

Ohio State Announces New Focuses For Name, Image And Likeness Collectives



Ohio State announced Thursday that the three Name, Image and Likeness collectives that support the university - including The 1870 Society, Cohesion Foundation and The Foundation - are streamlining the sports to which they cater.

The 1870 Society will be the “premier collective support Ohio State football,” while The Foundation will “transition to focusing on Ohio State men’s and women’s basketball programs” beginning on Jan. 1, 2024, including becoming a presenting sponsor of a 50/50 raffle during basketball games.

Cohesion Foundation, meanwhile will “ensure Ohio State student-athletes across all sports can use purpose-driven NIL commitments to positively impact the community,” opening an additional avenue for student-athletes in sports beyond football and basketball. Previously, all of Ohio State’s collectives supported student-athletes across several different sports.

“Our collectives have done a tremendous job in the Columbus community and with our student-athletes,” said Carey Hoyt, executive associate athletic director. “While we understand NIL can be confusing because it is still new and evolving in college sports, I would encourage everyone to visit the websites listed above to learn more about how to get involved. ... We want to make it as simple as possible for people who want to contribute to a collective or work with a student-athlete on a marketing campaign.”