

From: "Scott.Barnes@oregonstate.edu" <Scott.Barnes@oregonstate.edu>
To: Brent Blaylock <brent.blaylock@oregonstate.edu>
Subject: Fwd: Public Comments Privileged and confidential
Date: Wed, 22 Oct 2025 07:13:04 -0700
Importance: Normal
Attachments: June_14-15,_2025_E-mails.pdf

This was sent to me by Kyle. I read it for the first time on Monday. Let's discuss.
Sent from my iPhone

Begin forwarded message:



From: Kyle Bjornstad <kylechbj1@gmail.com>
Sent: Sunday, October 19, 2025 9:00 PM
To: Barnes, Scott <Scott.Barnes@oregonstate.edu>
Cc: Kyle Bjornstad <kylechbj1@gmail.com>
Subject: Public Comments

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

Dear Scott,

I am writing to you regarding the depiction of the sale of Dam Nation Collective (“DNC”) to Blueprint Sports and Entertainment (“BPSE”), among other things, in the media. I am beyond disappointed by the comments that you and Brent Blaylock have been making publicly.

I sent an e-mail to you, and other Oregon State University (“OSU”) leadership, on March 30, 2025, expressing my intent to shut down DNC no later than July 1, 2025. After receiving that e-mail, you reached out to me by phone and asked if I would consider selling DNC to a third party, rather than ceasing operations. I was told, and thus expected, that OSU would present me with several potential buyers to consider and ultimately choose from. Instead, OSU put me in contact with one - BPSE.

It was made clear to me by both you and Brent that OSU had selected BPSE as the entity with which the school wanted to form a partnership, and did not attempt to bring any other options to me to consider. While it is true to say that the decision to sell DNC to BPSE was ultimately mine, that statement is missing some important

context. I made it very clear to you that I needed your assistance in selecting DNC's future operator, as OSU will be the one working with them, not me.

In an interview with The Oregonian published on October 13, 2025, you stated:

"The reality of this is that we have an outside entity that's taking control of the Dam Nation Collective that would have been left for dead."

That statement leads readers to believe that BPSE was the only potential buyer for DNC. On June 14, 2025, I forwarded you an e-mail from Lockerverse which outlined their proposal to purchase DNC. That e-mail, and our back and forth after, is attached. In the days leading up to that e-mail on June 14, 2025, I had informed both you and Brent that my interactions with BPSE to that point were both underwhelming, and unprofessional. I let you know that I had major concerns moving forward with BPSE, and asked that you allow me to bring forward the Lockerverse option for OSU to consider. You gave me 24 hours to negotiate a deal with Lockerverse. After sending you the deal I negotiated with Lockerverse, you said the deal with Lockerverse:

"Doesn't come close to the deal we have [with BPSE]. Not worth exploring at all for our perspective. We would like to move forward with Blue print with your blessing."

I replied to you that evening, letting you know that BPSE told me that they did not need DNC, and that they were willing to start a new OSU NIL collective from scratch. I told you that I may not ultimately sell DNC to BPSE, since I had an offer to purchase DNC from an entity that I felt much more comfortable with. My goals were, and always had/have been, to do right by OSU's student-athletes, and to ensure the best interests of Dam Nation's members were protected. Knowing what my goals were, you and Brent made me feel that selling DNC to anyone other than BPSE would result in harm to both the student-athletes and DNC members.

On June 16, 2025, you sent me a text message saying:

"Received your e-mail. Thank you for sharing the update. Brent has most recently spoke [sic] with Blueprint. I asked that he call you."

Later that same day, I received a text message from Brent saying:

"Ok. Scott and I are here to help with facilitating a deal getting done with Blueprint that works for you. 100% respect that it is your company and fully your decision but he and I have discussed the significant concerns about the negative impact to all parties involved if there are multiple entities in the market. We are open to hearing what we can provide to get both sides back in agreement. Feel free to call if that's easier as a conversation."

Clearly, Brent was implying that if I did not sell DNC to BPSE, OSU intended to work with BPSE to start a separate, competing NIL collective, with BPSE. Did you already have a deal with BPSE in place? If so, how can that be when DNC hadn't been acquired by BPSE at that point (DNC was acquired by BPSE on July 15, 2025)?

On October 2, 2025, Brent went on the Dam Podcast with Angie Machado, and said:

"Once he [Kyle] sold Dam Nation to Blueprint, there was no option other than Blueprint."

