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## Hoyas Rising—The 2023 Year in Review

I am very pleased to report in this first Hoyas Rising Review that the news is good—Hoyas Rising (“HR”) has gone from a concept to the fully-operational Official Name, Imagine and Likeness Collective designed to support Georgetown University Student Athletes. And we finished 2023 ahead of Plan against any targets we set for ourselves.

But before I give the update on our achievements in the past seven months (we launched officially on May 23, 2023), the first order of business is to say **thank you** to the many Georgetown alumni, students and staff, without whom this project would have never gotten started. In the months preceding the launch of HR, there were hundreds of tasks to complete, the largest among them forming the legal corporation itself; concluding an exclusive group licensing agreement with GU; recruiting both Directors and Advisors (please check [HoyasRising.com](https://hoyasrising.com) <https://hoyasrising.com/> to see who they are as their collective help and guidance has been invaluable); designing and implementing a comprehensive, operational and adaptable website; and leasing and building out the office space on the second floor at 1236 36th St. NW, or as it is otherwise known, “the floor above Wisemiller’s.” Again, the tasks and the people involved are far too numerous to mention and our thanks to each and every person who helped are endless. It is their collective effort that drives us every day.

Finally, while all this good work helped build the structure that is Hoyas Rising, we then needed loyal, faithful alumni donors to provide us with the capital and support that allowed us to act. And we know there are a myriad of opportunities to show your support for Georgetown so we are doubly grateful for your confidence and support. **Thank you.**

### Hoyas Rising: June-December 2023

**Our Clients:** HR is, in effect, an agency that owns an exclusive group license to the Georgetown intellectual property (the marks and logos). Coupling those assets with Student Athlete NIL is how we can create the most value for Student Athlete NIL. To create that package we obviously need Georgetown’s rights and the Student Athlete rights. Representation for a Student Athlete by HR is entirely voluntary. In other words, a GU Student Athlete must “opt-in” or sign our agency agreement in order for HR to represent the rights to their NIL. Currently,

approximately 230 Student Athletes from 16 different varsity sports have signed on—including every member of the Men's Basketball Team.

Our NIL Transactions: HR engaged directly in (51) NIL transactions and arranged for third parties to engage in (46) NIL transactions. The nearly 100 NIL transactions with Georgetown Student Athletes receiving compensation were completed with forty-seven students, fifteen men and thirty-two women. NIL transactions involved Student Athletes from six different teams.

Our Outreach: Outreach to recruit Student Athletes is literally one athlete or one team at a time. We have met with, in person or virtually, thirteen Georgetown teams. We have also sent direct correspondence by email to over seven hundred Student Athletes.

In our outreach to the greater Georgetown community, there have been hundreds of (personal) fundraising meetings, and hundreds more phone calls and direct correspondence. On a broader level, HR amassed over a thousand followers to our social media platforms on X and Instagram (TikTok starts January 2024) and had hundreds of posts from our Student Athletes. Our original podcast, "The Hilltop Hustle," produced in conjunction with the Georgetown Voice newspaper and featuring only GU Student Athletes, comprised seven original episodes. Audio content from those episodes generated over 7,000 Spotify impressions and video content from those podcasts generated over 30,000 views/impressions on Instagram and X.

You also may have noticed that as of the first week of the new year we have purchased a full offering of rotational signage at Men's Basketball games at CapOne.

Our NIL E-Commerce Store: At press time for this note we announced the opening of the Georgetown NIL Store, which provides officially licensed merchandising opportunities and industry-leading royalty payouts (participating Georgetown Student Athletes will have the highest royalty rate payouts to Student Athletes of any store—in some instances exceeding the payouts to athletes from other institutions by as much as fifty percent per transaction) to every Hoya Student Athlete who participates. The Georgetown NIL Store, which is a partnership between Hoyas Rising and Campus Ink, will offer any participating athlete the ability to create personalized merchandise (including the use of Georgetown marks and their own name and number) in a personalized digital locker. Student Athletes can participate in the product creative, design, marketing and fulfillment of their own licensed product and gain real-life skills in merchandising, marketing and sales, while also earning NIL income on every sale. Please be sure to visit NIL.Store/Georgetown <https://nil.store/pages/georgetown> and show your support for our Student Athletes.



Fundraising: We have hit our fundraising goal (and in some instances exceeded our Plan, which we based on a comparison with reports from other school collectives who we self-selected as in our competitive set) through the end of 2023. **But....this is a day-to-day task in an environment and marketplace over which we have no control. For now, and into the foreseeable future, we continue to rely almost solely on the generosity of Georgetown donors. And we continue to invest the great bulk of that capital in the place it belongs: the Student Athletes at Georgetown University.**

What We Have Learned; Where Are We Going?: As a new entry in a very disorganized business environment, we obviously gain experience and knowledge every day. A few of our key findings are: that the GU donor community is energized, but in pockets, and the larger GU community is relatively under-informed on the issue of NIL—HR needs to continue to evangelize every day; our constituents—Student Athletes and donor alumni—generally support and favor the HR integrity-based (consistent with Georgetown’s Mission and the NCAA rules as currently promulgated) philosophy regarding NIL now in place; the recruitment of Student Athletes is complicated and time-consuming, but we are doubling down on our efforts to sign them up one by one; in the not too distant future there is a need for more commercial support by the DMV commercial community for these efforts to be sustainable; Coach Ed Cooley is a rock star—but you know that. All our athletic programs need your support, but Coach Cooley is operating in the most competitive environment.

A Final Word: Three things: First, we said the people involved in the success of this project were too many to mention, but John Balkam, Director of Sales and Athlete Engagement (MSB ‘13), and our Student Interns (Ben Davidoff, Kristen Han, Noah Jones and AJ Shpetner) live this every day and work tirelessly whenever called upon. We thank them for forming a great team. Second, while you may have heard this before, it bears repeating: As it relates to its athletic programs, Georgetown could literally have the best of everything, but we simply will not be able to compete at the level we all desire without the best athletes. While we all are certain that the value of the Georgetown University education and experience is never discounted in recruiting Student Athletes to the Hilltop, NIL financial support right now is the primary consideration for many of the best athletes in choosing their schools. This may not be the environment we would all choose, but it is the environment. Simply put, without robust financial support this project fails. And finally, please be assured we intend to continue to compete and to do so consistent with Georgetown's mission and values. This is a long climb but we are head down and moving forward. With the support of the entire Georgetown community, together, we will win. Thank you once again, and always. Hoya Saxa.

Tim Brosnan (CAS ‘80), Chairman Hoyas Rising