



AMPELIS

CULTIVATE MEANING

Values Roll-out for The Royal Blue

December 21, 2022



OUR PURPOSE

Vision:

To make BYU a consistent national leader in collegiate athletic performance and see all its student-athletes promote light and goodness in life beyond sports.

Mission:

To deliver a premier NIL solution that enables BYU to attract and develop gifted athletes who perform at high levels in sport and become well-equipped to thrive in life, family, faith, and professional pursuits by:

- *Securing donor funding and sponsorship opportunities from individuals and organizations committed to furthering the unique mission of BYU Athletics;*
- *Designing financial and marketing strategies that allow BYU to compete for talent in the era of NIL and the transfer portal;*
- *Creating opportunities for BYU student athletes to develop knowledge and skills that will help them thrive in life beyond sports.*





**ATHLETIC
PERFORMANCE**



EXCELLENCE



WHOLE ATHLETE



**MISSION
ALIGNMENT**



Athletic Performance

Hard work, perseverance, sacrifice, and skill development to create champions.

Beliefs

Peak athletic performance is required to achieve the mission of BYU Athletics. The power, control, and beauty of a disciplined athlete who illustrates dominance in a respective sport inspires greatness in fellow athletes and spectators alike. When intensive and focused physical development is graced with a general pursuit of excellence and sportsmanship, an individual can realize superior athletic performance beyond their own abilities.

Behaviors

- We focus our support on student-athletes who demonstrate exceptional commitment to developing their God-given talents through hard work and perseverance.
- We seek leadership, management, training, tools, and programs that will enhance the athletic performance of student-athletes committed to attend BYU.
- We actively identify and support athletes who are sacrificing to attend BYU, giving their all to develop in their respective sport.
- We prioritize the use of monetary and other resources to support athletes whose positive attitudes and superior performance affect players, teams, and fans in inspiring ways.

Excellence

A will to win and a passion for the pursuit of perfection.

Beliefs

We believe the pursuit of excellence is a differentiator between success and failure. We must have an insatiable appetite to constantly improve our work and deliver on our stated vision and mission. The love, passion, creativity, and hard work we bring to our efforts as The Royal Blue should glorify God.

Behaviors

- We exceed expectations when engaging with student-athletes, their families, BYU, and our valued donors and strategic partners.
- We hold each other accountable to the same levels of excellence that we expect from the university, our coaches, and our student-athletes.
- We take time to understand the unique talents and passions of each member of The Royal Blue to optimize our efforts as a group.
- We recognize the need for divine providence in our efforts and pause to recognize moments when we have been aided by the hand of God.
- We seek market intelligence that will allow us to sustain a competitive advantage in designing NIL solutions.
- We partner with leading talent and organizations to deliver student-athlete services that will differentiate the BYU athletic experience.

Whole Athlete Development

Development of spirit, mind, and body will enhance outcomes in sports and life.

Beliefs

We believe that BYU must differentiate itself by creating an athletic experience that will enhance the physical, mental, emotional, spiritual, and financial well-being of the student-athlete. Our ultimate success will be measured by the success of our student-athletes in living meaningful lives and contributing to society beyond their BYU athletic career. Creating sustainable performance in athletics will further the mission of the university, allowing us to glorify God and share light with the world.

Behaviors

- We seek donors and partners that understand the central importance of whole-athlete development.
- We prioritize communication about the greater mission of BYU in all our discussions, networking, and negotiations.
- We work with administration, staff, and coaches to create consistent messaging and evidence that demonstrates why a BYU athletic experience is more valuable than monetary gain.
- We honor the worth of every soul by avoiding behaviors or statements that belittle athletes, coaches, administration, Church leaders, and members of The Royal Blue.

Mission Alignment

The vision of BYU and The Church of Jesus Christ of Latter-day Saints guides our actions.

Beliefs

The purpose of The Royal Blue is to further the mission of the Church of Jesus Christ of Latter-day Saints, Brigham Young University, and the BYU Athletic program. When we are aligned with their mission, vision, and values we will succeed in exceptional ways.

Behaviors

- We conduct ourselves in alignment with the standards and principles taught by Jesus Christ.
- We always prioritize what is in the best interest of helping the student-athlete to cultivate a meaningful life.
- We collaborate and coordinate quickly and effectively with BYU, the BYU Athletic Department, and the Church of Jesus Christ of Latter-day Saints.
- We network and build relationships with donors, strategic partners, and families of athletes that desire to be a part of the priceless environment that BYU offers.
- We respect athletes of all cultures, beliefs, and faiths, adhering to our all-inclusive philosophy with those who seek a BYU educational and athletic experience.



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