Brent's statement leads listeners to believe that I was the one driving the sale of DNC to BPSE, which is not true. I wanted to sell DNC to Lockerverse, and as you recall, was on the verge of reaching a deal with Lockerverse. However, when my attorney informed BPSE that we would likely be reaching an agreement with a different company, I got calls and text messages from you and Brent, almost immediately, attempting to convince me otherwise. I assume that BPSE reached out to OSU to pressure me to sell DNC to BPSE. If not for the efforts of you and Brent, I would have sold DNC to Lockerverse, or shut down DNC completely, so there

wouldn't be two competing collectives. Additionally, I have been told, after the fact, that there was at least one other entity that discussed/pitched the idea of acquiring DNC with OSU officials, and that entity was never presented to me. Another major issue.

While I was weighing the Lockerverse and BPSE offers, I asked for the details of the deal negotiated between OSU and BPSE, so that I could weigh the benefits of Lockerverse's proposal against the deal reached between OSU and BPSE. My top priority was to get OSU the best deal terms. I was told that those discussions were confidential. At the time I made my decision, I was relying primarily on your statement that the Lockerverse deal "doesn't come close" to the deal that OSU had with BPSE. I acted under the assumption that choosing Lockerverse would result in a worse deal for both OSU's student-athletes, and DNC's members. Until the Sportico article was published on September 30, 2025, I did not know any specifics regarding the deal reached between OSU and BPSE. Now that I know the details, there is no question that the deal I presented to you in June from Lockerverse was the better of the two. Additionally, the deal I brought to you from Lockerverse was negotiated in a very tight timeframe, and I have no doubt that I could have negotiated even better terms, had I been given the time to do so. Regardless, the deal I presented from Lockerverse was much better than the deal OSU made with BPSE.

I am extremely concerned about our conversation on October 1, 2025, the day after the Sportico article was published. On that phone call, with other OSU employees present, including Brent, you presented the idea that I tell the media that nobody asked/pressured me to sell DNC, and nobody asked/pressured me to sell it to BPSE. I told you that the situation between OSU and BPSE was not my issue, as I didn't negotiate OSU's side of the deal, nor was I privy to the deal terms prior to the Sportico article. As I stated to you in my resignation letter dated October 2, 2025, my resignation was motivated by several factors. However, after our conversation on October 1, 2025, I knew that I could not continue to serve as General Manager while maintaining my integrity.

In an interview with BeaversEdge on October 3, 2025, Brent said:

"When [Kyle] decided to evaluate the options of transitioning ownership for that, I believe he talked to multiple entities on that. That was my impression at the time, that he had at least a couple he was reviewing."

As stated above, OSU only presented me with one potential buyer - BPSE. Lockerverse independently inquired about purchasing DNC. Until Lockerverse reached out to me, I believed my options were either to (1) close DNC, or (2) sell DNC to BPSE, OSU's chosen buyer. If there was another entity that inquired with OSU about acquiring DNC, as I have been told is the case, but OSU didn't bring that entity to my attention, that is also extremely concerning.

In an article in The Oregonian on October 13, 2025, you stated:

"I think the General Manager position is a misnomer."

You also said the same thing on the Dam Podcast with Angie Machado on October 14, 2025. I do not understand how it can be a "misnomer" when the press release on August 20, 2025, which OSU, BPSE, and I approved, named me as General Manager. While my Personal Services Contract, signed on April 1, 2025, does not specifically name me as General Manager, or any title for that matter, the Statement of Work contains a non-exhaustive list of the services I was expected to provide. The Statement of Work clearly describes the duties of a General Manager, including negotiating with student-athletes and/or their representatives, which is contrary to what you have been portraying to the media and public recently. I told you I intended to close DNC on March 30, 2025. You immediately offered to hire me as General Manager on April 1, 2025. What changed between March 30, 2025, and April 1, 2025? At what point between the August 20, 2025 press release - which you expressed excitement about retaining me as General Manager - and your recent media comments, did you decide that my position was not that of a General Manager? Additionally, why was that not communicated to me (or the public) until after I submitted my resignation? It seems to me that you took that stance out of convenience after I left OSU.

