

Playbook to Preserve, Protect & Defend College Sports

**COLLEGE
STUDENT
FOOTBALL
LEAGUE**

“You may say I’m a dreamer, but I’m not the only one.
I hope someday you’ll join us, and the world will be as one...”

- John Lennon, The Beatles

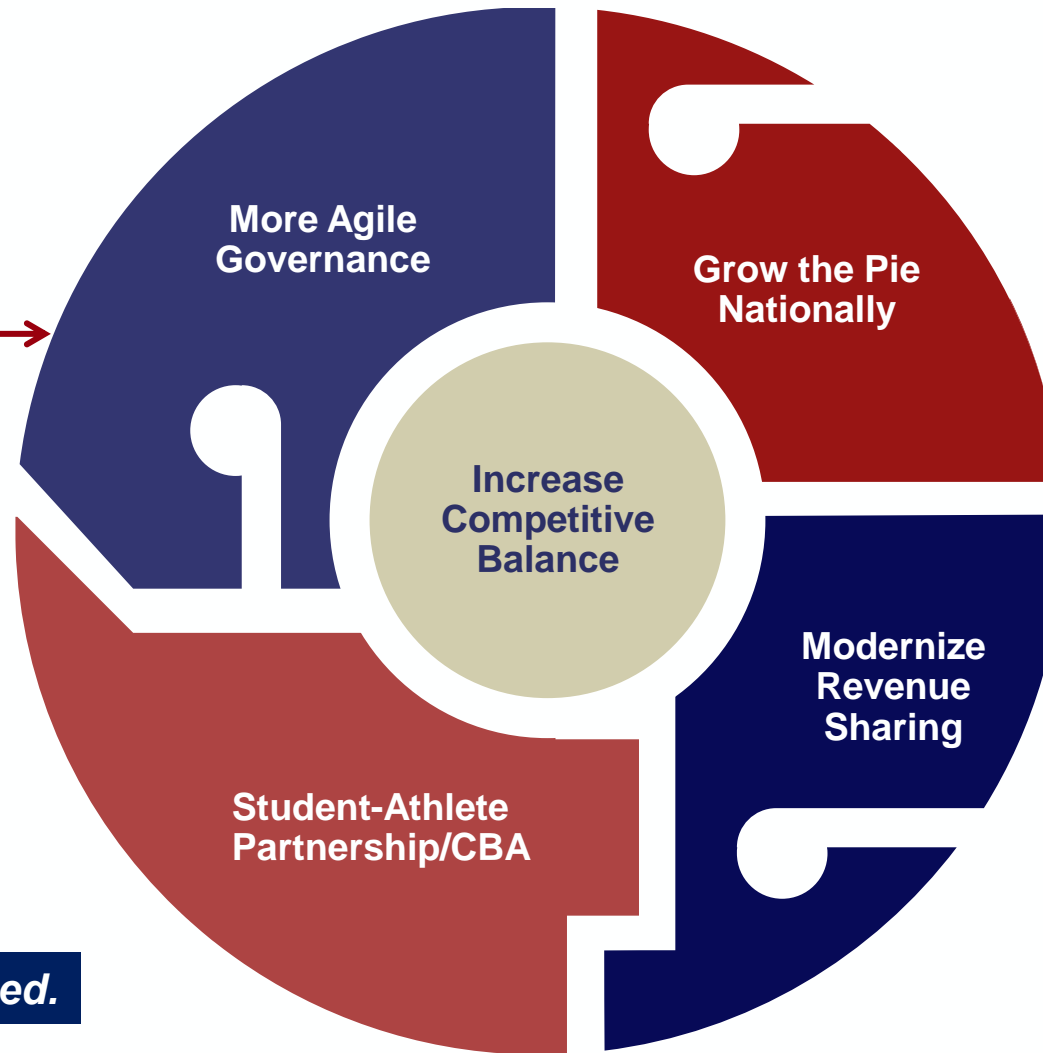
Our Proposal

Peel FBS out of the NCAA

Give it the focus and independence required to fund the college sports ecosystem.

Give it the dedicated business expertise required to unlock its true market value.

This can't be delegated or decentralized.



- 1. No Private Equity.**
Every School Retains 100% of All Their Own Rights.
- 2. Schools Own League.**
No Outside Ownership.
- 3. Top 16 Schools Govern,**
with the Conference Commissioners.
- 4. Alignment of Interests.**
CST Gets Paid Only If we achieve 2032 Plan.

