

MessageDate	MessageText	Direction	ChatContactID	Service
10/29/2025 20:51	Can You send me Rob Sine phone number. Thank you	Received	[REDACTED]	iMessage
10/24/2025 16:40	[REDACTED] [REDACTED]	Received	[REDACTED]	iMessage
10/22/2025 17:45	Probably Robbie Long. He is the new Executive Director for Dam Nation.	Sent	[REDACTED]	iMessage
10/14/2025 20:01	[REDACTED] [REDACTED]	Received	[REDACTED]	iMessage
10/7/2025 15:25	How fast can you get rid of Blueprintâ€¢ on background.	Received	[REDACTED]	iMessage
10/6/2025 17:42	Liked â€œKylechbj1@gmail.com or â€œKyle Bjornstadâ€¢	Received	[REDACTED]	iMessage
10/3/2025 20:21	https://247sports.com/college/oregon-state/article/oregon-state-beavers-brent-blaylock-blueprint-sports-dam-nation-255259211/	Received	[REDACTED]	iMessage
10/3/2025 18:01	[REDACTED] [REDACTED] [REDACTED] [REDACTED]	Sent	[REDACTED]	iMessage

10/3/2025 18:00	<p>Regarding the connection part, here's what I'm thinking is the cause of that and you're also correct that we are in an industry where people are generally familiar with everyone else:</p> <p>When I was at Arizona, Blueprint operated the collective that supported the football program. So the timelines overlap there. What isn't understood is that I had very little to do with the football collective as I was building out the NIL program for men's basketball. There was some tension between those programs and one solution would not have worked for both. So my time was with men's basketball and Blueprint was with Football. I'm sure there were times where we were in meetings together from an administrative perspective, I can't recall more than one offhand, but there wouldn't've been very few. I also have not been in contact with anyone from Blueprint for years until this situation presented itself.</p> <p>That being said, I'm not sure what the negative is to explore an opportunity with someone that you had some familiarity with. Seemingly happens all the time across most industries.</p>	Sent	[REDACTED]	iMessage
10/3/2025 16:08	There's a lot of smoke out there with your connections w people at Blueprint. Understandably, this is the industry. People know each other. Is there anything you can or want to say to quiet that stuff? I don't believe 95 percent of things I see on social media.	Received	[REDACTED]	iMessage
10/3/2025 15:37	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]	Received	[REDACTED]	iMessage

10/2/2025 21:15	Brent Aside from us creating and generating revenue for the Dam Nation Nil which 100% of that revenue goes to the student athlete if a corporate sponsor outside of Learfield approaches BPS and says we'd like to explore a conversation around an NIL opportunity for any of the student athletes is this something we could handle or is this Learfield?	Received	[REDACTED]	iMessage
10/2/2025 15:19	Hi Brent-this is Angie Machado with BeaverBlitz/247Sports. Would love to have you on our podcast to discuss the Blueprint deal. Our normal live is Tuesday at 3:00. Thinking this may need more time than a segment, so could you Monday? Anytime between noon-3	Received	[REDACTED]	iMessage
10/1/2025 1:15	The terms of the agreement are being misconstrued to make it seem that Blueprint receives more 50% of the funds being provided for student-athletes.	Sent	[REDACTED]	iMessage
10/1/2025 1:11	Hearing that we are getting hit for Blueprint agreement that is now out there via foia . What are you seeing. Is there misinformation we should combat or ?	Received	[REDACTED]	iMessage
9/22/2025 23:13	Also I caught up with Rob today and he filled us in on things. Do you have a few minutes after this call to talk with me about that?	Received	[REDACTED]	iMessage
9/19/2025 16:34	[REDACTED] [REDACTED] [REDACTED] [REDACTED]	Sent	[REDACTED]	iMessage

9/19/2025 4:52	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]	Received	[REDACTED]	iMessage
9/18/2025 15:40	I have a conflict for the 9 am. Also, if you haven't seen how Oregon does the 50/50, here it is; I'm aiming to have a recommendation by the end of today about if we do this entirely internally, without bsp getting anything done or go dam nation.	Received	[REDACTED]	iMessage
9/17/2025 15:36	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]	Received	[REDACTED]	iMessage
9/15/2025 19:50	Thanks Kyle. We are confirming the allocations and funding and will follow up once we are all set.	Sent	[REDACTED]	iMessage

