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Bulldogs partner with Jeremy Darlow

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PORTLAND, Ore. - Fresno State Athletics has partnered with Jeremy Darlow to provide a targeted personal and professional educational development for more than 500 Bulldog student-athletes.

"We are excited to partner with Jeremy Darlow to offer The Darlow Rules as another valuable resource to aid in our student-athletes' personal and professional development efforts," Fresno State Athletics Director [Terry Tumey](#) said. "Our institutional mission statement is 'to boldly educate and empower students for success' and for us in athletics we constantly look for opportunities to holistically educate and empower our student-athletes beyond the field of play. The Darlow Rules is an engaging program that will provide education in the emerging area of personal brand development, which will help prepare our student-athletes for success in life."

The DARLOW Rules, will feature short, easy to understand video based lessons teaching athletes from every sport the fundamentals of brand development and communication.

"Fresno State is dedicated to teaching their student athletes how to build a brand and a reputation that sets them up for success in life beyond sports; this partnership is a testament to that commitment," Darlow said. "The Darlow Rules is not about social media followers or likes, it's about building a plan that puts every student athlete on a path to landing their dream job. I'm here to teach these kids how to attack the next forty years of life, not just the next four years as an athlete."

By the end of the course, students will have built their own brand marketing plan, employing the same planning techniques used by Darlow over the course of his extensive career in sports marketing. Additionally, each graduating student will receive a certificate of completion to include on their professional resume.

Fresno State's partnership with Jeremy Darlow is its latest collaboration to prepare its student-athletes for expected changes to Name, Image and Likeness (NIL) rights, while also providing the best possible resources for success in social media engagement and personal brand development.

Recently, Fresno State was the first university athletics department in California and the Mountain West to join Opendorse Ready, the nation's leading NIL Readiness Program. Opendorse Ready provides technology resources for student-athletes to understand their 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.

For more information and to explore The DARLOW Rules, visit www.thedarlowrules.com or join in the conversation on Instagram and Twitter via @JeremyDarlow.

"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.