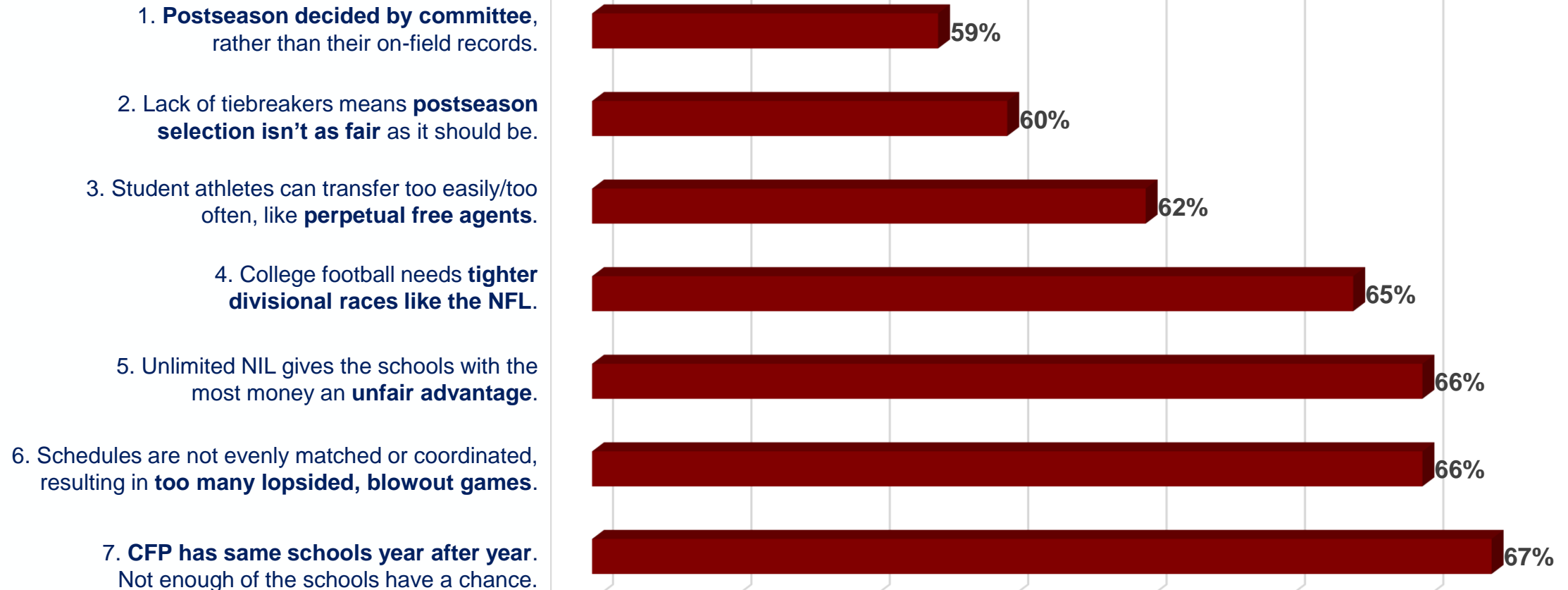
We're NOT Proposing A Super League

We're Trying To PREVENT a Super League

We support reorganizing FBS football so it better supports all 136 FBS schools, all FBS student athletes and all the other sports funded by football.

