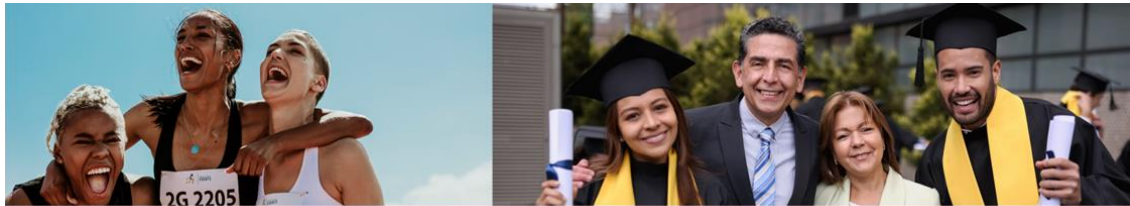




**THE DRAKE GROUP
EDUCATION FUND**
Realizing The Promise Of College Athletics

**2024 Allen Sack National
Symposium
Advancing Integrity in College Sport
April 18, 2024
Howard University
Washington, D.C.**

The College Athlete: More Than a Marketplace



**Invest in the Future of College Athletics and Fuel the Next
Generation of College Athletes**



Doug Lederman
Editor/Co-founder *Inside
Higher Ed*, formerly
New York Times, *USA Today*



Jane McManus
Formerly *ESPN*,
Deadspin,
New York Daily News



David Steele
The Sporting News,
Baltimore Sun, *Newsday*,
San Francisco Chronicle

THE PROGRAM

The April 18, 2024, one-day program features three national award-winning journalists, each moderating a 90-minute panel of experts, with each panel examining a critical current issue in collegiate sport.

8:15-9:00am REGISTRATION – COFFEE AND CONTINENTAL BREAKFAST

9:00-9:15am WELCOME AND OPENING REMARKS

9:15-10:45am PANEL SESSION 1: Beyond the Game: College Athlete Health and Well-Being

Moderator: David Steele, professional sports journalist. Steele has written for *The Sporting News*, the *Baltimore Sun*, the *San Francisco Chronicle* and *Newsday*. He currently reports on legal and legislative matters in sports for *Law360*, and contributes to ESPN's *Andscape*.

This panel session will explore the importance of the college athlete's health and well-being. According to a recent national survey, nearly a quarter of Division I athletes experience food insecurity. More than one in ten experience homelessness. Statistics are similar for Divisions II and III. New stressors of coast-to-coast conference re-alignments, legalized sports gambling, and name, image, and likeness (NIL) activities are among pressures added to the lives of college athletes where time limits on athletics activities are largely not enforced at the institutional level. Meanwhile, college athletes report higher levels of stress and mental health struggles.

Invited panelists include a diverse group of experts, including college athletes, coaches, athletic trainers, and mental health professionals. Panelists will discuss the physical, mental, and emotional challenges faced by college athletes and strategies for supporting them to thrive both on and off the field.

11:00am-12:30pm PANEL SESSION 2: The House Always Wins: The Impact of Sports Betting on College Athlete Well-Being

Moderator: Doug Lederman, editor and co-founder of *Inside Higher Ed*. Lederman, the former Managing Editor of *The Chronicle of Higher Education*, speaks widely about higher education, including on C-Span and National Public Radio; his work has appeared in *The New York Times* and *USA Today*.

With the legalization of sports betting in the United States, gambling in college athletics has become more prevalent than ever before and has a significant impact on how people view, perceive, and participate in college athletics. With heavy advertising during competitions and gambling company partnerships and sponsorships with media companies and schools, the landscape is more blurred than ever. Despite studies showing college athletes are at a heightened

risk for gambling exploitation, addiction, and other gambling-related problems, there has been a lack of consistent and clear education for college athletes on gambling risks. College athletes are being punished for placing bets while the NCAA is permitting excessive promotion of bookmakers during broadcasts. Media outlets often feature college athletes and athletics, exposing a double standard and lack of clarity on rules and risks.

Panelists will discuss the risks that gambling poses to college athletes, including the potential for match-fixing, gambling addiction, and financial ruin. Experts will also explore risks to the larger student body, the factors that contribute to this risk, and discuss what can be done to protect college students and athletes.

12:45-1:45pm AWARDS LUNCHEON featuring presentation of TDGEF national awards. TDGEF board members and national experts will be seated at student tables during lunch for informal discussion/Q&As. The awards program includes recipients of the TDGEF National Public Service Award, the TDGEF Student Journalism Prize for Investigative Reporting in Intercollegiate Athletics, the TDGEF Hero Award, and TDGEF “Making A Difference” Award, among others.

