

Chair Lively and Members of the House Higher Education Committee. My name is Cami Wilson. I am testifying in support of house bill 4119. I am representing myself as a current student-athlete at the University of Oregon where I am a 4th year member of the Acrobatics and Tumbling team. I accelerated my course of studies to complete my Business undergrad degree in 3 years. I am currently pursuing a MBA specializing in Sports Business.

I want to thank you for allowing me to testify today remotely. I would've loved to be there with you all in person, but unfortunately, I couldn't miss our practice that's getting started here in about an hour, since we have our home opening meet this Saturday.

My "job" for the past four years, in addition to being a student-athlete, has been to use my fan base to help companies market their products in what are commonly referred to as Name, Image, and Likeness deals, or NIL. I've produced content for ESPN, McDonalds, Walmart, Bumble, and Jersey Mikes to name a few. I worked closely with Meta directly as one of 30 NCAA female athletes chosen to be in the NIL Empower program last year. I have been one of the more successful female athletes from a smaller sport. I have spoken at NIL conferences and podcasts to help other female athletes like myself tap into the emerging NIL market. This experience has also helped me academically as I look to the future and a career working in Sports Management.

The ability to market myself has made a huge difference in my financial situation as a student athlete. Like the majority of student athletes in non-revenue sports, I receive a partial scholarship not a full scholarship. For many of us, only 10-50% of our college costs are covered by our scholarship, leaving a significant shortfall versus the total cost, especially for an out of state student like me. Think about that - the vast majority of athletes in non revenue sports pay to play their sport. Many of the NIL rules that the NCAA and conferences are looking to implement are designed to deal with issues relating solely to football and basketball athletes but threaten athletes in need and our ability to raise funds for our education. In the big picture, NIL serves as an equalizer for female student-athletes.

In addition, like most college athletes, my competitive career will end here in college- unless someone is planning to create a women's pro acrobatics and tumbling league I don't know about. So my earning potential as an athlete will never be higher than it is today. The ability to market myself and make money for my future should be fundamental and not subject to any interference from outside bodies.

One of the most important parts of Bill 4119 allows universities to, without penalty, help in "identifying, facilitating, enabling or supporting opportunities for a current student athlete to exercise the student athlete's student's rights". While I have been successful in finding and executing NIL opportunities, it would be extremely beneficial to have the support of my athletic department in things like contracts, licensing issues, and tax ramifications.

When it comes to advice, I have found many helpful sources- through my Meta internship, via LinkedIn, my parents, and other athletes. Unfortunately, I have seen as a tutor in the athletic department that many students lack the financial skill and sophistication to manage the deals and dollars that some of them have the potential to earn. They also lack trustworthy advisors and support to help them broker what can be 5, 6, even 7 figure NIL deals. This guidance (or lack of guidance) can mean the difference between an athlete building generational wealth or ending up broke at the end of their athletic careers. Universities and athletic departments have the resources and expertise to fill this gap in support.

My hope also is that universities will be able to take a more active role to help female and non-revenue sport male athletes find NIL opportunities on par with football and basketball players. Being able to look to my athletic department, counselors, and coaches for meaningful NIL deals would be a huge benefit and one that athletes should be able to choose.

I have been part of the initial years of NIL and have enjoyed helping other athletes nationwide build their own brands. I stand as an example of someone who has succeeded in the NIL space without compromising my academic and athletic success. I will leave the University of Oregon having worked with over a dozen national brands, 2 degrees, a multitude of athletic and academic awards, and most importantly, a skillset that's going to stand out in my future career, thanks to NIL.

Your support of the protections provided by Bill 4119 will help protect athletes like myself in the future and keep Oregon at the top of NIL innovation and support. I am happy to answer any questions you may have. Thank you for the opportunity to speak today and Go Ducks!