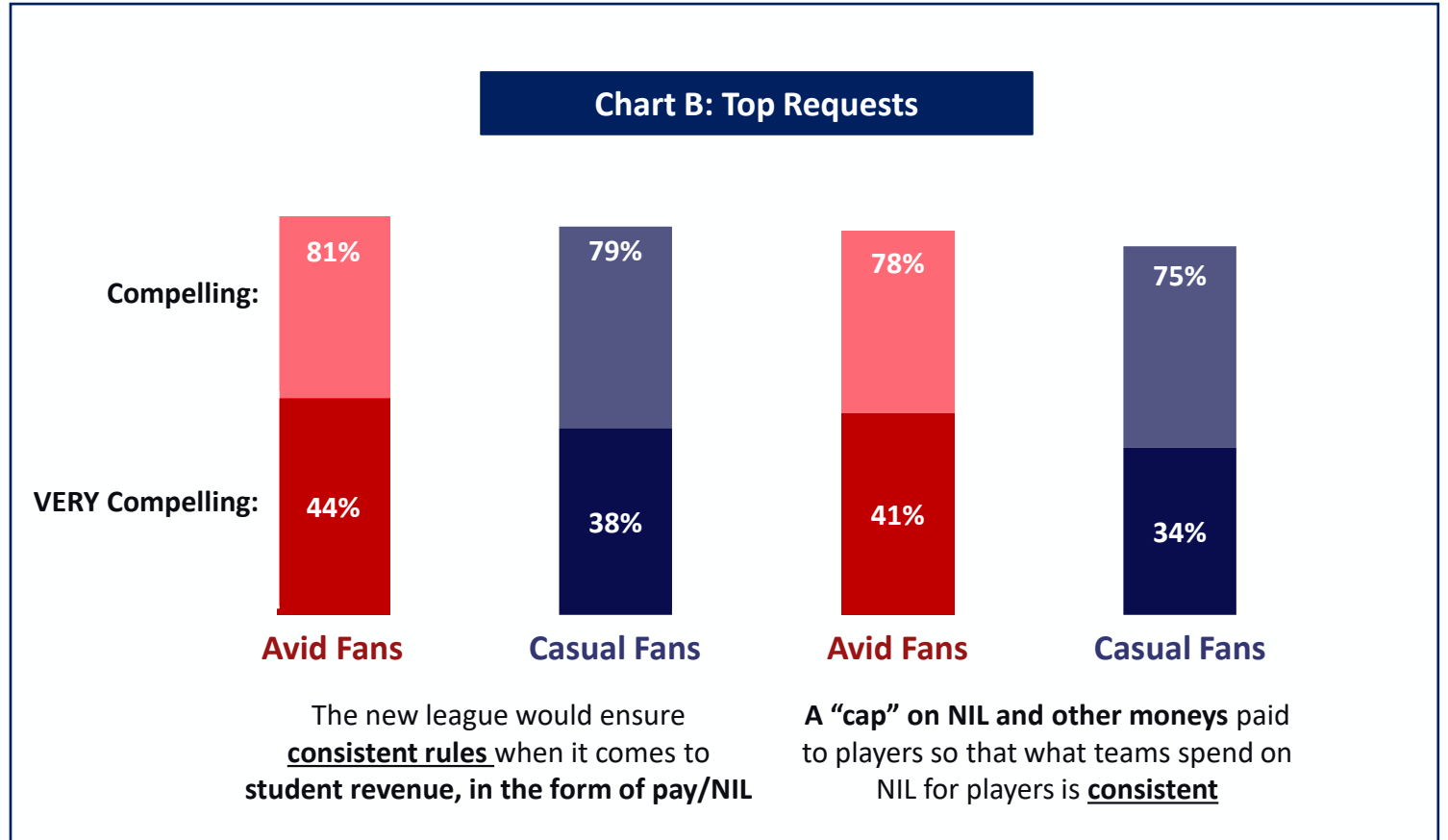
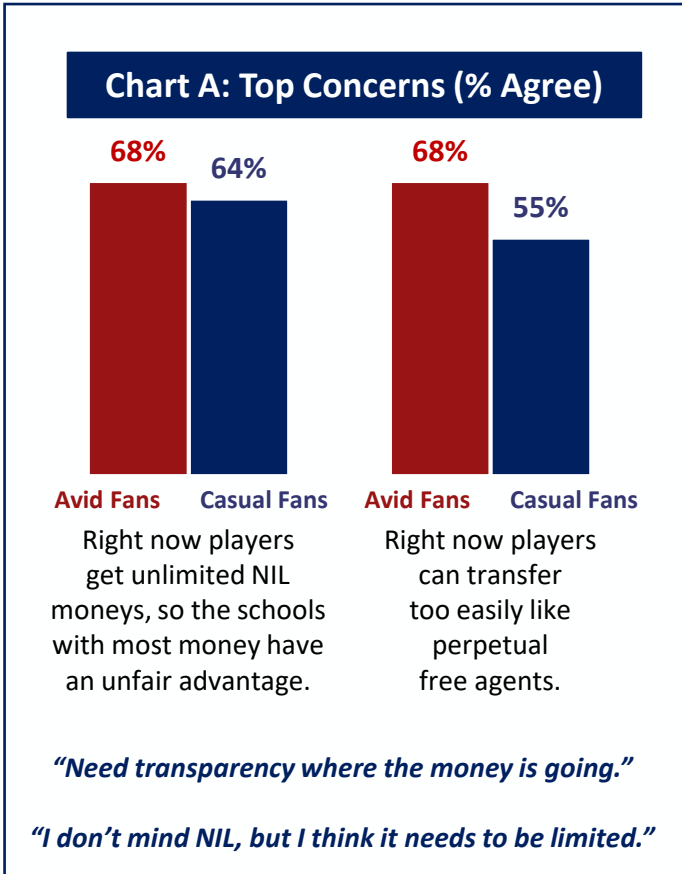
If FBS football isn't rationalized soon, the SEC & BT could try to form their own "Super League" with 36 hand-picked schools, killing off college sports at 100 schools and irreparably damaging higher education.

