

BUTLER

INSTITUTE *for* SPORTS
and ENTERTAINMENT

CONNECTING CENTRAL INDIANA'S SPORTS AND ENTERTAINMENT INDUSTRIES WITH BUTLER UNIVERSITY STUDENTS, FACULTY, AND STAFF FOR HIGH-QUALITY, HANDS-ON IMPACT.

CREATIVE. COLLABORATIVE. INNOVATIVE.

BISE is a **DYNAMIC HUB** at Butler University, linking students and faculty with sports and entertainment leaders.

BISE delivers talent, insights, and solutions while students help activate campaigns, explore fan engagement, and support operations, creating **WIN—WIN** outcomes for partners and students.

Why Butler?

- Butler provides an **ELITE TALENT PIPELINE** poised and ready to contribute time and talent in immediate and meaningful ways.

- Butler is **NIMBLE and ADAPTIVE**, utilizing a one-stop shop model of campus coordination and communication, which adds ease and flexibility for industry partners.



Questions?

 rschultz@butler.edu

SOLUTION PATHWAYS *Models to consider*



INTERNSHIPS

Individual, supervised, real-world collaborations in the workplace.



EVENT SUPPORT

Flexible teams helping industry partners scale up.



EMBEDDED COURSE

Focused, short-term or semester-long projects integrated into curriculum.



CURATED OPS

Precision-driven operations, tailored to industry partners needs.

SOLUTIONS IN ACTION *Creative and innovative solutions*

EVENT SUPPORT | STREET TEAMS

Scaling up with deployable, on-site assistance

- Hospitality
- Event Ambassadors
- Community + Fan Engagement
- Game-day Operational Support

CREATIVE STORYTELLING

Shaping and amplifying your narrative and brand

- Graphic Design
- Photography + Video Production
- Sports Media Production
- Social Media Content Creation
- Documentaries & Multimedia Storytelling

STRATEGY | INNOVATION

Turning academia into timely, hands-on application

- Social Media and Data Analytics
- Strategic Communication
- Kinesiology
- Business Logistics and Operations

