

What's up pokes!

It's been another awesome week for OSU sports! The Cowboys are rolling with a 3-0 record and are ranked #14 after their strong showing at the Turnpike Classic. They're gearing up for a tough game against Utah at home. They made a dominant performance against Tulsa, with Alan Bowman throwing for over 390 yards and five touchdowns. On the soccer side, the Cowgirls are still unbeaten at 8-0 and are ranked #15 in the country after their latest win over Texas A&M Commerce.

In the world of NIL, the University of Kansas has teamed up with Deloitte Consulting to boost their NIL game. Deloitte's got a comprehensive role, from evaluating external partnerships to assessing brand impact, spotting revenue opportunities, and planning financial strategies. It's a new move in the NIL space, and we might see more universities following suit.

Over in Utah, a judge has dismissed a case that would have forced public universities to reveal NIL contracts. This decision comes after a new law passed in 2024 that shields these contracts from public records requests. The law was introduced in response to Deseret News's attempt to obtain the information, aiming to keep NIL agreements confidential and protect student-athletes' privacy.

And in Ohio, there's a new bill on the table, House Bill 660 that would let universities negotiate NIL deals directly with student-athletes. The bill would allow schools to pay players directly or support independent collectives that fund them. Exciting changes ahead!

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!

Upcoming this week, Cowboy football is kicking off at 3:00 PM at home against Utah. The Cowgirl and Cowboy tennis teams will be hitting the courts for a few tournaments. The Cowgirl golf team will be in action at the Schooner Fall Classic. And on the soccer field, the Cowgirls are set to face Colorado and Texas Tech right at home. It's going to be a busy and fun week for OSU sports!

Support our Cowboys and Cowgirls, and as always, Go Pokes!