

THE ALLEN SACK NATIONAL SYMPOSIUM ADVANCING INTEGRITY IN COLLEGE SPORT

May 19, 2022

Washington, D.C.

The National Press Club 



Moderated by Award Winning National Sport Journalists



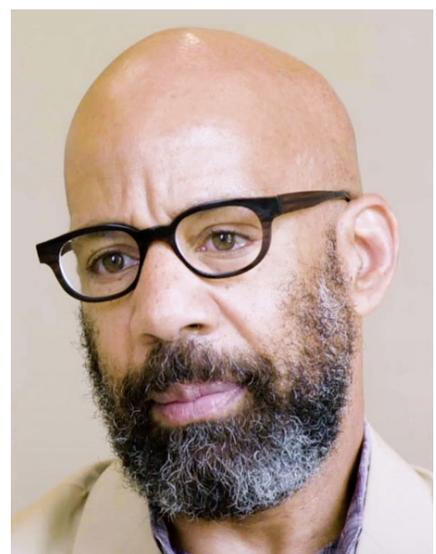
Bob Costas

*28 Emmy Awards, MLB,
NBC Sports 12 Olympic Games*



Christine Brennan

*USA Today, CNN, PBS
NewsHour, ABC News, NPR*



Kevin Blackistone

*Washington Post sports
columnist ESPN, NPR*



The Drake Group

Realizing the Promise of College Athletics

INDIVIDUAL TICKETS GOLD AND BENEFACTOR SUPPORTING TABLE SPONSORSHIP OPPORTUNITIES

**THE ALLEN SACK NATIONAL SYMPOSIUM:
ADVANCING INTEGRITY IN COLLEGE SPORT
MAY 19, 2022**

Washington, D.C. – The National Press Club

Purpose of the Annual Washington DC Symposium...

The express purpose of the Symposium is to educate the public about Congressional legislative initiatives that could advance improved educational outcomes and the health and safety of college athletes while retaining all of the positive individual development effects and campus/community camaraderie we all love about intercollegiate athletics. The program will feature national academic experts, nationally recognized sports journalists, current and former college athletes, members of Congress and higher education leaders-- shining a spotlight on the various House and Senate bills of the 117th Congress that could result in significant positive reforms of college sport.

The Allen Sack National Symposium: Advancing Integrity in College Sport was created to address one or more of the following issues each year that correspond to Congressional legislative initiatives pending before the United States Senate or House of Representatives:

- **The educational exploitation of college athletes** and the failure of institutions and their faculties to object and act to improve athletes' academic outcomes
- **The need to protect college athletes and their families** from the medical and care costs of chronic athletic injuries and the long-term consequences of brain trauma
- **The economic exploitation of athletes** in revenue sports, the majority of whom are athletes of color

- **The absence of control of financial excess in college sport:** coach and administrator salaries, lavish athlete-only facilities, wasteful recruiting expenses and the bloating of college athletic staffs
- **Gender inequality in collegiate athletics** despite federal laws prohibiting such discrimination
- **Failure to address the physical, mental and verbal abusive practices of coaches**
- **Racism in college sports:** employment, admissions, academic support, recruiting, fraudulent learning disability testing, undermining of HBCU institutions and other practices
- **Freedom of speech, expression, transfer and outside employment**
- **The lack of due process** afforded athletes and institutions by national governance association enforcement procedures

Date, Structure, and Location of the Inaugural Symposium

The event will be held in Washington, D.C. on Thursday, May 19, 2022. The structure of the one-day symposium is a series of three expert panels, each focusing on a bill or bills pending before Congress.

Nationally Recognized Sports Journalists. Each panel will be moderated by a nationally recognized sports journalist: **Bob Costas**, sportscaster known for his long tenure with *NBC Sports* (1980 through 2019), winner of 28 Emmy awards for his work, and prime-time host of 12 Olympic Games, **Kevin Blackstone**, *Washington Post* sports columnist, *ESPN* panelist, *National Public Radio* contributor and University of Maryland Professor of Sports Journalism, and **Christine Brennan**, an award-winning national sports columnist for *USA Today*, a commentator for *CNN*, *ABC News*, *PBS NewsHour* and *National Public Radio*.

