



THE
VARSITY
COLLECTIVE

IMPACT UPDATE

SPRING 2023

In nine short months, The Varsity Collective rallied a national fanbase to empower the success of our student-athletes and keep Wisconsin's programs competitive in the new college sports landscape.

See how your donations fueled investments and impacts across our unforgettable opening three quarters.

DONATE TODAY AT [THEVARSITYCOLLECTIVE.COM](https://www.thevarsitycollective.com)

BUILDING A COLLECTIVE THE WISCONSIN WAY

The Name, Image and Likeness (NIL) shift opened a world of possibilities, and it came with a call to action: Fans and alumni needed to step up to help create paid opportunities that help attract and retain championship-caliber student-athletes at UW.

Enter The Varsity Collective, a non-profit organization founded and led by a group of accomplished former Badgers — including Ted Kellner, Paul Wrycha, Roger Mansukhani, Brooks Bollinger, Rob Master, Megan Jerabek and Mark Rothwell — that plays a critical role by helping maximize the earning potential of Badger student-athletes.

Our critical early investments have laid a foundation that unlocks unique opportunities to elevate Wisconsin. With your steadfast support, these early success will continue to multiply.



OUR PLAYBOOK



Sustainable funding through passionate fan base



Meaningful earning and learning opportunities



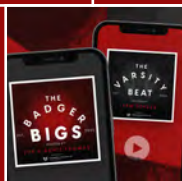
Alumni leaders from all walks of life



Launch Press Conference
Sept 2022

First NIL Activations
Sept 2022

Podcast Network Debuts
Badger Bigs with Joe & Annie Thomas
and Varsity Beat with Sam Dekker
Nov 2022



Educational Programming Launch
Oct 2022



Holiday NIL Campaigns
Dec 2022

National Signing Day Billboards
Feb 2023



INVESTMENTS SPARK IMPACTS

The Varsity Collective has hit the ground running with ever-growing earning opportunities that benefit student-athletes and the community.



Paid partnerships that allow Badgers to earn and make positive impacts

Unique NIL platforms, such as The Varsity Collective Podcast Network

Full-roster NIL campaigns with 6 sports benefitting multiple charities

DONOR IMPACT

Contributions have funded NIL deals for 200+ athletes from 10 sports, serving 17 charitable causes



PROGRAMMING AMPLIFIES NIL POTENTIAL

By tapping into the expertise from our vast alumni network, our signature Life Currency™ and Rep Yourself programming provides learning opportunities on topics like personal branding, NIL contracts, taxes and leadership — helping student-athletes bring out their Badger best in their NIL efforts and beyond.

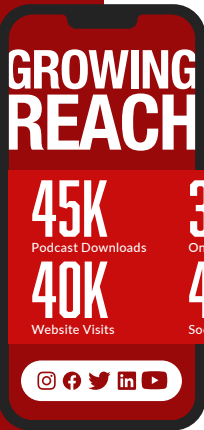
PARTNERSHIPS TO MAKE IT POSSIBLE

With key partnerships in place, we're able to surround Badger student-athletes with valuable opportunities. Our robust relationships with Wisconsin Athletics, Badger Sports Properties and industry leader Opendorse help us support NIL activations in compliance with NCAA rules while maximizing earnings for student-athletes.

ENGAGING BADGER FANS



Our NIL playbook benefits more than just student-athletes. Tax-deductible contributions to The Varsity Collective come with access to a unique set of donor benefits. Monthly memberships through our sister organization, VC Connect, include access to exclusive content and perks. Contact us to learn more.



EMPOWERING THE FUTURE

With the foundation of The Varsity Collective now established, we continue to march toward our goal of directing 85% of donations in support of student-athlete NIL opportunities.



CALLING ALL BADGERS

Supporting The Varsity Collective is vital for the success of University of Wisconsin student-athletes. Your donations are critical to continuing to fund the NIL opportunities that will keep UW competing for championships in this new era of college sports.

As passionate Badger fans and alumni, the power is in our hands to make the difference — for athletic programs, for student-athletes and for our shared Wisconsin legacy.



Proud Partner of Wisconsin Athletics

Donate today at TheVarsityCollective.com.