2:00-3:30pm PANEL SESSION 3: For Love AND Money—Balancing Equity, Opportunity, and Compensation in College Sports

Moderator: Jane McManus, author, Editor of *Year’s Best Sports Writing*. McManus has written for *ESPN, Deadspin, The New York Daily News*, served as the Executive Director of Seton Hall University Center for Sports Media, and has appeared on *Good Morning America, CNN, and NPR’s Morning Edition*.

College athletics is a multibillion-dollar industry with ever-increasing broadcast revenues being paid to the NCAA, conferences, and institutions while college athletes have historically been barred from compensation, and still lack sufficient medical protections. In recent years, there has been a growing movement to pay college athletes with many states passing laws allowing college athletes to profit from their name, image, and likeness (NIL) via employment outside their institutions. This panel session will explore the economics surrounding college athlete compensation including collective bargaining and employee status. Panelists will discuss the following questions:

- How does the legal landscape affect college athletes’ rights?
- What is the future of NCAA governance?
- What are the implications of collective bargaining or employee status?
- What is the future for NIL policy in college athletics?

Panelists will also discuss the future of college athletics and the ways the NCAA can ensure that college athletes are treated fairly and have the opportunity to succeed on and off the sports field.

3:30-5:00pm NETWORKING OPPORTUNITIES. All attendees are invited to attend a post-symposium networking and cocktail reception.

Online Videocast. The program will be broadcast live and a recording will be available on the [The Drake Group Education Fund](#) website.

TABLE AND SPONSORSHIP OPPORTUNITIES

[CLICK HERE TO MAKE SUPPORTING SPONSOR/TABLE PAYMENTS](#)

GOLD SUPPORTING SPONSORSHIP

\$5,000

Gold Sponsors help empower the Symposium's mission of public education on critical college athletics issues and ensure eight undergraduate or graduate students will attend the Symposium gratis. Gold Sponsors receive benefits that include table signage and registration and recognition during the program.

Gold Supporting Sponsor Benefits

- **Gold Supporting Sponsor Table Signage, Location, and Guests.** Each Gold Supporting Sponsor table seats eight (8) guests and will include sponsor signage displayed on the table.
- **Student Benefactor Table.** Gold sponsors also underwrite a table for eight (8) undergraduate or graduate students to attend the Symposium gratis with signage recognizing the Gold Supporting Sponsor as the table benefactor.
- **Signage and Recognition.** In addition to table signage, Gold Supporting Sponsors will be prominently listed on signage in the registration area on-screen during breaks and lunch.
- **Recognition during the Symposium.** Gold Supporting Sponsors will be (a) recognized on a screen at the front of the room throughout the symposium, (b) verbally recognized from the podium during the opening and close of the program, and (c) acknowledged in the printed program.
- **Display Table.** Each Gold Supporting Sponsor will be given the opportunity to display marketing materials during the post-program networking and cocktail party reception immediately following the final panel. Contact us for more information.

STUDENT BENEFACTOR TABLE SPONSORSHIP

\$2,000

Benefactor Sponsors enable eight graduate or undergraduate students to attend the symposium at no charge.

Benefactor Sponsor Benefits

- **Benefactor Sponsor Table Signage.** Each Benefactor Sponsor will be recognized with “Thanks to Our Benefactor” signage on the table seating the students that will be used for all sessions of the Symposium.
- **Recognition.** Benefactor Sponsors will be recognized with table signage, listed in the printed program and Symposium website.
- **Complimentary Sponsor Tickets.** Benefactors receive two complimentary tickets to the Symposium.

INDIVIDUAL TICKETS

Donor-Premium Seating - \$250

General Public - \$100

Higher Education Faculty/Athletics Staff \$75

Purchase Ticket

Students – Apply here for a complimentary ticket

Individual tickets often sell out quickly. Should circumstances at the time of the event require Covid-related social distancing or other limitations that significantly reduces the capacity of the ballroom, The Drake Group reserves the right to withdraw ticket privileges and refund the purchase price in full.

DONATION IN ANY AMOUNT TO SUPPORT STUDENT ATTENDANCE
DONATE HERE TO SUPPORT STUDENT ATTENDANCE



Our Sponsors Make It Possible for Students to Attend at No Cost. Conferences such as the Allen Sack National Symposium are invaluable professional development activities for students. The Drake Group Education Fund is dedicated to removing financial barriers and making this enriching experience accessible to all students.

Student attendees will receive:

- a complimentary subscription to the TDGEF newsletter;
- a complimentary student membership in The Drake Group, our sister organization working directly with Congress on policy issues;
- issue summaries and research papers on all topics covered at the symposium; and
- the opportunity to participate in a closing cocktail/networking gathering that enables them to meet and interact with panelists and experts.

