1998, Career Athletes has conducted over 800 seminars and educated over 240,000 student-athletes within college athletic departments at the NCAA, NAIA, and Junior Colleges level. The Career Athletes community continues over the lifetime of the successful competitive athlete.



AFFINITY RESOURCES FOR EMPLOYERS AND ATHLETES

Career Athletes is the largest national community of current/former college athletes, local, regional, and national Employers, and College/University athletic departments. The Career Athletes community offers hiring managers the unique ability to penetrate a closed community of performance driven individuals while simultaneously promoting their own brand image and message to an influential sub-set of the 18-45 demographic. Corporate recruiters and hiring managers utilize the Career Athletes community for a number of reasons, some of which include:

- Employment branding campaigns
- Athletic Department sponsorship
- Career board sponsorships
- Targeted recruitment campaigns
- Online career fairs
- Exclusive job posting/resume bank access
- Contingency candidate search and staffing

"Working with Career Athletes has been nothing but a pleasure. The staff is always available and willing to assist with our needs. We have had great recruiting success and couldn't ask for better quality applicants. Career Athletes is quickly establishing itself as one of the major players in the recruiting industry."

Brad Cope
OAIC Human Resource Manager



CONNECTING EMPLOYERS WITH PASSIVE AND ACTIVE CANDIDATES

Since 1998, male and female athletes in every sport, from over 1,200 individual colleges and universities nationwide, have utilized Career Athletes. Over 240,000 student-athletes have benefited from our on-campus seminars, online mentor development and career boards, individual Career Dashboards, customized athletic department career networks, and staffing services.



**Career Athletes offers
year-round Career Fair presence**

CANDIDATES THAT MAKE A DIFFERENCE

Trained athletes have successfully applied the skills that employers seek:

- Teamwork
- Goal setting
- Time management
- Punctuality
- Discipline
- Initiative
- Tenacity
- Drive
- Loyalty
- Dedication
- Ability to take direction
- Recover from adversity

It is no accident that many senior executives and successful business owners are former collegiate athletes, and that over 80% of the female executives at Fortune 500 companies identified themselves as having competed in organized athletics.



“What it boils down to is that former athletes have the characteristics I look for in superior sales people. I’ve interviewed several outstanding applicants from Career Athletes that are exactly what I’m looking for and will continue on through our hiring process.”

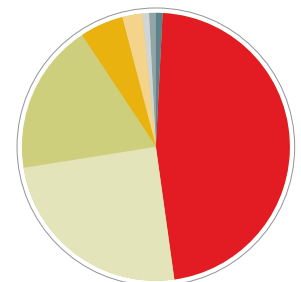
Brad Seib
MetLife Agency Sales Director



DIVERSITY CHALLENGES—ASSISTING ORGANIZATIONS TO MEET THESE IMPORTANT INITIATIVES

One of the biggest challenges facing corporations today is how to enhance their workforce through diversity and inclusion initiatives. By partnering with the Career Athletes community, corporations gain access to a highly competitive, diverse database of top performers. Over 60% of the Career Athletes national database is considered diverse (women and minority candidates). The Career Athletes community will always deliver a high level of diversity to your recruitment pool.

Demographic Analysis



- (40%) Caucasian Male
- (30%) Caucasian Female
- (18%) African American Male
- (6%) African American Female
- (3%) Hispanic Male
- (1%) Hispanic Female
- (1%) Asian/Pacific Islander Male
- (1%) Asian/Pacific Islander Female
- (0%) Native American Male
- (0%) Native American Female



"Career Athletes has proven to be a great resource for our recruiting efforts at Hydroworx. We have been excited with the access to and the number of qualified candidates for our Sales Representative needs. We are very happy to have found a great young man posting his resume on Career Athletes whom we interviewed and then hired within a couple weeks of first speaking with him. The Career Athletes staff has been great in helping us understand how to best utilize their user friendly system, and we plan to continue to work with Career Athletes on a national level for future hiring needs."

Rob Miller
Vice President of Sales



EMPLOYMENT BRANDING—SPONSOR INDIVIDUAL OR MULTIPLE COLLEGE NETWORKS

In the constantly changing landscape of employee recruitment and advertising, companies are challenged on a daily basis to maintain brand recognition. Sponsorship in the Career Athletes community assists corporations in their brand and recruitment initiatives by placing their messages on select college athletic career networks that are viewed year-round by thousands of current and former student-athletes. The Career Athletes community delivers your company message directly to the audience you are targeting.

JOIN THE CAREER ATHLETES COMMUNITY TODAY!

Career Athletes offers employers a multitude of options to reach this highly successful niche. Employer options include:

- National, Regional, or Individual college Career Network Sponsorship
- Year round employment branding
- Exclusive job posting and resume database access
- Contingency recruitment and staffing
- Custom tailored email campaigns

To learn more about these exciting college sponsorship options, job posting packages, and to join our community please visit www.careerathletes.com or call 913.782.1718.



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