



## **LEAD1 Announces Opendorse as Presenting Partner for Upcoming Official Spring Member Meeting and Forum**

*Opendorse to address LEAD1 athletics directors on current state of NIL marketplace*

*Association to honor University of Oklahoma VP/Director of Athletics, Castiglione for 30 years of athletics director service*

**WASHINGTON, D.C.**, Feb 16, 2023 – LEAD1 Association (“LEAD1”), which represents the athletics directors of the 131-member institutions of the Football Bowl Subdivision (“FBS”), today announced that Opendorse, a leading name, image, and likeness (“NIL”) marketplace for college athletes to monetize their NIL value, will be its presenting partner for its upcoming LEAD1 Official Spring Member Meeting and Forum to be held at the Marriott Dallas Uptown in Dallas, TX from April 23 to April 25.

LEAD1 will host an evening welcome reception on April 23, and a closed-door LEAD1 athletics director-only meeting on April 24 followed by hot-button panel sessions covering topical issues in college sports, which will conclude on April 25. More than half of LEAD1’s athletics directors are expected to attend.

At the Forum, LEAD1 will also honor University of Oklahoma Vice President/Director of Athletics, Joe Castiglione, for 30 years of outstanding athletics director service.

“The NIL market is maturing, but defining success can still feel like a moving target for the leaders in college sports,” said Opendorse CEO Blake Lawrence. “Opendorse is uniquely positioned to arm administrators with actionable insights to understand the playing field and take informed action. We’re excited to join LEAD1 and its members at this year’s Spring Meeting as we navigate NIL’s second year together.”

“We are excited to once again bring our athletics directors together to engage in open and honest discussions about the future of college sports,” said LEAD1 President and CEO, Tom McMillen. “With new leadership at the NCAA, these couple days will be a tremendous opportunity for our administrators to discuss and learn more about the road ahead.”

For more information on the Meeting and Forum, including for partnership information and registration, please contact Gianna Salzbrunn ([gianna@lead1a.com](mailto:gianna@lead1a.com)) and/or visit our website <https://lead1association.com/lead1-association-official-2023-spring-meeting/>

### **About the LEAD1 Association:**

LEAD1, founded in 1986 and formerly the Division 1A Athletic Directors Association, represents the athletics directors of the 131 member universities of the Football Bowl Subdivision (FBS),

that encompasses 42 states, 55,000 student athletes, and more than 25,000 athletic administrators. Key to LEAD1's mission is advocating on policy facing NCAA Division I FBS athletic departments, promoting consensus among FBS athletic directors, and providing valuable services to member schools – all dedicated towards supporting the success of student-athletes and future of college sports. Since 2015, LEAD1 has been led by the Honorable Tom McMillen, a former Congressman, college basketball All-American, Rhodes Scholar, and 11-year NBA player. For more information, please visit [www.LEAD1Association.com](http://www.LEAD1Association.com).