



## Sack Symposium Sponsor and Donor Opportunities

### *THE PIVOT POINT: College Athletics at a Crossroads*



*April 10, 2025*

*The Allen Sack National Symposium  
Advancing Integrity in College Sport  
Howard University, Washington, DC*

#### **THE PROGRAM**

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

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

**9:15-10:15am**                    **PANEL 1: PANEL 1: Charting the New Landscape of College Athletics  
Post *House v NCAA***

The landmark *House v NCAA* case has fundamentally altered the landscape of college sports. This panel will delve into the critical questions arising from landmark settlement, exploring the evolving relationship between education, athlete compensation, and the commercialization of college athletics. The panel will further examine how these changes impact smaller institutions with limited resources and explore alternative models for collegiate athletics.

**10:30am-11:30pm**                    **PANEL 2: New Era, New Rules: Changing the Academic Playbook for  
College Athletes**

The evolving landscape of college athletics has created ever-increasing demands on the time of college athletes in addition to full-time enrollment, academic degree progress, and other academic eligibility requirements. This panel session will explore alternative academic models, opportunities, and pathways for college athletes beyond traditional four-year degree programs, including the growing importance of post-eligibility academic options such as vocational training, apprenticeships, and trades.

**11:45am-12:45pm**                    **AWARDS CEREMONY & LUNCH**

The luncheon features presentation of The Drake Group Education Fund (TDGEF) national awards. 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.

**12:45-1:30pm**                    **POST-LUNCH FIRESIDE CHAT: House Settlement/Title IX/Olympic  
Sports**

This conversation will delve into new Title IX issues, exploring how the evolving legal and economic framework of college athletics impacts gender equity. How has NIL impacted the gender gap in compensation and sponsorship opportunities for women athletes and Olympic sport athletes? Are there disparities in access to NIL resources and support systems between men's and women's teams? Compensation and revenue sharing: How would the proposed *House v NCAA* settlement terms impact the distribution of revenue and compensation within college sports and affect gender

equity? Are there potential avenues for increased revenue sharing models that better support women's sports?

**1:45-2:45pm**      **PANEL 3: Beyond the Game: Prioritizing College Athlete Mental & Physical Health**

Panelists will explore the importance of supporting college athlete mental health and well-being. Conference realignments have led to increased travel demands, longer seasons, and more pressure on college athletes. While these changes aim to enhance athletic competition and generate more revenue for universities, they inadvertently contribute to significant challenges for college athletes, particularly in terms of their mental and physical health and academic performance.

**3:00-4:00pm**      **The Price of Progress: How Changing Economics Will Impact Diversity in Coaching and Administration**

How does the changing economic landscape affect the hiring and compensation of women and people of color in coaching and administrative roles in college athletics? Our distinguished panelists will analyze subtle and overt biases in performance evaluations, hiring, and termination decisions and examine current data on hiring, compensation, and the representation of women coaches in men's sports.

**4:00-5:00pm**      **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](#)**

---

***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 2025 Allen Sack National Symposium is to discuss how the landscape of college sports continues to evolve, examining the shifting dynamics between education, athlete compensation, mental health, and the commercialization of college athletics. Expert speakers will explore alternative academic pathways for college athletes beyond traditional four-year degrees and consider innovative academic models. Given the immense pressure on college athletes, the importance of supporting their mental health and well-being will also be a key focus. Additionally, we will address how the changing economic environment impacts gender and racial disparities in the hiring and compensation of women and people of color in coaching and administrative roles within college athletics.

### **Who Are the Attendees?**

National sports and higher education media, leaders, and key influencers from national sports governance organizations, NCAA Division I athletics programs, and national higher education and sports-related professional organizations, members of the U.S. Congress and their staff, higher education faculty, nationally recognized experts in the economic and legal aspects of college athletics, and members of the general public. One hundred invited sports management, sports law, and other currently enrolled students in sports-related majors from colleges and universities are invited to attend at no charge thanks to sponsors and donors.

### **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](mailto:JSommer@realizingthepromise.org), (206) 660-4431  
[www.thedrakegroupeducationfund.org](http://www.thedrakegroupeducationfund.org)***

---

### **Donor/Sponsor Contributions**

THE DRAKE GROUP EDUCATION FUND, Inc. 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](http://ppf.org/pp)). Contributions to THE DRAKE GROUP EDUCATION FUND 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 to TDGEF in any amount) is FMV=\$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 the donor uses their two premium tickets (2 X FMV); Gold Sponsor Table – if the donor uses all seats at their non-student table (8 X FMV).]

If you prefer to mail your check, your check should be made out to “The Drake Group Education Fund”. Mail to: John Rosen, TDGEF Treasurer, 1720 Post Road East, Suite 121, Westport, CT 06880.