

# ARTZUNTA







# DREAM LEADERSHIP

“IT IS A PRIVILEGE TO JOIN A TEAM OF INSPIRING WOMEN WHO STRIVE FOR EXCELLENCE ON THE COURT AND EQUITY OFF THE COURT.”

LARRY COTTESDIENER  
NEW MAJORITY OWNER



SUZANNE ABAIR  
CO-OWNER & CEO



MORGAN SHAW PARKER  
PRESIDENT & COO



RENEE MONTGOMERY  
CO-OWNER & VP



DAN PADOVER  
GENERAL MANAGER



TANISHA WRIGHT  
HEAD COACH

### 2023 SCHEDULE

# ATLANTA DREAM


HOME AWAY



PROGRESSIVE  
**WNBA**  
ACCESSIBLE  
ELITE ATHLETES  
AFFORDABLE DIVERSE  
EQUALITY EMPOWERMENT  
INCLUSIVE WORLD CLASS ENTERTAINMENT



CATHY ENGELBERT  
WNBA COMMISSIONER

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## BROADCASTING NETWORKS



MPW · WNBA

# 'It changes everything': Renee Montgomery on being the first WNBA player to co-own her team

BY EMMA HINCHLIFFE

May 17, 2021, 8:19 AM EDT



**SBJ** SPORTS BUSINESS JOURNAL

All Topics | Daily Editions | Newsletters | Weekly Issue 9.11.2023 | in | | | |

**NOMINATE NOW:** Nominations are now open for the Sports Business Awards: Tech

**TECHNOLOGY**

## Player-Turned-Activist-Turned-Team Owner-Turned Techie: Renee Montgomery Never Stops (Except to Sleep in Her Oura Ring)



← MOST ADMIRED CEO AWARDS

Sports Business

# How Morgan Shaw Parker drives Atlanta Dreams record attendance

It's a Tuesday evening home game for the Atlanta Dream. What would have previously been less than half full is instead another sellout. The team is on pace to double its franchise record of eight from last year.

This success is no surprise. The Dream had eclipsed all 2022's ticket revenue before this season even tipped off.

The reasons are multi-fold, Dream Chief Operating Officer and President Morgan Shaw Parker said.

First, interest in women's sports across the board has increased, especially in the WNBA, with the 2022 regular season being the result of an intentional strategy to connect the Dream to its community.

"It's not about just winning championships," she said. "It's about connecting your community."



**N COLLEGE OF BUSINESS**

## Shaw Parker Empowers Women While Changing Future of Sports

BUSINESS ALUM LEADS ATLANTA DREAM AS PRESIDENT, COO

*Paving the way for women in sports throughout her career, Morgan Shaw Parker, '99, became the president and COO of the WNBA team the Atlanta Dream last fall and immediately began building an authentic brand to empower women and change the future of sports. With past positions in the NFL, Nike and two sports agencies, she learned about the business side of sports as a marketing major at the University of Nebraska-Lincoln and intern for Nebraska Athletics.*



**ADWEEK** Sign In Subsc

## Adweek's Most Powerful Women in Sports: 31 MVPs Showing Brands and Fans the Way to Win

These power players displayed greatness and grace, leading the way in a year filled with uncertainty

# THE MOST POWERFUL WOMEN IN SPORTS



Street & Smith's

**S&S** SPORTS BUSINESS JOURNAL

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**CHASING A DREAM**

The leadership team in Atlanta aims to turn a pivotal moment into success on and off the court.

WNBA SEASON PREVIEW: PAGES 16-23

**NFL DRAFT 2022**

Las Vegas takes center stage as commercial opportunities abound  
**PAGE 6**

Lefton: Sponsors, record number of guests line up for 'Draftapalooza'  
**PAGE 11**

Ourand: Networks planning to embrace a return to normalcy  
**PAGE 12**

From left: Ashley Taylor, Tanisha Wright, Dan Padover, George S. Pappas, Shaw Parker

**IN-DEPTH**

## Dreaming Big in Atlanta

A historic moment brought new leadership to the Dream. They have lofty goals of a global following, but first they've got to win over Atlanta.

"We're going to have to work really, really hard to attain relevance," Shaw Parker concedes. "I believe that it will come if we stand behind our values, but we have to create a community. This is not two or three years, fill the arena, then we're going to build. This is going to take a long time."