9/9/2025 2:17	[REDACTED]	Received	[REDACTED]	iMessage
9/8/2025 20:31	[REDACTED]	Received	[REDACTED]	iMessage
9/8/2025 20:17	[REDACTED]	Received	[REDACTED]	iMessage
9/8/2025 4:04	FYI: This was posted by the guy who Kyle hired to do social for Dam Nation.	Received	[REDACTED]	SMS
9/5/2025 21:36	Hi Brent, it's Layne. I'm sending this so you have my number on hand, feel free to use it anytime you need! Thanks again for taking time tomorrow, it's very much appreciated. Assuming all goes well at the game, we can plan on catching up next week. Thanks again! Go Beavs!	Received	[REDACTED]	iMessage
8/30/2025 1:24	[REDACTED]	Received	[REDACTED]	iMessage

8/30/2025 0:30	[REDACTED]	Received	[REDACTED]	iMessage
8/30/2025 0:23	[REDACTED]	Received	[REDACTED]	iMessage
8/29/2025 23:56	[REDACTED]	Received	[REDACTED]	iMessage
8/29/2025 23:48	[REDACTED]	Received	[REDACTED]	iMessage
8/27/2025 3:06	This is not optimal. NIL club is a small potato group that tries to subvert around legitimate NIL opportunities. These players are risking making thousands with BluePrint to instead make tens of dollars with this group. Not great.	Sent	[REDACTED]	iMessage
8/22/2025 0:43	[REDACTED]	Received	[REDACTED]	iMessage

8/12/2025 22:20	Kyle, good to hear from you. Let's get a one on one meeting soon. In the meantime we are good to go with your requests: 1) Brent and Aaron will handle 2) you are on my list. 3) we will get you a game day polo. Know that we have dialed everyone way back due to the new contract terms so nobody is getting what they used to have. Onward	Received	[REDACTED]	iMessage
7/31/2025 18:52	[REDACTED]	Received	[REDACTED]	iMessage
7/22/2025 23:06	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]	Received	[REDACTED]	iMessage
7/17/2025 23:28	Liked ceSara should be aware of based on a conversation we had yesterday and I'm pretty sure I mentioned it to Kyle in a previous conversation that it was probably going to be towards the end of the month when something would be ready to go out. I'll confirmc	Received	[REDACTED]	iMessage
7/17/2025 22:58	Get Kyle and Sara an update.	Received	[REDACTED]	iMessage
7/17/2025 22:55	Where are we with the blueprint agreement. We are ready to Announce.	Received	[REDACTED]	iMessage
7/17/2025 15:30	I will have a version to you today but nothing will go until until the deal is done between univ and BPS.	Received	[REDACTED]	iMessage
7/17/2025 15:01	Just curious about the timing of the Blueprint/DNC/General Manager announcement. It struck me that I'm technically not allowed to answer on behalf of DNC anymorec So I'm hoping there isn't a huge lag in timing - but I can manage!	Received	[REDACTED]	iMessage

7/17/2025 1:03	Sent		iMessage
7/16/2025 23:44	Sent		iMessage
7/16/2025 21:56	Liked â€œCan we delay tomorrowâ€™s start to 9:10? I have a â€œ5-7 minuteâ€ call with Blueprint that needs to happen at 9 am.â€?	Received	
			iMessage
7/16/2025 19:38	Liked â€œCan we delay tomorrowâ€™s start to 9:10? I have a â€œ5-7 minuteâ€ call with Blueprint that needs to happen at 9 am.â€?	Received	
			iMessage
7/16/2025 17:14	Sent		iMessage
7/15/2025 22:44	Liked â€œAll, Confidentialâ€! Just an FYI that the Dam Nation acquisition was finalized today. As weâ€™ve discussed, please make sure to include me in the announcement/press release planning. Thanks!â€?	Received	
			iMessage

7/9/2025 18:41	[REDACTED]	Received	[REDACTED]	iMessage
7/9/2025 16:09	Kyle is saying he wants to call Scott so I'll call Scott in advance to give him an update	Received	[REDACTED]	iMessage
7/9/2025 16:08	[REDACTED]	Received	[REDACTED]	iMessage
7/8/2025 22:46	[REDACTED]	Received	[REDACTED]	iMessage
7/8/2025 20:44	[REDACTED]	Received	[REDACTED]	iMessage
7/8/2025 20:41	[REDACTED]	Received	[REDACTED]	iMessage
7/7/2025 16:33	[REDACTED]	Received	[REDACTED]	iMessage