Program. The following program focuses on bills under consideration for adoption during the 2022 session of the 117th Congress. Panelists include elected representatives sponsoring or cosponsoring such legislation, academic experts, higher education leaders and current or former college athlete stakeholders who have been affected by the issue.

Panel One – “Giving College Athletes the Right to Unionize” - 9:15am-10:45am. Is it possible for Congress to give college athletes the right to unionize under the National Labor Relations Act in order to create a better balance of power between athletes and their institutions? How important is it to retain the athlete’s “student” relationship to the university? If athletes were allowed to “unionize,” should athletes aggregate by conference or nationally? Would such athlete-organizing power allow athletes to bargain for guaranteed five-year scholarships, long term disability protection, reduction of hours spent on athletics obligations, and addressing abusive practices of coaches? S. 1929, the *College Athlete Right to Organize Act*, sponsored by Senator Christopher Murphy (CT) will be the focus of the discussion.

Panel Two - “College Athlete Bill of Rights” – 11:00am-12:30pm. How can Congress address the economic and educational exploitation of college athletes: lack of adequate long- and

short-term insurance and medical expense coverage for athletics injuries, low graduation rates for minority basketball and football players, lack of professional codes of conduct that protect athletes from mental and physical abuse? S. 5062 (116th), the *College Athletes Bill of Rights*, sponsored by Senators Booker (NJ) and Blumenthal (CT), will be the focus of the discussion.

Awards Luncheon – 12:45-1:45pm. The formal lunch break for all attendees would include presentation of The Drake Group's national awards from among the following:

- **Honoring Co-Founder Allen Sack – “The Vision and Promise of College Athletics”**
- The **Drake Group National Public Service Award** honors an elected public official(s) responsible for legislation that significantly improves the conduct of intercollegiate athletic programs, the rights of college athletes, or otherwise protects the education, health, and safety of college athletes.
- The **Drake Group Presidential Award** honors an extraordinary contribution by an individual who, or organization that, has helped advance the integrity of intercollegiate athletics through an articulate and well-reasoned response to a current event or important issue. The individual, through his or her voice, writings, or other public action or, the organization through a specific action, has demonstrated informed thought leadership in intercollegiate athletics toward the end of advancing the integrity of athletics, emphasizing the primacy of educational objectives, and/or insisting on the responsible fiscal and ethical conduct of intercollegiate athletics as an extracurricular enterprise.
- **Student Journalism Prize for Investigative Reporting** recognizes the print, video or multimedia work of a graduate of undergraduate college student journalist for exceptional substantive investigative report on intercollegiate athletics.

Panel Three - “College Athlete Compensation – NIL Rights” – 2:00-3:30pm. Given the current recruiting chaos created by differing state laws, lack of NCAA enforcement of inducement and extra benefit controls, and the need for common guardrails, what does Congress propose as its role? What is the current status of athletes being able to monetize their names, images and likenesses (NILs) apart from their participation in college athletic programs? Have athletic directors’ fears materialized? Does the Supreme Court *Alston* decision portend opening the door to pay for play? What Title IX and recruiting inducement considerations are related to NIL developments? H.R. 850, the *College Athlete Freedom Act* and H.R. 2841 sponsored by Representative Lori Trahan (MA) and H.R. 2841, the *Student Athlete Level Playing Field Act* sponsored by Representative Anthony Gonzalez (OH) will be the focus of the discussion.

Closing Reception Cocktail Party – 3:30-5:00pm

The National Press Club. The first symposium will be held at The National Press Club (location is key to the attendance of key Congresspersons and other key influencers). One hundred and fifty invited attendees will include national sport and higher education media, members of Congress and their respective staff members, leaders and key influencers from national sports governance organizations, national higher education and sports-related advocacy associations located in the Washington DC area, and selected faculty and students studying sports

management, sports economics, and sports history, sports law, and athletes from the 30-plus colleges and universities within 60 miles of Washington DC.