Solid Majority of Fans Are Concerned



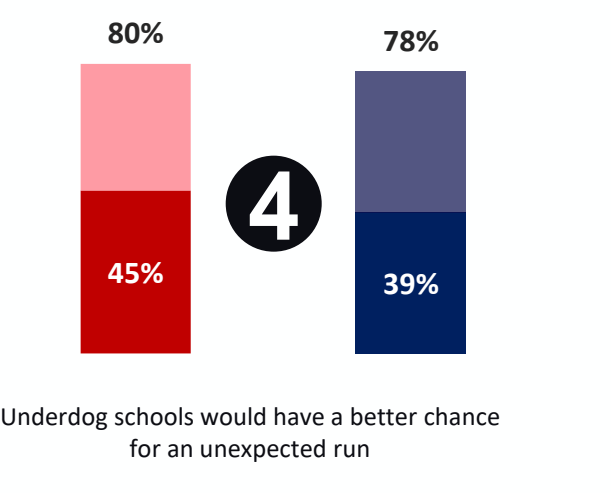
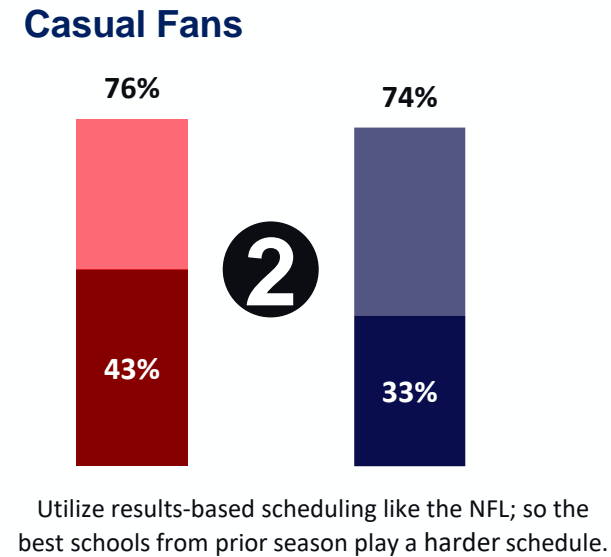
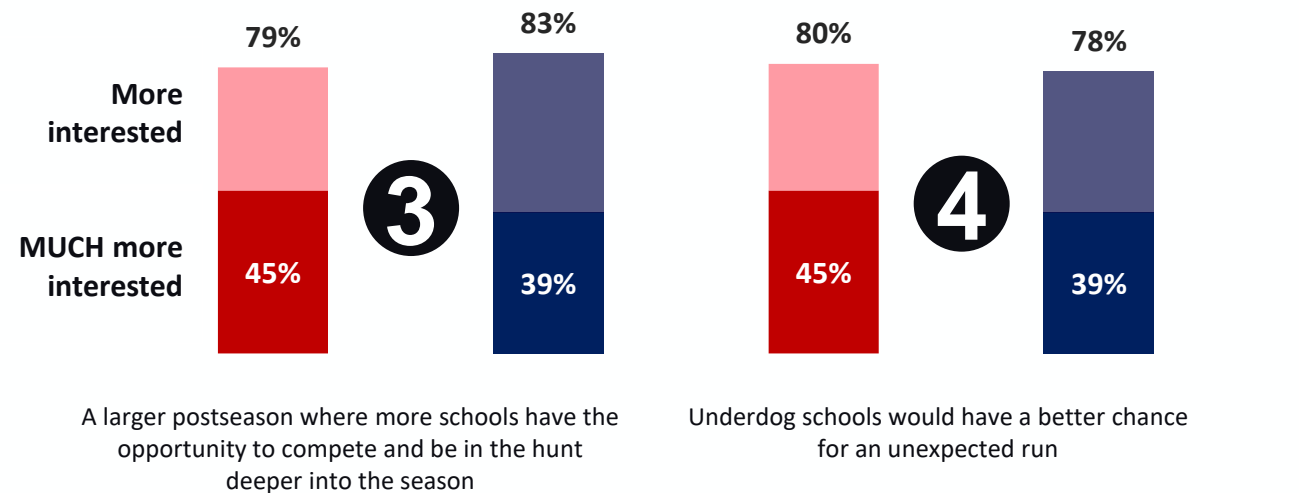
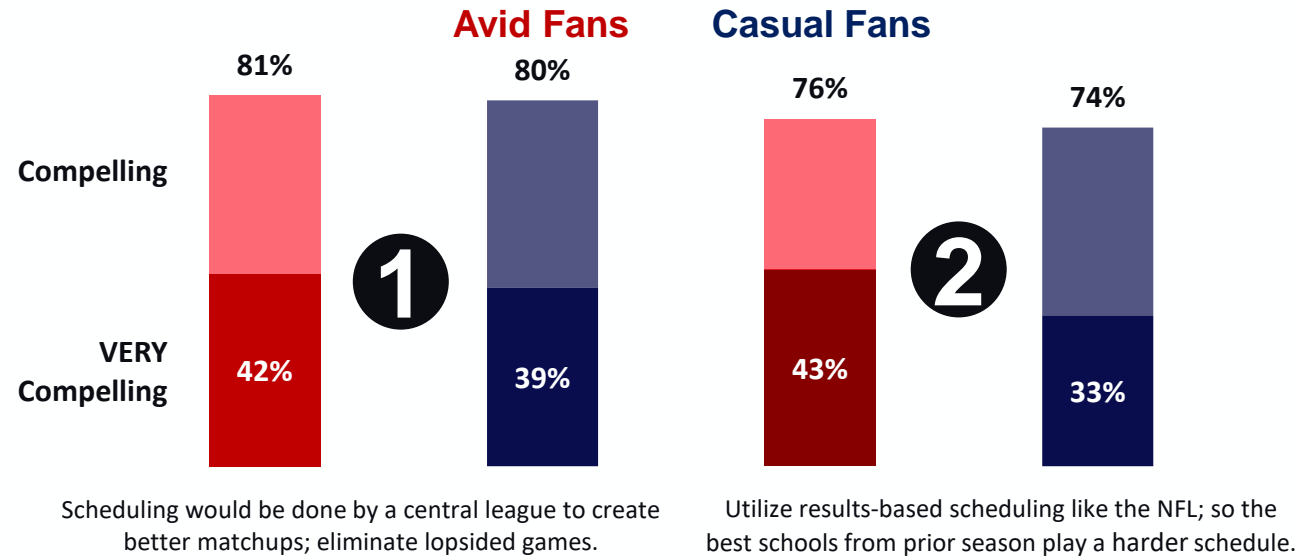
Breakwater Strategy online survey of college football fans fielded August 1-8, 2024. n=1,302 (MOE = 4%)