7/7/2025 16:32	[REDACTED] [REDACTED] [REDACTED]	Sent	[REDACTED]	iMessage
6/27/2025 23:14	Kyle called me about sharing the donor list. That was the intended outcome so it didn't make it seem like it was a 2v1. I shared that Aaron, Jeff, and I are all supportive of the list being provided. Sounds like you shouldn't have any issue moving forward.	Sent	[REDACTED]	iMessage
6/27/2025 23:14	[REDACTED] [REDACTED]	Received	[REDACTED]	iMessage
6/25/2025 1:01	FYI - I sent our due diligence list to Kyle's attorney earlier today so they could start gathering the info we would like to review.	Received	[REDACTED]	iMessage
6/25/2025 0:52	I would propose \$30k year 1 and 2 and then \$20k year 3 for guarantee money. That would require BPS to find an additional \$40k! \$100k total vs original \$60k.	Received	[REDACTED]	iMessage
6/24/2025 23:37	Liked what I am going to invite Kyle so that he can listen in, but we won't formally introduce the new role until a later time.	Received	[REDACTED]	iMessage
6/24/2025 23:28	I am going to invite Kyle so that he can listen in, but we won't formally introduce the new role until a later time	Sent	[REDACTED]	iMessage
6/24/2025 14:34	Thanks Brent! Raising the high end of the threshold is helpful and appreciated. What type of increase in the threshold are you thinking? BPS will add more to cover the gap of \$120k.	Received	[REDACTED]	iMessage
6/24/2025 1:51	It would also be appreciated if Blueprint added more to what it was originally providing DNC to help cover that gap. It shouldn't be all on OSU Athletics to make up this margin to get the job done.	Sent	[REDACTED]	iMessage
6/24/2025 1:50	We can adjust the agreement between Blueprint and the institution to cover the increased costs. We'll raise the high end of the 75/25 split to accommodate the additional costs Blueprint is providing DNCZ.	Sent	[REDACTED]	iMessage
6/23/2025 23:56	Thoughts on formally introducing Kyle at these Coach meetings?	Received	[REDACTED]	iMessage
6/23/2025 20:03	Kyle extended the deadline to Wednesday at 5. Appreciate your help on this.	Received	[REDACTED]	iMessage

6/23/2025 19:36	Can you send me what Athletics would be willing to provide BPS to advance the purchase of DNC? We discussed but I want to make sure to present to Rob correctly. Thank you.	Received	[REDACTED]	iMessage
6/23/2025 19:32	Left a message for Rance, Kyle's attorney. I also emailed him asking for more time to sign the LOI as we work to finalize a path forward.	Received	[REDACTED]	iMessage
6/20/2025 13:52	Kyle called again last night after you two talked. Let's down load later this morning.	Received	[REDACTED]	iMessage
6/19/2025 1:13	Just got a text back from Kyle after calling him earlier and sending him a text message. He said that he is still working through it and didn't seem to have much interest in discussing.	Sent	[REDACTED]	iMessage
6/19/2025 1:12	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.	Sent	[REDACTED]	iMessage
6/18/2025 22:14	I just tried calling you after speaking with Blueprint. It went right to voicemail so not sure if that's something with my connection. Have some new information whenever you have a minute. Thanks	Sent	[REDACTED]	iMessage
6/17/2025 21:10	We need to think about offering Kyle \$ to keep What we have. Maybe meet him Half way.	Received	[REDACTED]	iMessage
6/17/2025 19:44	I understand this is your business as well and your negotiation. So not here to spend your money, but there's some value for all involved on this not happening. And he clearly has a legitimate threat. That being said, if Kyle gets a little bit more out of the deal with Blueprint so that he feels better about all this, then so be it. We could potentially find some workarounds in our partnership with you to help you recoup.	Sent	[REDACTED]	iMessage
6/17/2025 19:43	Rob, Brent and I can manage moving forward. Brent, are you able to connect this afternoon or tomorrow?	Received	[REDACTED]	iMessage