Covid Policy. A strong Covid policy will be enforced: All attendees must be fully vaccinated with boosters. If unvaccinated: if for a medical exemption, a letter from a doctor on official letterhead stating they have a medical condition that does not allow them to be vaccinated for COVID-19; if for a religious exemption, a letter from a priest or rabbi (or equivalent) on official letterhead stating how/why a vaccination is not possible for the person claiming exemption for religious reasons; and at least 3 hours in advance of the event, proof of a negative PCR test taken within the last 24 hours. These are mandated National Press Club restrictions which may be updated based on D.C. COVID conditions at the time of the event.

National Videocast. The event will be nationally offered as a free online videocast for the general public, professionally produced, advertised to the public on social media sites and via direct mailing lists to sports management faculty and college athlete and parent organizations. Recorded proceedings will be available in perpetuity on the *College Athletics The Drake Group* YouTube.com channel and the www.TheDrakeGroup.org web site.

TICKET AND SPONSORSHIP OPPORTUNITIES

[CLICK HERE TO MAKE TICKET OR TABLE PAYMENTS](#)

[INDIVIDUAL TICKETS](#)

General Public - \$100.00 Drake Donor/Member \$75.00 Students - \$50.00

Individual tickets will be available on a first come/first paid basis. The Drake Group reserves the right to limit attendance based on available seating and National Press Club/Washington D.C. rules for public gatherings. Should circumstances at the time of the event require social distancing or other limitations which significantly reduces the capacity of the ballroom, The Drake Group reserves the right to withdraw ticket privileges and refund the purchase price in full.

Note that the Drake Group will be inviting a substantial number of undergraduate and graduate students from D.C. area colleges and universities to attend with complimentary tickets provided thanks to Gold and Benefactor table sponsors. If you are a faculty member interested in receiving more information about this student program, please email Donna.Lopiano@gmail.com.

BENEFACTOR TABLE SPONSORSHIP

\$2,000.00

Benefactor Sponsors will enable eight graduate or undergraduate students in sports management or related fields from local DC colleges and universities to attend the symposium at no charge. Priority will be given to attendees from local Historically Black Colleges and Universities (HBCUs).

Benefactor Sponsor Benefits

- **Benefactor Sponsor Table signage.** Each Benefactor Sponsor will be recognized with “Thanks to Our Benefactor” signage on the table seating the students which will be used for all sessions of the Symposium. The National Press Club ballroom will have table seating for all program sessions and the awards luncheon.
- **Registration Area Signage.** Benefactor Sponsors will be listed on signage in the registration area outside the Ballroom, acknowledged from the podium via projected thanks on the stage large screen backdrop and recognized in the printed program.
- **Online videocast promotional and marketing materials.** Benefactor Sponsor recognition will be included during the online live videocast (professionally produced) of the Symposium with recorded proceedings available in perpetuity on the *College Athletics The Drake Group* channel of *YouTube.com* and the *TheDrakeGroup.org* web site.
- **Complimentary Tickets.** Two complimentary tickets to the Symposium will be provided to each Benefactor Sponsor with these attendees seated at reserved tables at the front of the ballroom.

GOLD SUPPORTING SPONSORSHIP

\$5,000.00

In furtherance of the express purpose of the Symposium – to educate the public about critical issues in college athletics – Gold Supporting Sponsors will enable the full participation at the Symposium of eight students majoring in sports management and related fields at local DC colleges and universities selected by The Drake Group. In addition, sponsor credentials are provided for eight guests of the Sponsor receiving full participation privileges.

Gold Supporting Sponsor Benefits

- **Gold Supporting Sponsor Table Signage, Location, and Guests.** The National Press Club ballroom will have table seating for all program sessions and the awards luncheon. Each Gold Supporting Sponsor table seats eight (8) guests of the Sponsor for the all-day

Symposium. The table is located in a prime position at the front of the room with Gold Supporting Sponsor signage prominently displayed on the table.

