

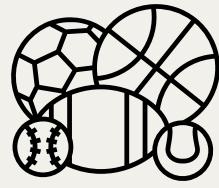
NEXT BIG THING

2024

# Rising Stars: ESPN's Next Big Generation →



[HTTPS://WWW.ESPN.COM](https://www.espn.com)



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# concept

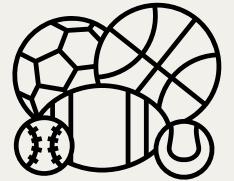


Becoming a pro athlete has topped the charts for young boys dream careers at 17%.



## Rising Stars

"Rising Stars" is a groundbreaking ESPN kids' show that introduces young viewers to the exciting world of sports highlights while showcasing the talents and stories of emerging young athletes. The show aims to inspire, and entertain kids while encouraging a love for sports and competition.



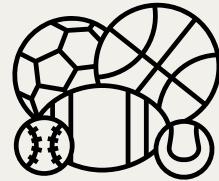
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# BIG IDEA

"Rising Stars" not only showcases highlights but also promotes values such as teamwork, determination, and sportsmanship. It engages young viewers with a mix of entertainment and , encouraging a lifelong love for sports. The show is aimed at kids aged 6 to 17 who have an interest in sports, whether they are aspiring athletes themselves or simply sports enthusiasts. It encourages physical activity, teamwork, and a love for sports. A new episode will be released every Wednesday on ESPN.





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# How will kids be featured

ESPN'S NEXT BIG GENERATION

**ESPN**

**Personal Information**

Name:

Date Of Birth:

Address:

Phone:

**Sport**

Team/sport:  Name:  Date:

position:  Name:  Date:

**Highlights** **Interview video**

1.   
2.   
3.

Name/ Signature:  Date:  Application:



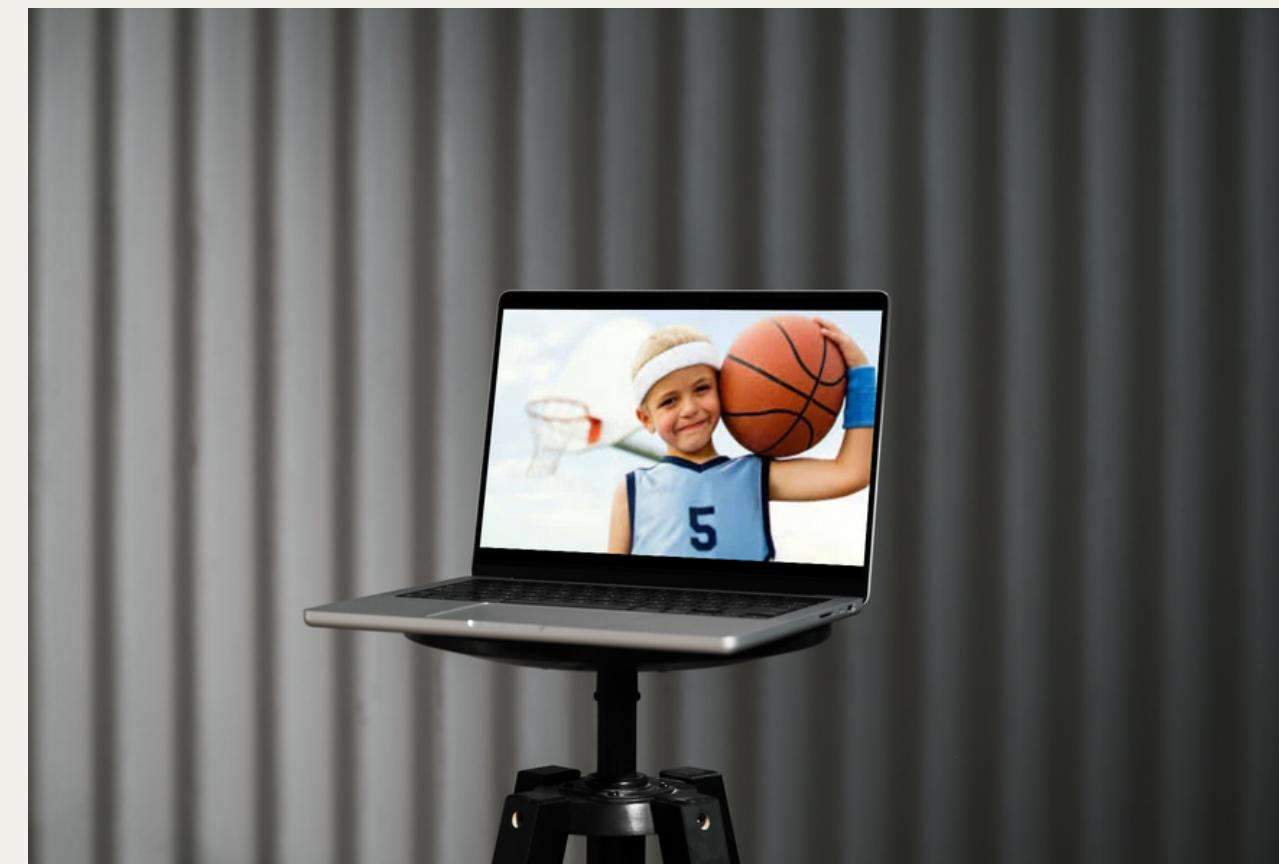
Kids will be able to submit  
their sports highlights to  
<https://espnrisingstar.com>

