



Parent Schedule & Information

Saturday, July 18 – Saturday, July 25, 2026 • Samford University, Birmingham, AL

Camp Contact: Marshal Smith, Camp Director • (205) 726-2128 • msmith60@samford.edu

We're excited to welcome your student to camp! Below are the most important dates and times for the week. All times are Central (CST) unless otherwise noted.

Drop-Off (Camper Check-In)

Day: Saturday, July 18, 2026

Time: Check-in opens at 2:00 PM and closes at 4:00 PM (CST). Students may arrive any time within this window.

Location: Brock School of Business — Cooney Hall, 2nd Floor. Please come directly to the 2nd floor of Cooney Hall to check in. A campus map with directions to Cooney Hall will be sent to you as we get closer to camp.

What to expect: At check-in, students will receive their dorm room key, get settled into their room, and meet their small group. The program officially kicks off at 4:30 PM, followed by dinner on campus and a special opening presentation: The Business of College Sports with Dr. Nathan Kirkpatrick — one of Samford's renowned business professors, who teaches this course at the MBA level and brings significant industry experience working in college athletics. It's the perfect way to set the tone for the week ahead.

Pick-Up (Camper Check-Out)

Awards Ceremony (Parents Invited!): Friday, July 24 at 2:30 PM (CST), Brock School of Business — Regions Community Room, 4th Floor. Parents are warmly invited to join us as we award the winners of our Sports Business Case Cup Competition, recognize additional student honors, and wrap up the week together. Check-out begins immediately after.

Camper Check-Out: Friday, July 24, 2026 at 3:30 PM (CST) at Cooney Hall, 2nd Floor

Optional overnight stay: Students who need to stay an extra night may check out Saturday, July 25 between 8:00 AM and 10:00 AM. Dorms close at 10:00 AM on Saturday.

Staying overnight Friday?: Students staying through Friday night will enjoy free time, dinner, lawn games, and a movie.

Special Note: Atlanta Day Trip (Tuesday, July 21)

Early start: Students depart campus by bus at 5:40 AM (CST). Breakfast is provided on the bus.

Itinerary: Behind-the-scenes tours of Truist Park, State Farm Arena, and Mercedes-Benz Stadium, plus the Padres vs. Braves game at Truist Park. Lunch and dinner provided.

Return: The bus returns to Samford around midnight. Please plan around a late night for your student on Tuesday.

Note: The complete day-by-day activity schedule will be sent to you closer to the start of camp.