College Football Fans Told Us:



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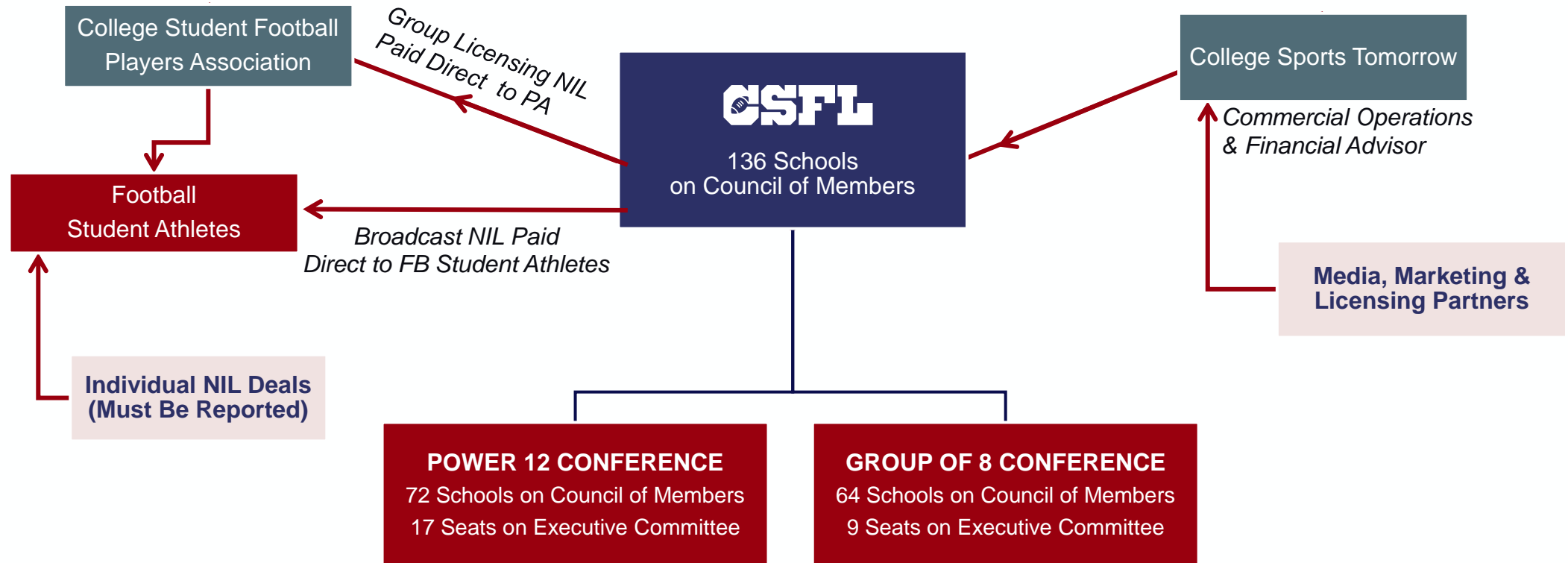


Postseason schools would be determined by what happens on the field, not by a committee...

87% Avid Fans 84% Casual Fans
 5
 Compelling or VERY Compelling

Breakwater Strategy online survey of college football fans fielded August 1-8, 2024. n=1,302 (MOE = 4%)

