

What's up, Pokes!

Cowboy football faced another tough loss this week. Thankfully, we have a bye week to regroup before taking on BYU on October 18th.

On a brighter note, Cowgirl sports are on a roll! Cowgirl soccer bounced back with a commanding 3-0 victory over the Kansas Jayhawks in Lawrence, and Cowgirl softball dominated Seminole State with a 14-run game. Unfortunately, Cowgirl Equestrian couldn't pull off a win against top-ranked TCU.

In NIL news, Oklahoma State's recent concert series has been a major success, selling out the first two nights for the April shows. Due to high demand, additional concerts have been added on Thursday and Sunday nights. Alumni and fans are excited for a nostalgic evening, especially since the proceeds will directly benefit OSU Athletics' Name, Image, and Likeness (NIL) fund. This success could inspire other schools to use concerts to boost their own NIL funds.

Last week, we discussed 17-year-old Alabama superstar Ryan Williams, who had an NIL valuation of over \$700K. After his standout performance against Georgia, On3 reported that he gained an additional \$500K in NIL contributions, bringing his total to over \$1.2 million — a remarkable achievement for such a young athlete. His success showcases the huge impact NIL deals are having on college sports.

Meanwhile, the Arkansas athletic director is calling on fans to raise \$500,000 for the men's basketball program. If the goal is met, the university will match the funds, and the iconic slobbering hog logo will be placed at center court. Hog fans are passionate about this, and the AD even offered VIP tours and practice access for \$250. We will see if that logo makes an appearance this season.

NIL continues to make a positive impact on athletes and communities across the country. At OSU, we're excited to see how NIL can further our goals. If you're a student at OSU, don't miss out on joining the movement!

In Stillwater sports this week, Cowboy golf heads to Big 12 Match Play, and Cowgirl tennis competes at the ITA Central Regional Championships. Cowgirl soccer has home games against Houston and Cincinnati, while Cowgirl softball faces off against Tulsa, Arkansas, and West Texas A&M. Cowboy football is on a bye, but they'll be back in action soon!

Come out and support your Cowboys and Cowgirls! As always, loyal and true! Go Pokes!