On July 1, 2021, an executive order initiated by Gov. Mike DeWine, made it permissible for student-athletes to monetize their Name, Image, and Likeness (NIL) in the state of Ohio. Over the last year, our institution has been on the forefront of providing student-athletes with essential education and resources to navigate the NIL era.

At Ohio State, we want our student-athletes to be able to take advantage of NIL opportunities in our community and nationally while competing in their sport at the highest level. To support this initiative, our educational efforts focus on assisting our student-athletes in building their personal brand with their future aspirations in mind. Through our NIL programming, we strive to inspire entrepreneurial and innovative thinking that will endure through life after sport. Autograph signings, event appearances, and social media endorsements are not merely transactional NIL opportunities; they are vehicles to provide our young athletes with the chance to become advocates of their own brand and learn first-hand the business skills necessary to enhance their professional capacity as they enter the workforce.

The initial year of NIL has brought remarkable opportunity to our student-athlete population. With the incredible support of the Department of Athletics, University, and greater community, we are proud to share that student-athletes from all (36) sports have engaged in NIL activities with over 1200 deals being executed to date. These opportunities have provided financial support to allow student-athletes to mitigate their student loan debt, and position many to graduate debt-free from Ohio State.

We are grateful for the support of our student-athletes in this initial phase of the NIL era and look forward to providing even more opportunities in the future!

With gratitude,

Eugene D. Smith
Senior Vice President and Wolfe Foundation Endowed Director of Athletics
MISSION
To inspire entrepreneurial and innovative thinking which will ensure that every student-athlete has the necessary resources and knowledge to create, leverage and promote their own personal brand. This will allow them to maximize their value at Ohio State and endure through life after sport.

OBJECTIVE
To equip student-athletes with the business skills necessary to enhance their professional capacity and to utilize NIL opportunities as a vehicle to become advocates of their own personal brand.

“I am so thankful that I am a student at Ohio State University during the NIL era. The opportunities I have been presented through NIL have been great! Athletic Director Gene Smith has fully embraced NIL and welcomes this new opportunity for all student-athletes. I am lucky and honored to be a part of this era.”

– Mitchell Pehlke, Men’s Lacrosse

EMPOWERMENT  EDUCATION  EXECUTION

Mission
Create an inclusive environment that motivates student-athletes to develop a personal platform that they feel inspired to promote.

Mission
Provide elite level education which will allow student-athletes to have a strong foundational knowledge on all aspects of Name, Image, and Likeness.

Mission
Connect student-athletes with a flourishing corporate market in Columbus along with one of the largest alumni bases in the country with an emphasis on the athlete’s hometown market.
Promote Your Own Business

Establish Your Own Camp/Clinic

Make an Appearance for Compensation

Brand Endorsements

Sign Autographs & Receive Compensation

Autograph
The Eugene D. Smith Leadership Institute

Statistics
The Ohio State University Department of Athletics

NIL ACTIVITIES

30%
Social Media Posts

58%
Other Appearance

5%
Autograph Signings

7%

#1
Nationally in total compensation via the Opendorse platform

OVER
320
Student-athletes have had at least one NIL deal

ALL
36
Sports have had student-athletes engage in NIL opportunities

OVER
1,200
NIL deals disclosed in year one

Top 3 sports with disclosed NIL deals

Football
Women’s Volleyball
Women’s Ice Hockey

*This information represents data from the 2021-2022 academic year
COMPREHENSIVE NIL EDUCATION

The OSUNIL program offers extensive NIL education on various topics that are necessary for our student-athletes to operate effectively in the NIL space. Ohio State Athletics partnered with a compliance monitoring database which also provides advanced social media assessments for student-athletes. The department also utilized Advance NIL, which is led by Luke Fedlam and Courtney Altemus, to provide holistic financial education, best practices for selecting representation and other insightful industry knowledge.