Student Athletes Won't Be Paid By,* Or Be Employees Of, Their School

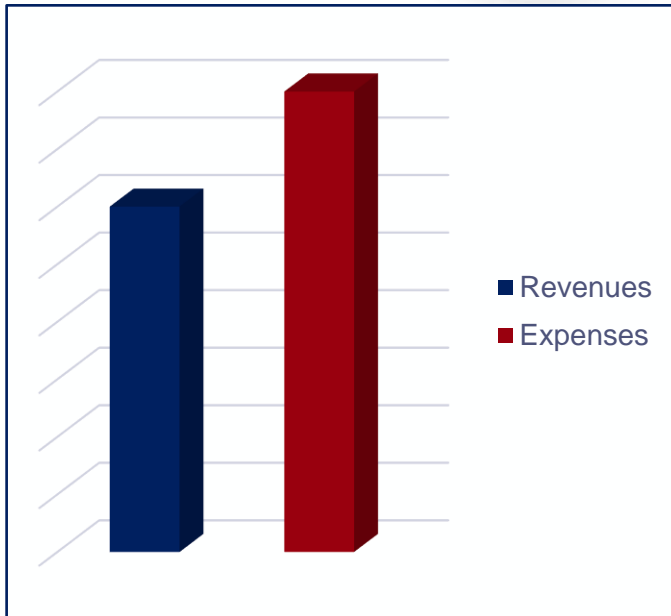


** Unless schools choose to do so, up to a collectively bargained Roster Cap.*

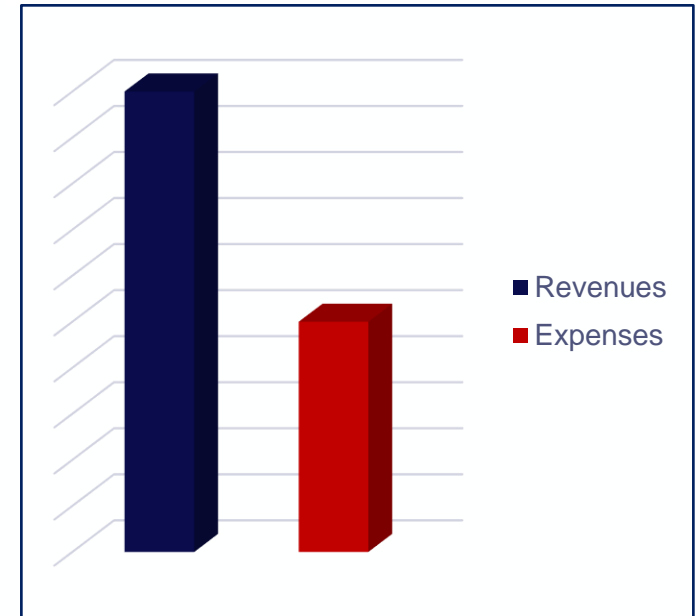
Reasonable Competitive Balance is ESSENTIAL



The Competitive Balance Dial











































































Reasonable Competitive Balance
The System of Competition IS the Product
It's NOT Simply Pooling Media
Working with Student Athletes on NIL & Transfers



Power 12 Conference: 72 Schools

(Formerly the Power 5)

POWER 12 Regular Season
 13 games over 15 weeks (6/7 home, 6/7 away)
 5 division games; 8 non-division games
 Prior season's top 36 schools earn 7th home game

1. EAST		2. MIDEAST		3. GREAT LAKES		4. MIDWEST		5. CAROLINAS		6. MIDSOUTH	
 Boston College	 Cincinnati	 Illinois	 Iowa	 Clemson	 Alabama						
 Maryland	 Penn State	 Indiana	 Iowa State	 Duke	 Auburn						
 Navy	 Pittsburgh	 Michigan	 Minnesota	 NC State	 Kentucky						
 Notre Dame	 Rutgers	 Michigan State	 Nebraska	 North Carolina	 Louisville						
 Virginia	 Syracuse	 Northwestern	 Ohio State	 South Carolina	 Tennessee						
 Virginia Tech	 West Virginia	 Purdue	 Wisconsin	 Wake Forest	 Vanderbilt						
7. SOUTHEAST		8. SOUTH		9. PLAINS		10. TEXAS		11. SOUTHWEST		12. WEST	
 Florida	 LSU	 Colorado	 Baylor	 Arizona	 BYU						
 Florida State	 Arkansas	 Kansas	 SMU	 Arizona State	 Oregon						
 Georgia	 Houston	 Kansas State	 TCU	 California	 Oregon State						
 Georgia Tech	 Memphis	 Missouri	 Texas	 Stanford	 Utah						
 Miami	 Miss St	 Oklahoma	 Texas A&M	 UCLA	 Washington						
 UCF	 Ole Miss	 Oklahoma St.	 Texas Tech	 USC	 Washington State						

- 1. Geographic Proximity
- 2. Historic Rivalries
- 3. In-State Rivalries
- 4. 100-Year Look Back: Frequency of Matchup

Group of 8 Conference: 64 Schools

(Formerly the Group of 5)

A. EAST	B. MIDEAST	C. MIDWEST	D. ATLANTIC	E. SOUTHEAST	F. SOUTH	G. CENTRAL	H. WEST
Army ¹	Akron	Ball State	App State	Florida Atlantic	Arkansas State	Air Force ¹	Boise State
Buffalo	Bowling Green	Central Michigan	Charlotte	Florida International	Louisiana	Colorado State	Fresno State
Connecticut	Eastern Michigan	Middle Tennessee	Coastal Carolina	Jacksonville St.	Louisiana Tech	New Mexico	Hawaii
Delaware	Kent State	Missouri State	East Carolina	South Alabama	North Texas	New Mexico State	Nevada
James Madison	Marshall	Northern Illinois	Georgia Southern	Southern Miss	Rice	Texas State	San Diego State
Liberty	Miami (OH)	Tulsa	Georgia State	Troy	Sam Houston	UTEP	San Jose State
Massachusetts	Ohio	Western Kentucky	Kennesaw State	UAB	Tulane	UTSA	UNLV
Temple	Toledo	Western Michigan	Old Dominion	USF	UL-Monroe	Wyoming	Utah State

