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Fresno State Athletics, Opendorse Renew Comprehensive Partnership

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Highlights

- All Fresno State student-athletes have access to the comprehensive Opendorse Ready program until at least 2024.
- Fresno State was the first in California and the Mountain West to join Opendorse Ready last summer.
- Exclusive, personalized and one-on-one brand development education is available to support all Bulldog student-athletes.
- Opendorse has become a proven market leader in helping sports organizations and their athletes increase the value of their Name, Image and Likeness (NIL) with social media.

FRESNO, Calif. - As the NIL era of NCAA athletics begins, Fresno State Athletics has committed to support the entrepreneurial endeavors of all student-athletes by announcing a renewed partnership with Opendorse. All Bulldog student-athletes will continue to have access to the comprehensive Opendorse Ready program, which provides unique education, resources and solutions for student-athletes to elevate their brands.

Since partnering together last summer, Fresno State Athletics and Opendorse have provided social media brand development solutions with proven effectiveness at the highest ranks of collegiate sports, with personalized and one-on-one brand development available for all Bulldog student-athletes.

Opendorse Ready provides technology resources for student-athletes to understand their name, image and likeness (NIL) rights and receive hands-on assistance from experts to maximize their personal value. The platform also delivers content directly to student-athletes to use in telling their stories on social media.

With Opendorse Ready, Fresno State Athletics is able to provide the program's NIL solutions for all of its more than 430 student-athletes. The program offers three core pillars to student-athlete success: Assessment, Education, and Performance - tailored to assist each individual athlete.

Fresno State was the first university athletics department in California and the Mountain West to join Opendorse Ready, and the strategic partnership will continue until at least 2024.

"Fresno State Athletics: The Pride of the Valley" - The Bulldog Foundation creates championship experiences for Fresno State student-athletes as they strive for excellence in the classroom, in competition, and in life. To become a BDF member, please visit bulldogfoundation.org.