Meanwhile, the Dream are busy building two new teams: one on the court, one off of it. Over the past year, the new owners doubled the team's office space. They doubled and even tripled some of the employees' salaries. They hired Padover and a new coach, former Las Vegas Aces assistant Tanisha Wright. "It's about consistency, creating a must-see, must-attend fan experience, maximizing revenue opportunities while maintaining brand integrity — and, of course, winning," Shaw Parker says. She reports that many of her metrics already are being met: "We're already seeing a major increase in team media coverage, tickets being purchased and partners investing."

Gottesdiener doesn't have the public profile of some billionaire owners, but he thinks big. He predicts that the Dream will eventually be known around the world. After all, he explains, women are half the population, yet there are comparatively few professional women's teams anywhere in the world. Basketball itself is ubiquitous.

"We have a special opportunity here," Gottesdiener says now. He envisions fans everywhere logging in to see Dream games on over-the-top telecasts the team will produce and sell. "It will be our network," he says.

**One of the most important factors in girls  
continued participation in sports  
...is the provision of female role models.**

***“Despite the importance of role models for girls and other  
underrepresented youth in sport, there continues to be a  
shortage of females on the coaching staffs as well as in  
other prominent administrative roles within  
sports organizations.”***

 **Women's Sports  
Foundation®**

We exist to  
unlock the  
possibilities in  
every girl and  
woman through  
the power of  
sport.



**WNBA**

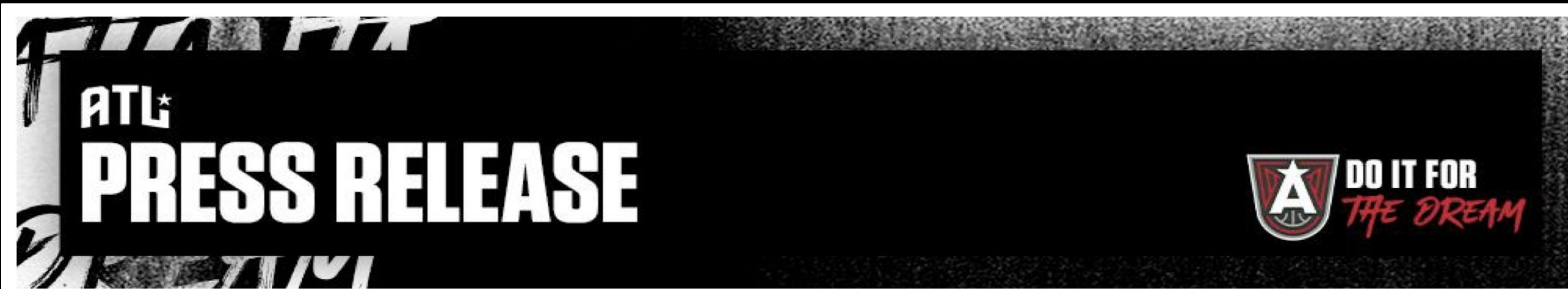
# We Stand For The Power Of Women

We have for over 20 years  
before it was cool,  
before we were heard,  
before the world was ready.

Now, we're boldly  
reasserting ourselves as  
the most progressive  
league in sports

