

**From:** "Blaylock, Brent" <brent.blaylock@oregonstate.edu>

**To:** "Barnes, Scott" <Scott.Barnes@oregonstate.edu>, "Elcano, Sara" <Sara.Elcano@oregonstate.edu>, "Bruns, Jacqueline Michelle" <Jacque.Bruns@oregonstate.edu>

**Subject:** FW: Blueprint Sports Recommendation

**Date:** Thu, 17 Apr 2025 16:52:17 +0000

**Importance:** Normal

**Attachments:** Blueprint\_Sports\_X\_Oregon\_State\_Athletics\_(4.16.25).pdf

**Inline-Images:** image006.jpg; image001.png; image002.png; image003.png; image004.png; image005.png

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All,

Please see attached and linked below the initial proposal provided by [Blueprint Sports](#) for how they would move forward with operating the collective. There are some points here that will need to be negotiated, this gives us a place to start from if we want to go this route.

A couple initial thoughts:

- We will need to set clear lines when it comes to MMR.
- They are recommending starting with [REDACTED] that they compensate; we will want to find out if the management fee decreases if there are [REDACTED]. If so, we can probably get by with [REDACTED].
- Many of the items in Exhibit A are reasonable and doable, most we are already providing. There will be a challenge around the inclusion in the [REDACTED], we'll resolve that as needed.
- We shouldn't need to pay the [REDACTED], that can be done through the Local Exchange platform on Teamworks.
- Will need to establish this is a service for all student-athletes and for them to be adaptive/responsive to the market.
- The knowledge/inventory they have through their other partnerships will be helpful for our programs as they try to identify market rates.

I will bring this up for discussion during our meeting later today so that you have had a chance to review first.

Thanks,

Brent



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**From:** Rob Sine <rob@blueprintsports.com>

**Sent:** Wednesday, April 16, 2025 2:57 PM

**To:** Blaylock, Brent <brent.blaylock@oregonstate.edu>; Chris Brown <chrisb@blueprintsports.com>; Gerry Dickey

<gerry@blueprintsports.com>; Layne Werner <Layne@blueprintsports.com>

**Subject:** Blueprint Sports Recommendation

[This email originated from outside of OSU. Use caution with links and attachments.]

Hi Brent,

As discussed, Gerry and I would like to share a [link to the deck](#) we reviewed and our proposed collaboration plan.

We believe that Blueprint Sports can significantly enhance your current results while fostering a sustainable and adaptable structure for the future. Please take this week to review our recommendation. If you would like to discuss next steps and explore further, let us know by next Wednesday your preferred dates around the beginning of May, so we can visit campus to finalize the details of our partnership. We would enjoy sitting down to work more in-depth with you and the team on the details.

I hope you have a great week.

**Rob Sine**

Founder & CEO

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 **BLUEPRINT  
SPORTS**