6/17/2025 19:41	<p>What Kyle has told me is below. I'm not saying whether this is fake or fiction, just relaying what I've been told.</p> <p>After a significant period of radio silence from Blueprint, Kyle and his attorney became concerned that a deal was actually going to get done. They were then contacted by another company to take over the collective. Given the concern they had about an agreement and the nonresponsiveness from Blueprint, they decided to engage in that conversation. The other company is giving them a significantly higher guarantee for the company, as you can see.</p> <p>Both Scott and I have shared with Kyle our concerns about him creating confusion in the market if he goes somewhere else. Him signing with them will not change our deal with Blueprint. In the end, it is Kyle's business and his prerogative to do whatever he wants to do. He claims to want to do whatever is best for Oregon State and the student athletes, I'm not sure he's understanding the problems this will cause.</p>	Sent	[REDACTED]	iMessage
6/17/2025 19:28	Brent, I added Gerry to this text. We received this from Rance the lawyer for Kyle. I'm not sure if they're negotiating or if somebody else legitimately wants to buy it, we had agreed to terms and we're going back-and-forth on a contract so I am not inclined to change our offer.	Received	[REDACTED]	iMessage
6/16/2025 23:32	Kyle has a time sensitive question regarding MM. you two have 10 mins tomorrow morning?	Received	[REDACTED]	iMessage
6/11/2025 0:44	I've been directed to put together a release about blueprint, Kyle's role and the collective. Is the blueprint agreement done? I'm kind of hoping it is not because I'd rather do this next week on a non-gameday than force it in before Omaha.	Received	[REDACTED]	iMessage
6/10/2025 16:31	Hi Brent. I wanted to update you that [REDACTED] [REDACTED] Layne and Gerry (her boss and my #2) are working on the contract with you and the DNC. we still have a goal of getting it all wrapped ASAP.	Received	[REDACTED]	iMessage

6/9/2025 18:29	<p>Hope you've recovered from the amazing baseball games and the exploding golf carts.</p> <p>Need anything related to House? I'm going to send a few notes I've heard at Convention around terms.</p> <p>Are we ready to pull together a standing working group? I'm in touch with Kyle Bjornstad; let me know if you need anything else</p>	Received	[REDACTED]	iMessage
6/5/2025 14:56	May I ask for Kyle to be on the Omaha Room entry list for this weekend's series, please?	Received	[REDACTED]	SMS
6/4/2025 17:35	Blueprint Sports	Sent	[REDACTED]	iMessage
6/1/2025 1:05	Hi Sam. May I ask a favor? Kyle Bjornstad wasn't on the list for Omaha Room entry on Friday night. He plans to attend tomorrow to help us host our guests. May I ask that he get on the list, please? Thanks, as always. Aaron	Received	[REDACTED]	SMS
5/24/2025 15:44	<p>Liked "Happy Saturday, guys!"</p> <p>Just an FYI that I reached a tentative agreement with Blueprint Sports last night. We are going to work hard to push it along as quickly as possible, with the goal of having the transfer of ownership be official on/before July 1.</p> <p>We want to make sure that we both work closely with OSU on the announcement/messaging as we roll out all of the changes that are coming. We may want to message it prior to July 1, as they will want to begin their search for an Executive Director. So I assume we will want to do that after the agreement is officially signed between Blueprint and I.</p> <p>Thank you both for all of your help with this!</p>	Received	[REDACTED]	iMessage

5/24/2025 14:52	<p>Happy Saturday, guys!</p> <p>Just an FYI that I reached a tentative agreement with Blueprint Sports last night. We are going to work hard to push it along as quickly as possible, with the goal of having the transfer of ownership be official on/before July 1.</p> <p>We want to make sure that we both work closely with OSU on the announcement/messaging as we roll out all of the changes that are coming. We may want to message it prior to July 1, as they will want to begin their search for an Executive Director. So I assume we will want to do that after the agreement is officially signed between Blueprint and I.</p> <p>Thank you both for all of your help with this!</p>	Received	[REDACTED]	iMessage
5/23/2025 22:35	<p>Liked â€œKyle and Blueprint agreed to a deal in principle today for the transition so we will be good to move forward once we finalize our deal with Rob.</p> <p>Sara - can we please find a time next week for us to get on a zoom with Rob to discuss the transition and final points of the agreement?â€</p>	Received	[REDACTED]	iMessage
5/23/2025 20:26	<p>We came to terms with Kyle back to the original offer I made! ðŸ‘ŠðŸ‘</p>	Received	[REDACTED]	iMessage
5/21/2025 22:55	<p>On the topic of collaboration and not surprising youâ€¡</p> <p>Not sure if you can attend tomorrowâ€™s OSUF Working Group meeting, but I planned to raise how OSUF can be a strong partner with Blueprint. I trust the group will keep this discussion internalâ€”I want OSUF to be aligned and set up for success from the start.</p>	Received	[REDACTED]	iMessage
5/21/2025 21:19	<p>Following up on this, I connected with Scott and we are not in a position to share the details of our agreement with Blueprint.</p>	Sent	[REDACTED]	iMessage
5/21/2025 17:02	<p>Kyle wants to see the offer we made to athletics to inform how much he wants from us. Iâ€™m not inclined to share and I feel like heâ€™s over stepping. Let me know when you have 5 to chat. No rush.</p>	Received	[REDACTED]	iMessage