PLAY UP Eligibility, Reg-Season & Postseason

12 games over 13 weeks (6 home, 6 away)

1 - Army and Air Force "Play Up" every season

Reg-Season: 11 games vs "Play Up" the other schools; 1 Rivalry game vs GROUP OF 8 Division

Last season's 8 GROUP OF 8 2nd Round Postseason schools "Play Up"

Last season's 2 Play Up POWER 12 Postseason Schools "Play Up"

Each "Play Up" division has 4-team playoff in Weeks 14+15 for 2 POWER 12 playoff spots

GROUP OF 8 Regular Season & Postseason

12 games over 13 weeks (6 home, 6 away)

Postseason 1st Round: each Division 1st place vs 2nd place

Postseason 1st Round: occurs Tuesday + Wednesday BEFORE Thanksgiving

Postseason 2nd Round: The 8 1st Round winners all "Play Up" the following year.

Postseason 2nd Round: occurs Tuesday & Wednesday AFTER Thanksgiving

Postseason Final Four: mid-December or late-December

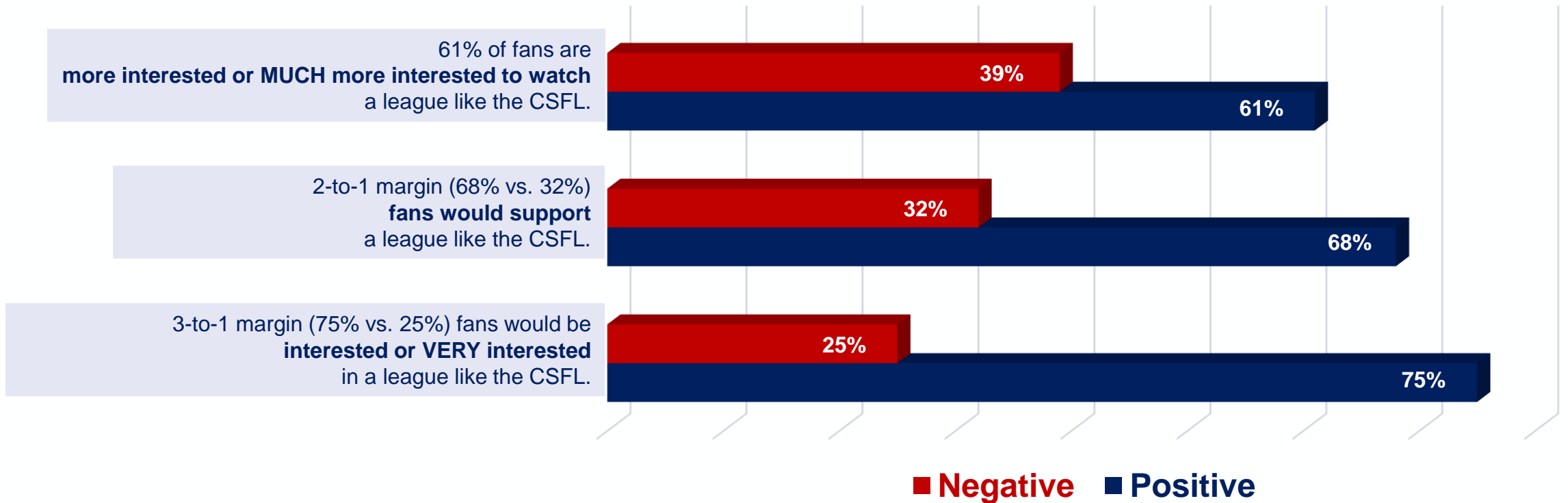
GROUP OF 8 Championship: late-December

Two Weeks Off in 15-Week Regular Season One Week Off in the 6-Week Postseason

	Power 12 Conference 72 Schools; 21 Weeks	G8 Schools Promoted to "Play Up" 12 Schools; 21 Weeks	Group of 8 Conference 56 Schools; 18 Weeks
Regular Season:	13 Games / 15 Weeks	12 Games / 13 Weeks	12 Games / 13 Weeks.
	Top 36 from prior season get 7th home game.	Army+AF+8 G8 Div Winners + 2 Top Play Ups	
Postseason:	P12 Postseason: 12 Div Winners + 10 WC	P12 Postseason: 2 Play Up Play-In Winners	G8 Postseason: Top 2 in Each G8 Division
Weeks 1-2: Aug 19-22 and Aug 26-29	Games Thurs, Fri, Sat, Sunday	Games Thurs, Fri, Sat, Sunday	Games Thurs, Fri, Sat, Sunday
Week 3: Sept 2-6 (including Labor Day)	Games Thurs, Fri, Sat, Sun & Monday	Games Thurs, Fri, Sat, Sun & Monday	Games Thurs, Fri, Sat, Sun & Monday
Weeks 4-7: Four (4) Weeks thru Oct 3	Games Thurs, Fri & Saturday	Games Thurs, Fri & Saturday	Games Thurs, Fri & Saturday
Weeks 8-13: Six (6) Weeks thru Nov 14	Games Thurs, Fri & Saturday	Regular Season Ends November 14	Regular Season Ends November 14
Week 14: Nov 15-21	Games Tues, Wed, Thurs, Fri & Saturday	P12 Postseason Play-In (4 Games)	Off Week
Week 15: Thanksgiving Week (Nov 22-28)	Regular Season Ends November 28	P12 Postseason Play-In (2 Games)	G8 Postseason Round-1 (8 Games)
Week 16: Nov 29-Dec 5	P12 Postseason Round-1 (14 Schools; 8 Byes)	P12 Postseason Round-1 (2 Play-In Winners)	G8 Postseason Round-2 (4 Games)
Week 17: Dec 6-12	P12 Postseason Round-2 (8 Games)	P12 Postseason Round-2 (8 Games)	Final Exams: No Games
Week 18: Dec 13-19	Final Exams: No Games	Final Exams: No Games	G8 Championship: Thursday Dec 17
Week 19: Dec 20-26	P12 Quarterfinals (4 Games)	P12 Quarterfinals (4 Games)	
Week 20: Dec 27-Jan 2	P12 Semifinals (2 Games)	P12 Semifinals (2 Games)	
Week 21: Jan 3-9	P12 Championship: Monday January 10	P12 Championship: Monday January 10	

COLLEGE STUDENT FOOTBALL LEAGUE

When we described the CSFL, college football fans told us:



10 Football Conferences Can't Do 10 CBA's and Coordinate All This, Plus Coordinate Commercial

Better Product =
Better Balance =
Better Ratings =

Sustainable Model
For All The Sports

1. **Smaller divisions:** more schools stay in the hunt longer.
2. **Like v. like scheduling:** better teams player tougher schedules.
3. **More postseason access/slots** (24)
4. **Tiebreakers** instead of voting/politics
