



# ACTION ALERT

## How You Can Help

**ISSUE:** The Department of Education Office of Civil Rights is allowing colleges and universities to openly support “booster NIL collectives” (non-profit booster clubs that collect money to pay for athlete promotional services) that are predominantly providing such benefits to men’s football and basketball.

**FACTS:** Ninety-five percent of NIL money is going to men’s football and basketball—and the median collective on the Power 5 level (the 65 colleges and universities at the highest competitive level in the NCAA) has about \$3 million on hand—with some up to \$10 million.

From Texas A&M’s NIL collective, male athletes earned \$8,412,816.96 compared to \$134,661 for female athletes.

In a deal brokered by the Utah-focused Crimson Collective, all 85 scholarship members of the Utes football team will receive a new 2024 Dodge Ram 1500 Big Horn truck from the Ken Garff Automotive Group.

**HOW TO HELP:** Email your U.S. Representative and two Senators ([find emails here](#)) to ask each: *“Please express your concern to the Department of Education Office for Civil Rights that colleges and universities are openly evading their Title IX obligations to treat male and female athletes equally by supporting “booster NIL collectives” that are favoring male athletes. Please ask OCR to issue existing Title IX guidance to remind to all institutions that are recipients of federal aid that they cannot support organizations that discriminate on the basis of sex.”* Share – copy and paste -- the above facts in your email.

- Ask your friends to do the same!