I have largely remained silent while you and Brent have presented a false narrative to the media, and public, both in regards to the BPSE situation, and the General Manger role. It is clear that you and Brent are attempting to make me the scapegoat for the deal with BPSE - a deal that you wanted all along, and negotiated prior, during, and after the close of the DNC acquisition. I even negotiated a better deal with Lockerverse on your behalf, and presented the offer to you. Even so, you would not even explore a potential deal with Lockerverse. You and Brent reiterated that the BPSE deal would be best for both OSU's student-athletes, and DNC's members. I tried to save you from the situation in which you and Brent currently find yourselves. I kept my statements to the media to a minimum, with the hope that public interest in the DNC acquisition would die down. The statements made to, and the documents obtained by, the media have only intensified interest in the story. It has gotten to the point where the comments made by both you and Brent have left me no choice but to set the record straight, if/when I am asked about these matters.

My best,
Kyle Bjornstad

Attachment: June 14-15, 2025 E-mails

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From: Kyle Bjornstad <kylechbj1@gmail.com>
Subject: Re: Lockerverse Follow-Up Proposal
Date: June 15, 2025 at 10:00:19 PM PDT
To: "Barnes, Scott" <scott.barnes@oregonstate.edu>

Scott,

During our negotiations with Blueprint, Rob Sine made it clear to my attorney and I that they don't need Dam Nation to move forward with Oregon State, and that they were more than willing to start a collective from scratch. Oregon State should move forward with Blueprint if you feel that the deal you have with them is what is best for OSU, just know that DNC may not ultimately be acquired by them.

Our recent dealings with Blueprint have been underwhelming and unprofessional. Due to their prolonging of the process, a much better acquisition offer was presented to me unexpectedly by another party.

Now that I have a much better offer to consider, my attorney will present Blueprint with a revised term sheet in an effort to reach a deal that is both fair and reasonable.

My July 1, 2025 deadline is rapidly approaching and I will thoughtfully consider my offers from both parties. My top priorities have always been to do right by OSU's student-athletes and to ensure that the best interests of Dam Nation's members are top of mind. These priorities will drive my decision.

Kyle

On Jun 15, 2025, at 8:45 AM, Barnes, Scott <Scott.Barnes@oregonstate.edu> wrote:

This doesn't come close to the deal we have . Not worth exploring at all for our perspective. We would like to move forward with Blue print with your blessing.

Sent from my iPhone

On Jun 14, 2025, at 7:55 PM, Kyle Bjornstad <kylechbj1@gmail.com> wrote:

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

Scott,

Please see below.

Kyle

Begin forwarded message:

From: Marcus Rance
<marcus@lockerverse.com>
Subject: Lockerverse Follow-Up Proposal
Date: June 14, 2025 at 4:19:05 PM PDT
To: Kyle Bjornstad <kylechbj1@gmail.com>

Hi Kyle,

Thank you for the great conversation this morning. We've spent time further discussing the opportunity internally, and we truly believe Oregon State would be an outstanding long-term partner.

Lockerverse is prepared to offer Oregon State a two-year guaranteed partnership valued at **\$288,000 per year**, with the payments made to **OSU within the first quarter of each contract year**.

Proposed Structure:

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- Lockerverse to recoup \$288,000 investment each year.
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- Revenue generated beyond \$288,000
- each year to be split **75% to Oregon State**
- and **25% to Lockerverse**.
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- Year 1 to be July 1 2025 - June 30 2026.
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- Year 2 to be July 1 2026 - June 30 2027.

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We're confident this model creates immediate impact while building sustainable value for Oregon State Athletics and the broader OSU community.

If this structure interests Oregon State in terms of the guarantee, we'd be happy to discuss any other priorities or needs that OSU may have as part of a partnership. We're also open to getting creative on the payout schedule and structure to best support Oregon State's needs.

Lockerverse would be looking for assets (ex: marketing assistance, sideline passes and tickets to select games, and other) from Oregon State in order to grow the Dam Nation Collective membership pool, greatly benefiting both OSU and Lockerverse.

How We Arrived at \$288,000:

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- Current approximate Dam Nation Collective annual membership value:
 - **\$240,000**
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 - Minimum projected year-over-year membership growth: **20%**
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 -
- The above results in an annual offer of
- **\$288,000,**
- reflecting our shared expectations for increased engagement, reach, and revenue potential.
-

Best Regards,
Marcus Rance

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Marcus Rance

Co-Founder

+ 509.952.9183

