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February 5th, 2024

To Whom It May Concern:

On behalf of Sport Oregon, I to urge you to support Oregon's colleges and universities and the student athletes who compete on their behalf by voting yes on HB 4119.

Sport Oregon is a nonprofit that is committed to driving economic growth and enhancing positive social impact in Oregon through sports. We know that one of Oregon's greatest economic assets is our strong athletic presence. From world renowned track and field competitions to championship winning football teams to number one-ranked gymnasts, Oregon athletes have been competing on a national and world stage for decades. Pride in athletics, particularly college athletics, is engrained in so many of our communities, and so many of our communities have benefitted from our athletes competing on that national stage.

However, with the recent changes in NIL (name, image, and likeness) laws around the country and the pressing need for NIL support of student athletes at Oregon colleges and universities, Oregon needs to pass this legislation to modernize Oregon's NIL laws and to keep Oregon college and universities competitive. In addition, with the NCAA's shifting NIL rule book and the NCAA's use of "circumstantial evidence" to sanction and assess violations against colleges and universities, Oregon needs to pass a bill to protect Oregon colleges and universities from unfounded investigations from the NCAA.

HB 4119 will protect our student athletes – and their colleges and universities – by ensuring that they can rely exclusively on Oregon law to guide their NIL activities and cannot be threatened or assessed with sanctions and violations by the NCAA as long as they are complying with Oregon law. It also allows colleges and universities to assist student athletes in identifying, facilitating, enabling, and supporting NIL opportunities, services that are very much needed in the new frontier of college sports.

If these changes are not enacted, it is very likely student athletes will choose not to attend Oregon schools, in lieu of colleges and universities in states where they have stronger NIL protection laws. We must protect Oregon's standing as a top destination for college athletes, not only for our colleges and universities and school pride, but for the economic and social impact that college athletics has on our communities.

Please support HB 4119 and support our student athletes and colleges and universities.

A handwritten signature in black ink, appearing to read "Jim Etzel", written over a horizontal line.

Jim Etzel, CEO

Sport Oregon

Date: 2/5/24