Who We Are

The Drake Group Education Fund (TDGEF) is a nonprofit educational organization, operating under the 501(c)(3) fiscal sponsorship of the Players Philanthropy Fund, dedicated to ensuring that the promise of college athletics is realized for all stakeholders. We believe that the promise of college athletics is its continuing contribution to the development of participants and the excitement and community it brings to the higher education campus, alumni, and fans. We believe that this promise is only fulfilled if athletes who create this excitement are protected from educational and economic exploitation, discrimination based on sex, race, and gender identification, and physical and mental abuse. At the heart of our purpose is generating fact-based research and recommendations that enable policymakers to make college sport a better enterprise by ensuring that there is academic and ethical integrity in the conduct of college athletics programs.

Our [Board of Directors](#) consists of successful business leaders, former college athletes, current college faculty, and other stakeholders, as well as nationally recognized experts in intercollegiate athletics.

Purpose

The purpose of the 2024 Allen Sack National Symposium is to address national issues having a critical impact on college athletic programs. Speakers and panelists will discuss college athletes' well-being with a focus on hazing, bullying, coach misconduct, and the little-known fact that thousands of college athletes experience food and shelter insecurity, depression, and other mental health issues. We will also examine gambling in college sports and the dangers match fixing poses to college athletes and the harm sports betting companies are causing the high-addiction-risk student population. Lastly, we look at the precarious economic future of college athletics and whether higher education will succeed in balancing commercialism and academic integrity.

Who Are the Attendees?

The Symposium brings together experts from the sports industry, academia and government to discuss the latest issues in college sports. Marquee moderators have included sportscaster Bob Costas and sports columnist Christine Brennan. Panelists and speakers include current and former members of the US Senate and House of Representatives. Panelists have included academic and athletic stakeholders such as the Howard University President Wayne Frederick and Athletic Director Brendan Cole as well as former college and professional athletes. Attendees include national sports and higher education leaders, national sports media, representatives and key influencers from national sports governance organizations, NCAA Division I athletics programs, and national higher education and sports-related advocacy associations, higher education faculty, nationally recognized experts in the economic and legal aspects of college athletics, and members of the general public. One hundred sports management, sports law, and other currently enrolled students in sports-related majors from colleges and universities within 60 miles of Washington D.C. are invited to attend at no charge thanks to sponsors and donors. These stakeholders represent an investment in future change agents.

Named in Honor of Allen L. Sack, Co-Founder, Past President, and Director Emeritus



Allen L. Sack, a former defensive end for Notre Dame, is a Professor Emeritus in the College of Business at the University of New Haven where he taught for forty-one years, the former Director of the federally funded Center for Athletes Rights and Education (CARE), and a nationally recognized scholar who has published extensively in academic journals and presented papers at countless education association conferences. He is the author of *Counterfeit Amateurs: An Athlete's Journey Through the Sixties to the Age of Academic Capitalism* and co-author of *College Athletes for Hire: The Evolution and Legacy of the NCAA's Amateur Myth*.

Over the past four decades Dr. Sack has been a nationally recognized leader in efforts to protect higher education from the corrupting influence of highly commercialized college sport programs

through persistent efforts that have challenged higher education to plug the holes in its integrity dike. His efforts have been characterized by an unshakable commitment to good scholarship, dependence on research-supported data, and love for the potential of competitive athletics to deliver profound developmental experiences to those who play.

For further information on Additional Supporting Sponsorship Opportunities:

Contact Julie Sommer, JSommer@realizingthepromise.org, (206) 660-4431

www.thedrakegroupeducationfund.org

Tax Deductible Donations. TDGEF is a Connecticut nonprofit corporation operating through a fiscal sponsorship with Players Philanthropy Fund, a Maryland charitable trust recognized by IRS as a tax-exempt public charity under Section 501(c)(3) of the Internal Revenue Code (Federal Tax ID: 27-6601178, ppf.org/pp). Contributions to TDGEF are tax-deductible to the fullest extent of the law. For those attending the Symposium, note that the IRS only allows a charitable deduction when a payment to a charity exceeds the "Fair Market Value" (FMV) of the goods or services received. Our good faith estimate of the commercial value of your ticket, or for the table buyer or each person attending as your guest (NOT INCLUDING YOUR SPONSORED STUDENT TABLE OR GIFT IN ANY AMOUNT) is \$75.00 per person: \$250 Premium Ticket (1 X FMV); \$100 General Public Ticket (1 X FMV); \$75 Faculty/Staff Ticket (1 X FMV); Student Benefactor Table – If donors use their two premium tickets (2 X FMV); Gold Sponsor Table – if donors use all seats at their non-student table (8 X FMV).