



The Drake Group

Realizing the Promise of College Athletics

2022 Presidential Award SEDONA PRINCE

Honoring an extraordinary contribution by an individual who has helped advance the integrity of intercollegiate athletics through an articulate and well-reasoned response to a current event or important issue. The individual, through his or her voice, writings, or other public action has demonstrated informed thought leadership in intercollegiate athletics, toward the end of advancing the integrity of athletics, emphasizing the primacy of educational objectives and/or insisting on responsible fiscal and ethical conduct of intercollegiate athletics as an extracurricular enterprise."

In recognition of your advocacy and activism actions that have changed the future of NCAA women's basketball and ignited a comprehensive review of the treatment of female athletes at all NCAA championship events. Your TikTok exposure of inferior treatment of female compared to male athletes participating in the men's and women's 2021 Final Four tournaments revealed gender inequities in a way that could be instantly understood. The American public was educated about the significant disparities in food, gifts, Covid testing, weight training equipment, and the way inadequate promotions and marketing disadvantaged women athletes. Your clearly stated concerns ignited an independent and highly transparent NCAA gender equity review that encompassed all NCAA championships. As a result the NCAA announced that it would use March Madness branding for both the men's and women's Division I tournaments and the women's tournament was expanded to 68 teams, the same number as the men. The NCAA's official event feed, *@FinalFour*, which in 2021 referred only to the men's tournament, no longer exists.

As impressive, has been your generosity and intentionality in the use of your public notoriety, educating millions of your followers on TikTok, Instagram, and Twitter social media platforms and as one of the hosts of *More Than An Athlete Hotline: Varsity Edition* on the *UNINTERRUPTED* YouTube channel, to discuss issues that transcend basketball. You have embraced becoming a role model for female athletes learning to navigate the new NIL marketplace, by successfully pursuing endorsement and merchandising opportunities. As a named plaintiff with Grant House, your federal antitrust lawsuit against the NCAA and the Power Five conferences has the potential to change the landscape of college sports forever. The Drake Group applauds Sedona Prince as an impressive example of an athlete using her voice and the media spotlight as a social justice champion working for the greater good.