- **Benefactor Table for Sports Management Students (or students majoring in sports related fields).** Eight undergraduate or graduate students attending local DC colleges and universities will attend the Symposium gratis at a separate table with signage prominently recognizing the Gold Supporting Sponsor as the table benefactor. Priority will be given to students from sports management or sports-related programs at local Historically Black Colleges and Universities (HBCUs).
- **Registration Area Signage.** Gold Supporting Sponsors will be prominently listed on signage in the registration area immediately outside the Ballroom where all program sessions occur.
- **Recognition During the Symposium.** Gold Supporting Sponsors will be (a) prominently recognized throughout the symposium on the 16' x 9' stage screen and any side monitors used during the program, (b) recognized from the podium during the opening and close of the program, and (c) through a half page acknowledgement in the printed program.
- **Display Table.** Each Gold Supporting Sponsor has the option to create a product, program, or business display table to be perused by attendees during the post program cocktail party reception immediately following the final panel.
- **Online videocast promotional and marketing materials.** Gold Supporting Sponsor recognition will be included during the online live videocast (professionally produced) of the Symposium with recorded proceedings available in perpetuity on the *College Athletics The Drake Group* channel of *YouTube.com* and the *TheDrakeGroup.org* web site.

Named in Honor of Allen L. Sack, Co-Founder, Past President and Director Emeritus



Allen L. Sack, a former linebacker for Notre Dame, is a Professor Emeritus in the college of business at the University of New Haven where he taught for forty-one years, the former Director of the federally funded Center for Athletes Rights and Education (CARE), and a nationally recognized scholar who has published extensively in academic journals and presented papers at countless education association conferences. He is the author of *Counterfeit Amateurs: An Athlete's Journey Through the Sixties to the Age of Academic Capitalism* and co-author of *College Athletes for Hire: The Evolution and Legacy of the NCAA's Amateur Myth*.

Over the past four decades Dr. Sack has been a nationally recognized leader in efforts to protect higher education from the corrupting influence of highly commercialized college sport programs through persistent efforts that have challenged higher education to plug the holes in its integrity dike. His efforts have been characterized by an unshakable commitment to good scholarship, dependence on research-supported data, and love for the potential of competitive athletics to deliver profound developmental experiences to those who play. His vehicle has been The Drake Group, in residence at The University of New Haven. What has truly made a difference was Allen's leadership in guiding the evolution of The Drake Group to undertaking an 'advocacy' agenda- combining non-profit organization **action** with academic credibility - from participating in public demonstrations outside NCAA Final Four venues to walking the halls of Congress to seek support for national legislation that would pressure national governance organizations and higher education institutions to confront their integrity failures.

The Drake Group

The Drake Group is a 501 (c) (4) 22-year-old non-profit organization laser focused on getting Congress to pressure the NCAA and other national intercollegiate athletic governance organizations to force major reforms in intercollegiate athletics or adopt legislation to mandate the implementation of such reforms. We believe that it is possible to keep all of the good about intercollegiate athletics without doing harm to college athletes. Members are former and current faculty members and athletics administrators with extensive experience and deep knowledge about the NCAA and intercollegiate athletics. The Drake Group believes the NCAA has developed into a trade association for college coaches and athletic directors (many of whom are being more than generously compensated) and member higher education institutions that are more interested in using athletics to increase athletics and institutional revenues and undergraduate enrollment than ensuring the education, physical and mental health and wellbeing of college athletes. The Drake Group focus is on creating external media and legislative pressures necessary to changing large athletics governance systems. Our mechanisms center on the sharing of fact-based data and compelling stories about the impact of exploitive practices on college athletes and persistent advocacy for legislative solutions.

For further information on Gold and Benefactor Supporting Sponsorships:

David Ridpath, Past President ridpath@ohio.edu

Allen Sack, Director Emeritus, AllenLSack@yahoo.com

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www.thedrakegroup.org

Twitter: [@TheDrakeGroup](https://twitter.com/TheDrakeGroup)