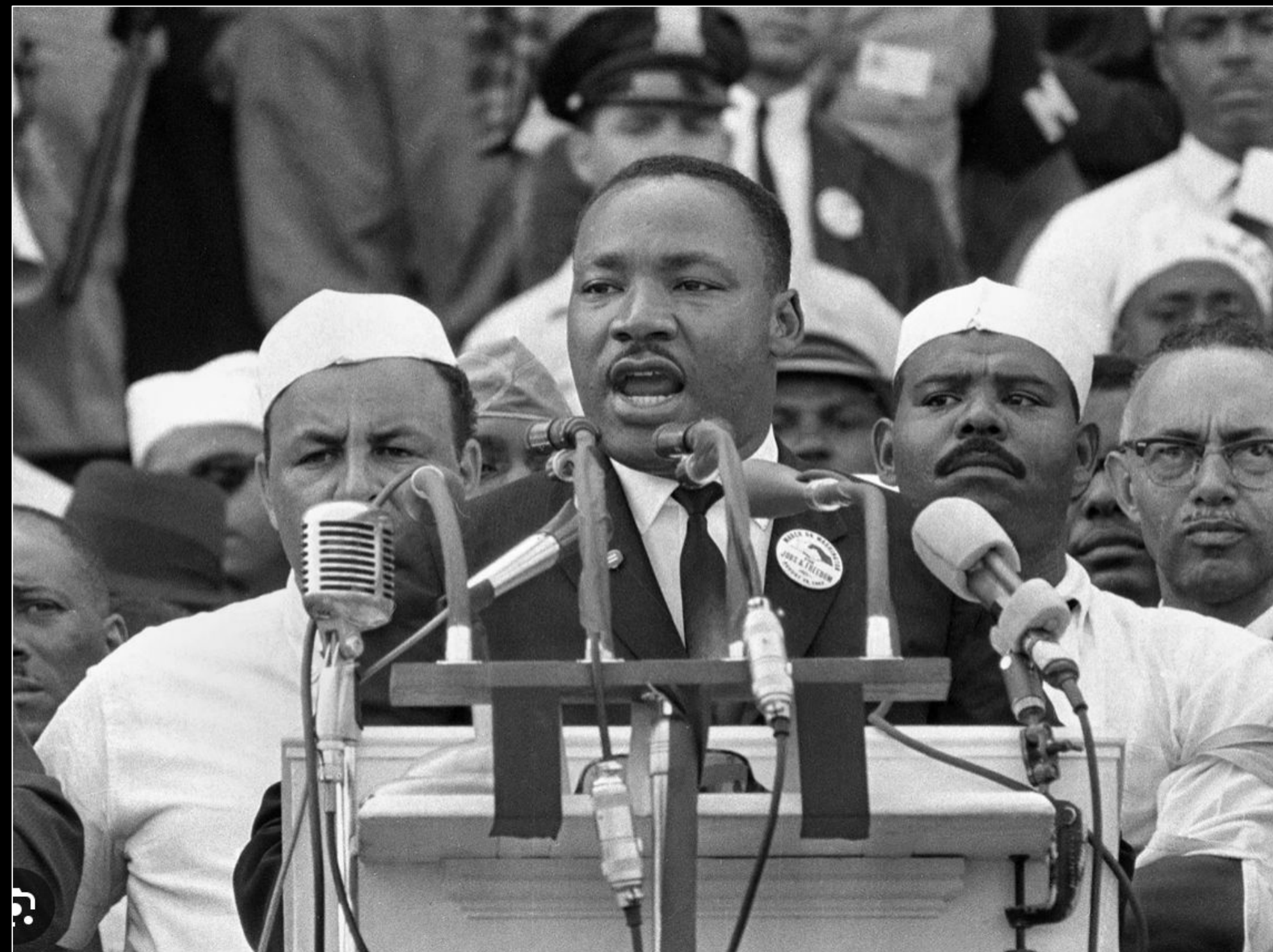






**WNBA's Atlanta Dream Announces Transformative Partnership with The King Center, Seeks to Become First Sports Organization Named a "Beloved Community Team"**

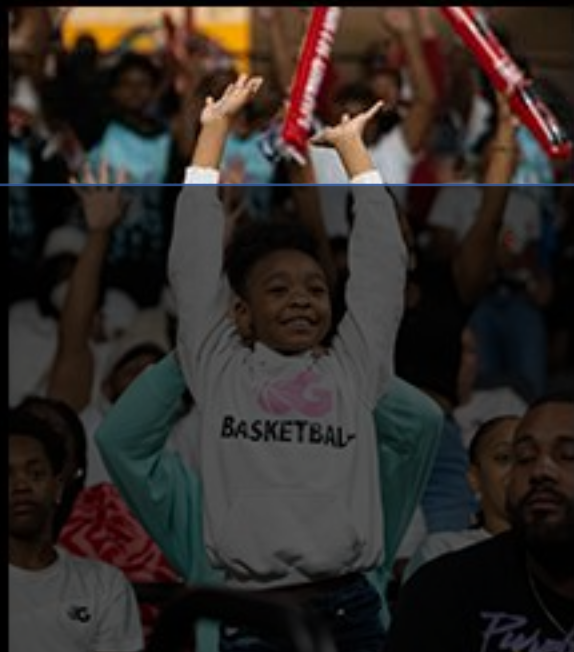
*Inaugural partnership aims to educate and train the Atlanta Dream Organization on The King Center's 'BE LOVE' pledge, based on the Beloved Community and Nonviolence Principles*



The background features a large, faded watermark of the Atlanta Dream logo, which includes a stylized eagle and the letters 'AD'.

# **OUR MISSION**

**OUR MISSION IS TO ESTABLISH THE ATLANTA DREAM STORY IN A  
WAY THAT REVOLUTIONIZES WOMEN'S SPORTS, GALVANIZES A CITY  
AND INSPIRES A GENERATION.**



# YEAR 2



YEAR 3