5/21/2025 1:05	<p>Quick update: [REDACTED] [REDACTED] we are speaking with Kyle and his attorney about Dam Nation. We offered him a revenue share for two years on his current membership book of business, and we will see how he responds.</p> <p>Also, let's plan a 'kick-off' Zoom meeting next week if you can discuss the timeline for having this up and running by 7/1.</p>	Received	[REDACTED]	iMessage
5/17/2025 3:06	<p>Kyle's attorney is requesting the full details of our agreement with Blueprint, including years, guaranteed revenue, etc.</p> <p>Do you have any thoughts on this?</p> <p>I want to be a partner in helping facilitate this transition but not sure those are details that should/need to be shared. The OSU-Blueprint agreement is distinct and separate from the agreement between Blueprint and Dam Nation.</p>	Sent	[REDACTED]	iMessage
5/16/2025 19:10	Have an update for you regarding Blueprint whenever you have a minute	Sent	[REDACTED]	iMessage
5/16/2025 1:56	Any thoughts on the meeting with Blueprint?	Sent	[REDACTED]	iMessage
5/13/2025 17:56	Blueprint meeting is an experience center	Sent	[REDACTED]	iMessage
5/13/2025 17:38	I won't be able to make the 11 am with Blueprint. You have everyone you need. I will get feedback later. Onward	Received	[REDACTED]	iMessage
5/13/2025 14:54	<p>Good morning! Looking forward to seeing you guys today. Scott mentioned that Blueprint sent some materials prior to today's visit. Any chance I can review those prior to today's meetings?</p> <p>Also, just an FYI (I let Brent know already) that [REDACTED] [REDACTED] I may be a few minutes late to the 11am meeting, but I'm hoping that I'm not.</p>	Received	[REDACTED]	iMessage
5/10/2025 0:06	It will be Rob Sine and Layne Werner	Sent	[REDACTED]	iMessage
5/9/2025 22:48	Who all is coming to meet with us on Tuesday from Blueprint!?	Received	[REDACTED]	iMessage
5/5/2025 20:14	Do you have 10 minutes this afternoon to run through the Blueprint quote?	Received	[REDACTED]	iMessage

5/2/2025 15:30	I thought so too at first but listened again and he says NLI. I talked with Kyle and Kyle says they have all they need for NIL.	Sent			iMessage
5/2/2025 15:27	We think he means the NIL forms from Kyle B.	Received			iMessage
4/29/2025 19:26	Can you share a good email for Kyle Bjornstad? I want to forward both of you a recording of the GM/Rev Share software Coach Bray and I demo'd last week	Received			iMessage
4/26/2025 1:42	Yes. I also thought Kyle might be able to help in some way	Received			SMS
4/15/2025 1:03	Kyle let BSP know that he is opting out of the agreement to continue Dam Nation as a partner. That may or may not indicate he's 100% maybe not continuing with memberships.	Received			iMessage
4/2/2025 22:34	<p>Rob, this is Brent Blaylock (formerly of Arizona, now at Oregon State). It's been awhile since we last connected, I've been impressed watching Blueprint's growth since those early days.</p> <p>We are exploring transitioning our collective to a different management and I wanted to see if that is something you guys would be interested in operating. If so, do you have some time to discuss?</p> <p>I look forward to connecting, Brent</p>	Sent			iMessage
1/31/2025 21:20	Checking to see how the videos are coming? Also, I hear there is a video at The Rev that Dam Nation is mentioned in. Can I see everything before they are shared? I want to make sure the information is accurate.	Received			iMessage
1/29/2025 22:53	[REDACTED] for the dam nation meet and greet but not the main event. Let me know how you want me to proceed	Received			SMS
1/16/2025 17:38	Also worth noting that since there is a Dam Nation reception during the event Kyle will provide the players that will be there with some \$ to promote it. Not sure yet how much he'll give them.	Sent			iMessage
1/7/2025 17:45	Appreciate it. Im going to send a note asking a group of us connect to discussed The Rev pre-event programming. Lots of moving parts. Thinking us, Jeff, Jen, Kyle, Sara. Anyone else? Anything I'm missing?	Received			SMS