BY THE NUMBERS
• Every team was provided an NIL Money and Contract session by Luke Fedlam in the 2021-2022 school year.
• Coaches and staff were provided training on topics such as NFT Education and other NIL specific areas

OTHER AREAS OF EDUCATION DURING THE ACADEMIC YEAR INCLUDED:

TAX EDUCATION
PERSONAL BRANDING
DECISION MAKING
NEGOTIATION
SOCIAL MEDIA ASSESSMENTS
Ohio State Athletics was one of the first schools in the country to establish an internal NIL advisory committee. The “NIL Edge Team” was created to enable the Ohio State Athletic department to stay on the forefront of an everchanging NIL landscape. This working group consists of athletic department employees across various departments to provide insight and perspective on innovative ideas and programs. This group meets weekly to ensure student-athletes are being provided the most beneficial opportunities in the country. Members of this group include:

- **Dan Cloran**
  Executive Associate AD – Development

- **Carey Hoyt**
  Sr. Associate AD – Sport Administration and Student-Athlete Development

- **Xen Riggs**
  Vice President, COO – Schottenstein Center

- **Rick Van Brimmer**
  Assistant Vice President, Business Advancement

- **Molly Richard**
  Executive Director Business Advancement

- **Brian Vololini**
  Associate Athletics Director, GM – Football Operations

- **CJ Barnett**
  Director of Player Development – Football

- **Todd Knisley**
  Vice President & GM – Ohio State Sports Properties

- **Matthew Heichemer**
  Manager, NIL Business Development & Operations – Ohio State Sports Properties

- **Logan Hittle**
  Director of Name, Image and Likeness

The “NIL SWAT Team” consists of partnerships across the entire University to ensure that NIL initiatives are properly reviewed. This ensures that there are no conflicts with existing University contracts and mitigates risk and exposure for the University.

“When the executive order went into effect on July 1, 2021, multiple units across the University were on standby and prepared to review policy and procedures to ensure our student-athletes were in alignment with the state law, as well as the guidelines put in place by Ohio State. This collaboration has provided opportunities for staff members from the Office of Legal Affairs, Trademark and Licensing Department, University Compliance, and athletic department administrators to review current national trends in NIL and update policy which ultimately provides flexibility and evolves as new challenges and opportunities emerge in NIL. As we move into the second full year of NIL, we will expand our NIL program to include NIL oversight by our sport administrators and continue to engage with members of the SWAT team.”

– Carey Hoyt, Sr. Associate AD – Sport Administration and Student-Athlete Development
OSUNIL provided the first ever Company Education Event on June 2nd, 2022. This event was held in the Covelli Center and welcomed over 80 business representatives. The purpose of this event was to educate local stakeholders on how they can engage with Ohio State Athletes to help elevate their brand and gain traction in the local community.

“The OSUNIL event was a blast for me. It was an eye-opening experience to see in-depth what our NIL department has in store for us student-athletes. Being able to help behind the scenes with proposals for the event, along with providing perspective as a student-athlete, has better shaped and prepared me for my future endeavors as an entrepreneur.”

– Teradja Mitchell, Football
OSUNIL hosted six student-athletes at the first ever NIL Summit in Atlanta, Georgia. This event provided insight from several industry leaders on topics such as brand building, financial literacy, and other topics regarding NIL. The student-athletes in attendance were able to network with peers from other institutions along with various brands and companies in attendance.

**BY THE NUMBERS**
- 6 Ohio State Student-Athletes from 5 different varsity sports
- Over 25 hours of programming for student-athletes across 2.5 days.

“After running many volleyball camps and clinics, I was honored to attend the first NIL Summit this summer. I was able to listen to how other student athletes around the country are using their platforms and name which sparked some ideas of my own. I enjoyed meeting business representatives from various companies such as Celsius, INFLCR, META, and Management Plus Enterprises. This three-day event combined professional development with NIL and I am extremely grateful to had been a part of it.”

– Sarah Morbitzer, Women’s Volleyball

“The NIL summit was a great networking experience. We not only learned how to build our brands, but we were educated on the importance of investing. I loved the strong representation of women at the summit and how we are dominating this new NIL era. Moving forward I will apply the skills I obtained to my own journey, and I encourage others athletes to do the same.”

– Lexi Edwards, Women’s Gymnastics
NIL CORPORATE PARTNERSHIPS

Ohio State Sports Properties (Learfield) has had several corporate partners engage in NIL activities with Ohio State Student-Athletes.

**BY THE NUMBERS**

- **13** total corporate partners have engaged in the NIL space during year one
- These partners have done deals with over **150** athletes across **10** different sports
- Partners that have engaged include...
“I’m so grateful that I had the opportunity to attend the Big Ten Women’s Leadership Summit that celebrated the 50th Anniversary of Title IX. To top that off, EXPRESS partnered with me to provide the best outfits to make sure I looked classy and professional for this event. I am so grateful I had this opportunity to wear their apparel”

- Gabby Gonzales, Women’s Volleyball

“Our men’s business in the spring was triple the expectation and that was the product that CJ and Jaxon were supporting”

- Kendra Stokes, Vice President of Brand Marketing at EXPRESS