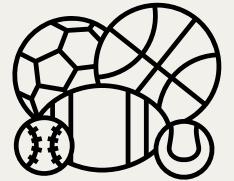


Kids will submit a video with  
there highlights answering a list  
of questions that will be availbe  
on the website



once submitted, they will  
receive an email stating what  
will happen next within 2-4  
weeks





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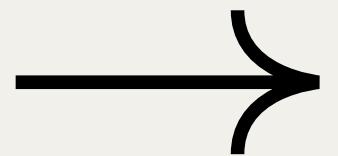
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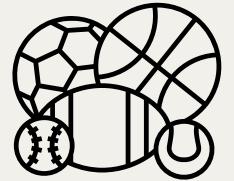
# Segments

## Young athlete Spotlights

Each episode features a talented young athlete who has achieved remarkable accomplishment in their chosen sport. These athletes are not only exceptional in their skills but also inspiring role models for kids. Viewers get to know their stories, motivations, and journeys to success.

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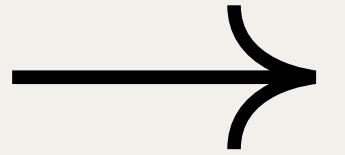
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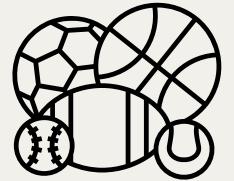
# Segments

## Top plays

The show presents a countdown of the week's most incredible plays and moments from various youth sports leagues. "Rising Stars" showcases the best of the best.

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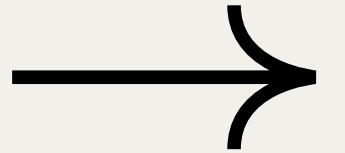
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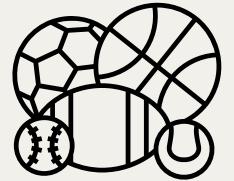
# Segments

## Behind the Scenes

Explore what happens off the field. This segment takes viewers behind the scenes to understand the hard work, dedication, and training required to become a young sports sensation.

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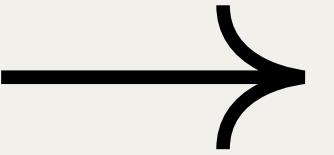




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# Segments



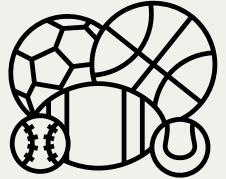
## Fan Stories

Feature stories of young fans who are passionate about their favorite sports and players. This can be a platform for kids to share their experiences and enthusiasm.



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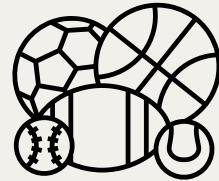
# Segments

## Interviews with Pros

The show will showcase pro athletes and their dream when they were a kid to show the viewers that your dreams do come true with a lot of work and dedication.

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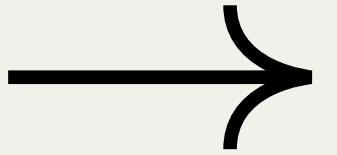




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# Segments

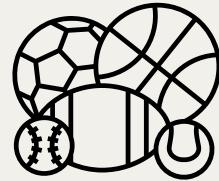


Hosted by kids

Have a young, relatable host or co-hosts who can connect with the target audience and bring a young perspective to the show.

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# Rising Stars:

# ESPN's Next Big Generation

**ESPN KIDS**