5. **Partnering with players** turn the dial up on competition:
 - a. *Two (2) transfers during 5-year eligibility.*
 - b. *One transfer in open (February) portal involves a player transfer payment*
 - c. *Second transfer is not "open" but is waiver wire style*
 - d. *Managed Roster NIL CAP: Published, Audited, Enforced by Independent, Impartial CSFL*

The Power of One

*Working with Congress requires a unified industry with **1 League and 1 PA**.*

*Recommendation spans **all 50 States**, helping college sports in Congress and with State Governors and AG's.*

***40 FBS schools is NOT national**, is an antitrust open question, and will be forever litigating/battling State AG's & Congress.*

- Collective bargaining with a College Student Football PA respects student athletes and treats them like partners.
- Absent this collective, uniform, leaguwide partnership between schools and players, there will be a growing divide between schools.
- Our proposal creates no union on campus.
- Unified league, together with a unified PA can lobby Congress for a special classification enabling student-athletes to seek collective representation **without being deemed employees.**

Transitioning to a New Revenue-Sharing Model

CHALLENGES / CONSTRAINTS

1. Finite dollars currently flowing into the system (from conf. media rights, network fees, & CFP)
2. In our CST model, current media deals restrict new, incremental revenue until 2032.
3. Significant revenue & distribution discrepancies among conferences (B10, SEC, ACC, B12)
4. Within each conference, per school distributions are (relatively) equal, regardless of on-field performance/viewership (i.e., bowl / CFP \$ pooled).

OBJECTIVES

1. Develop a model for all FBS schools.....
2. Without taking/draining money from the top 20 programs.
3. Maximize dollars to the legacy/top programs. They drive the value.
4. Ensure all schools (and players) are “No Worse Off” vs. status quo
5. Reward / incentivize top programs for their legacy value.
6. Reward on-field success for regular season
7. Reward on-field success for Postseason
8. Reward programs that attract large TV audiences.
9. Avoid redistribution of existing revenues.
- 10. Minimal use of outside capital as bridge financing during transition.** Minimizing the # of schools and the dollars that are worse off.

STATUS QUO VS. CSFL Revenue-Sharing Model

		TRANSITION			FULL IMPLEMENTATION		
POWER 12		2027	2031	2032	2038
Better Off		72		72	72		72
Average Improvement From Status Quo		~\$4M		~\$6M	~\$20M		~\$60M
Worse Off		0		0	0		0
Average Decline From Status Quo		n/a		n/a	n/a		n/a
TOP 20							
Better Off		20		20	20		20
Average Improvement From Status Quo		~\$8M		~\$12M	~\$25M		~\$55M
Worse Off		0		0	0		0
Average Decline From Status Quo		n/a		n/a	n/a		n/a

Governance Structure



Governance Objectives

- More **agile** and **transparent** than the current NCAA system
- **Centralized governance** of all 136 FBS schools with respect to football
- Each of the **136 FBS schools will have a vote** with respect to core matters affecting them
- **Single Commissioner** empowered to oversee entirety of CSFL
- **Power 12 Conference Executive Committee plays key governance role**, reflective of importance of Power 12 schools to CFB ecosystem