

Stroud, Henderson, Smith-Njigba And Burke Sign Lucrative NIL Deal Through The Foundation



Brian Schottenstein and The Foundation announced a lucrative name, image and likeness partnership with C.J. Stroud, TreVeyon Henderson, Jaxon Smith-Njigba and Denzel Burke on Sunday night.

In a \$550,000 agreement, Burke and Henderson will promote American Eagle Outfitters, a clothing and accessory retailer out of Pittsburgh. At the same time, Stroud and Smith-Njigba will offer their promotional services to Designer Shoe Warehouse, which sells designer and name-brand shoes and fashion accessories. Stroud also has a deal with Value City Furniture — the naming sponsor of Value City Arena inside the Schottenstein Center.

The four Buckeyes have also agreed to work with The Foundation’s partnering charities, including A Kid Again, Buckeye Cruise for Cancer and LifeTown Columbus. They will attend a fundraising event on Aug. 22 to raise money for the three charities.

A Kid Again works to make life for children with a life-threatening illness and their families “normal” again. The local charity provides accessible adventures for children with complex medical needs while offering hope, happiness and healing for youth affected by severe illness.

Buckeye Cruise for Cancer has raised \$28 million for The Ohio State University Comprehensive Cancer Center in Columbus. Proceeds have benefitted the Stefanie Spielman Fund for Breast Cancer Research, the Buckeye Cruise Fund a Need, The Urban and Shelley Meyer Fund for Cancer Research and the newly created Buckeye Cruise for Cancer Research Fund.

LifeTown Columbus provides students with lesson plans to advance in the classroom and develop skills they can transfer to their natural community environments.

According to a report from Joey Kaufman of The Columbus Dispatch, local agency NIL Management represented Stroud, Henderson, Smith-Njigba and Burke in the deal.

The Foundation is run by Brian Schottenstein and others. BSB staff writer Jack Emerson conducted a Q&A with Schottenstein for our July Print Issue released to Buckeye Sports subscribers on July 5.

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