

TEXAS AGGIES UNITED

COLLEGE STATION, Texas (September 18, 2023) — Texas Aggies United is proud to announce a new name, image and likeness (NIL) initiative to continue creating opportunities for Texas A&M University student-athletes. Texas Aggies United will be the exclusive and official NIL partner of Texas A&M Athletics.

Operating as separate entities since 2021, Texas Aggies United represents a unified collaboration of Texas A&M's NIL ventures under one banner.

Texas Aggies United was established to maximize NIL opportunities for Texas A&M student-athletes while also providing a one-of-a-kind experience for Texas Aggies United supporters, including access to exclusive content and events with Texas A&M student-athletes. The organization will remain dedicated to uniting the Aggie community to create limitless opportunities for Texas A&M student-athletes and help them reach their full potential, both on and off the field.

“We are excited to welcome Texas Aggies United as the first name, image and likeness entity to become an exclusive and official partner with Texas A&M Athletics,” said Texas A&M Director of Athletics Ross Bjork. “As we continue to create more and more opportunities for all Aggie student-athletes and the name, image and likeness ecosystem continues to evolve and grow, this collaboration will allow Texas Aggies United to be strategically aligned with Texas A&M Athletics.”

Since its creation, Texas Aggies United has partnered with over 100 Texas A&M student-athletes across a variety of sports. The ever-growing Texas Aggies United roster already includes Shaylee Ackerman, Jace LaViolette, Braden Montgomery, Jennie Park, Evan Stewart and Conner Weigman as well as a number of other Texas A&M stars.

“Name, image and likeness is here to stay, so it’s crucial for all Aggie fans to support Texas Aggies United,” said Texas A&M football coach Jimbo Fisher.

“The opportunity for our student-athletes to earn money from their name, image and likeness is something I think they deserve,” said Texas A&M women’s basketball coach Joni Taylor. “We are blessed to have Texas Aggies United supporting women’s basketball, and it is my hope that our fans will donate to this cause in support of our student-athletes.”

Texas Aggies United is also proud to announce a partnership with TexAgs.com for digital content, administrative support and overall customer experience. In addition to hosting content, TexAgs staff will be involved in promotional opportunities and providing activations through the TexAgs platform.

Approximately 85% of every dollar generated through Texas Aggies United goes directly to student-athletes, with the remainder used to cover operating costs related to creating content, merchandise and experiences for supporters. Texas Aggies United also welcomes corporate sponsorships and can facilitate partnering with a Texas A&M student-athlete to promote a business opportunity.

“Texas Aggies United has been super supportive of our baseball program the last few seasons,” said Texas A&M baseball coach Jim Schlossnagle. “I hope all Aggies realize how important a sustainable NIL program is in today’s college athletics and will join the cause today.”

To learn more about Texas Aggies United, visit texasaggiesunited.com.