

What's up, Pokes!

Another great week in Stillwater! The OSU Cowboys football team is on a high after their solid win against the South Dakota State Jackrabbits. Meanwhile, the Cowgirl golf team finished 5th at the Caramel Cup, with Grace Kilcrease clinching the individual title. Additionally, the Cowgirl cross country team came in second at the Cowboy Preview.

The NIL landscape continues to evolve rapidly. At Brand Squad, we're dedicated to bridging the gap between NIL developments and everyday sports fans. Here are three NIL stories from the past week you might find interesting:

OSU recently planned to add QR codes to the backs of their helmets, directing fans to a general fund for the team's name, image, and likeness (NIL) efforts. However, the NCAA blocked this initiative before the game. The 1.5-inch decals, featuring players' names and numbers, would have been visible on TV broadcasts and social media, even though they wouldn't be seen from the stands. Instead, the QR code appeared on the 6,160-square-foot video board at Boone Pickens Stadium.

Chad Weiberg, OSU Athletic Director, commented, "Our team developed an innovative concept to enhance the NIL value of our student-athletes, but it highlights how college sports are evolving faster than the rulebook."

While OU players benefit from NIL earnings, walk-ons often struggle with expenses like schooling and housing. Danny Stutsman, a senior linebacker on scholarship, decided to donate \$50,000 of his NIL earnings to his walk-on teammates. He wanted to show appreciation for their commitment and hard work.

In another exciting development for women's sports, University of Texas volleyball star Madisen Skinner signed an NIL deal with HEB, a Texas grocery store chain. Through this partnership, she will support local schools and contribute \$10,000 to Brighter Bites, a Texas nonprofit tackling childhood hunger. Madisen's impact extends beyond the court, making a difference in her community.

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!

Looking ahead, this week in Stillwater: OSU Cowboy football takes on Arkansas at home with an 11 a.m. kickoff, Cowgirl soccer faces Texas State at home on Thursday at 7:00 p.m., and Cowboy golf will compete in the Sahalee Players Championship. Support our Cowboys and Cowgirls, and as always, Go Pokes!