

What's up, Pokes!

It's been a quiet week here in Stillwater, Oklahoma, with a bye week for Cowboy football. Last week, Cowgirl soccer defeated the Houston team 3-0 and followed up with a 1-0 victory over the Cincinnati Bearcats at home on Sunday night. Cowgirl softball has been dominating all their recent matchups, defeating Arkansas, Tulsa, and West Texas A&M in fall ball play. Meanwhile, our tennis teams continue tournament play in the ITA Central Region Championships, and the golf team is currently in second place in Tulsa.

In NIL news, Juju Watkins, an All-American guard for USC women's basketball, announced a new NIL partnership with Gatorade. This comes after she recently joined Team Nike as well. Watkins is now the third basketball player signed by Gatorade, following Paige Bueckers and Caitlin Clark. According to Sports Illustrated, this deal means a lot to Watkins, especially after winning the Gatorade National Girls Basketball Player of the Year in 2023. She joins the ranks of Gatorade legends like Michael Jordan and Serena Williams.

Following last week's story out of Fayetteville, Arkansas, Razorback fans have done it—they raised \$500,000 in NIL funds to bring back the slobbering hog logo at center court of their basketball arena. This amount was matched by an anonymous donor, resulting in a total of \$1 million. Despite some concerns from donors about repeatedly contributing, their love for the team won out, and the funds were raised in record time. Arkansas isn't the only school using NIL to bring back retro logos, so we may see more schools follow suit.

Action Sports recently released a list of the top five most marketable NIL athletes. Coming in at #1 is Livvy Dunne from LSU gymnastics, who has one of the highest social media scores with over 5.3 million Instagram followers. At #2 is Shedeur Sanders, the quarterback of the Colorado football team and son of head coach Deion Sanders. He's been the subject of over 4,500 articles in the past few months. His teammate, Travis Hunter, a dual-threat Heisman contender, is ranked #3. At #4 is Paige Bueckers, the UConn basketball star beloved by fans worldwide. Rounding out the top five is Arch Manning, Texas football's rising star, who quickly proved his elite quarterback potential in his first two starts.

NIL continues to make a positive impact on athletes and communities across the country, and here at OSU, we're excited to see how it can shape our future. If you're a student at OSU, don't miss out on getting involved in this movement!

In Stillwater sports this week, Cowboy football heads to Provo, Utah, for a night game against the undefeated, ninth-ranked BYU Cougars. The Pokes are looking to break their three-game losing streak. Cowgirl soccer has home and away matches against Iowa State and UCF, respectively. Cross country and track teams host the Weis-Crockett Invitational at home, and tennis continues

their play in the ITA Regionals. Equestrian has a home matchup against UC Davis, and Cowgirl Golf continues their efforts to secure a win in Tulsa.

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