

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

**To:** "Rob Sine" <rob@blueprintsports.com>, "Chris Brown" <chrisb@blueprintsports.com>, "Gerry Dickey" <gerry@blueprintsports.com>, "Layne Werner" <Layne@blueprintsports.com>

**Subject:** RE: Blueprint Sports Recommendation

**Date:** Wed, 30 Apr 2025 23:46:21 -0000

**Importance:** Normal

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

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Rob and Team,

Thanks for your responses. Apologies for the delayed response, we couldn't meet on this as a team until earlier today. The additional information you requested is below:

- Is it more effective to have another call regarding the business plan and projected revenue numbers or is your preference to share that during an on-campus visit? Given that it is a significant part of the agreement, we want to be sure all involved have full clarity.
- Regarding the term length, we would like to be closer to a 3-year initial term and we can include extension options within the agreement.
- Understood regarding the number of staff. We want to balance being efficient with having a foundation for success, so we'll trust the perspective that three staff members are needed to have everyone set up for success.
- My last two questions were about the daily experience of student-athletes receiving opportunities and how those opportunities would be reported. I'd like to minimize the number of platforms and reporting processes to make it easier for our student-athletes, compliance staff, etc.
  - How can we set up a system so that the activities are getting reported? We can either classify someone on your staff as a representative of the student-athletes so they can report on behalf of the student-athletes, or we can provide an upload template that your staff can fill out and submit to the compliance office on a set cadence (weekly or monthly) for them to upload.
  - Similarly, I would like to learn more about the technology that the student-athletes will need to receive activities, get paid, etc. The hope would be we can merge it with other platforms we are already using to streamline this process with other processes the student-athletes will be utilizing on a regular basis (Teamworks, Influencer, Teamworks Wallet, etc.).

Thanks again,

Brent



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

**Sent:** Tuesday, April 22, 2025 4:07 PM

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

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

**Subject:** Re: Blueprint Sports Recommendation

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

Hi Brent,

Thank you for this. The answers are below in **green**. These questions present a good opportunity to discuss them in great detail. Please let me know if we can arrange a meeting on campus to dive into greater detail on them.

**Rob**

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

**Date:** Monday, April 21, 2025 at 8:56 AM

**To:** Rob Sine <rob@blueprintsports.com>, Chris Brown <chrisb@blueprintsports.com>, Gerry Dickey <gerry@blueprintsports.com>, Layne Werner <Layne@blueprintsports.com>

**Subject:** RE: Blueprint Sports Recommendation

Rob,

Some initial questions after we did an initial review:

- Are the revenue numbers provided gross revenue or net revenue?
  - **Answer: The revenue numbers are net revenue numbers.**
- And with “Payment terms: Paid in full at the end of each contract year,” am I assuming correctly that this is guaranteeing a total of NIL funds that will be paid on an ad hoc basis to student-athletes throughout the year totaling a minimum of \$750k? Asking because this could be read as there being a single guarantee payment of \$750k being made at the end of the contract year.
  - **Answer: Yes, you are assuming correctly that we guarantee a total number, then ideally add additional NIL funds that will be paid on case-by-case basis to student-athletes throughout the year totaling a minimum of \$750k. If for some reason we fell short, we would write a check for the difference at years end.**
- What are your projected revenue numbers? Knowing what your projected numbers are, or at least the probability ranges, would help us better understand the revenue share splits.
  - **Answer: We are happy to walk through our business plan with you all on the financials to help with clarity here.**
- A couple other items regarding the revenue split:
  - Does Blueprint set-up teamwide group licensing deals and then do additional agreements with specific student-athletes? Or just team or individuals? And does Blueprint establish the value of those agreements?
    - **Answer: Yes, we do offer group licensing opportunities at the local and national levels. Yes, we help to establish the value and then we handle all the logistics from contract to payment phase.**
  - Are there any additional fees that we need to be aware of to communicate with the student-athletes?
    - **Answer: No, we bake our fees into the proposal to the brand or business, so the athlete receives a net amount.**
  - As an example, if there is an agreement for \$10,000, how much would the student-athlete receive?
    - **Answer: Depends on the agreed amount for the athlete. If he/she was supposed to receive \$10k, we would upcharge the organization contracting with them.**
- What is the room to reduce the contract term? I understand it takes time to build and then leverage a base, but with how things continue to change, I think both parties will probably want

some flexibility sooner than five years.

- **Answer: Do you have a preferred term length in mind?**
- Can you outline the incremental change in going from 2 staff members to 3? You've mentioned 2 previously, and with 3 listed in the agreement, I am hoping to learn more about what significant changes that third staff member would provide.
  - **Answer: With the guaranteed model presented, we believe it's a minimum of 3 staff.**
- And is the annual management fee amount tied to the number of staff members?
  - **Answer: It factors in, but does not cover the investment in the staff + benefits, etc.**
- What is the process for reporting the transactions?
  - **Answer: Can you expand on your ideal scenario?**
- I see the operations software that was included in the presentation, is that able to be merged with Teamworks local exchange platform ([The Woodshop](#)) to facilitate us reviewing and submitting transactions
  - **Answer: Can you expand?**
- Similarly, are we able to process the payments via The Woodshop? I believe that platform has just about everything included in the optional services referenced in the proposal.
  - **Answer: Can you expand?**

Thanks in advance for your thoughts on these questions,

Brent



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**From:** Rob Sine <[rob@blueprintsports.com](mailto:rob@blueprintsports.com)>

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

**To:** Blaylock, Brent <[brent.blaylock@oregonstate.edu](mailto:brent.blaylock@oregonstate.edu)>; Chris Brown <[chrisb@blueprintsports.com](mailto:chrisb@blueprintsports.com)>; Gerry Dickey <[gerry@blueprintsports.com](mailto:gerry@blueprintsports.com)>; Layne Werner <[Layne@blueprintsports.com](mailto:Layne@blueprintsports.com)>

**Subject:** Blueprint Sports Recommendation

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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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