

Element Electronics Teams Up with Ohio State Dance Team as Presenting Sponsor for the Program's Postseason Campaign at UDA Nationals

The partnership includes a comprehensive NIL collaboration with the team, along with the gifting of 60 55-inch Element TVs to each member of the Spirit Program.

Columbus, Ohio — January 15, 2024 — As The Ohio State University Dance Team prepares for the UDA Collegiate National Championship, Element Electronics is proud to serve as the presenting sponsor of the team's upcoming postseason competition in Orlando, FL, and launch a comprehensive Name, Image, and Likeness (NIL) deal with the team's student-athletes. The Buckeyes have brought home 11 National Championships in the past 7 years in the D1A Pom, Jazz, and Game Day divisions.

"The Ohio State Dance Team is integral to the incredible Buckeye spirit, and we are proud to be able to support these athletes as they once again compete to prove our dominance on the national stage," said Mike O'Shaughnessy, Founder and CEO at Element who is also an Ohio State alumnae and proud supporter. "This partnership represents a powerful shift in how we engage with athletes, especially female student-athletes, who have an engaged fan base. As brand ambassadors, they will help showcase how Element products, like our TVs and sound bars, enhance the at-home game day experience for fans."

As part of the collaboration, Element Electronics also gifted a total of 60 55-inch Element TVs to each member of the Spirit Program, which consists of The Ohio State University Cheerleaders, Dance Team, and Brutus Buckeye.

"This collaboration with Element Electronics is an incredible opportunity to highlight our postseason run at the UDA Collegiate National Championships and demonstrate the value of supporting female student-athletes," said Melissa McGhee, Head Coach, Dance Team & Director of Spirit Program. "Our team will have the chance to create authentic content that resonates with our fans, showcasing not only our talent but also the dedication and hard work that make the Ohio State Dance Team a force at nationals."

Element and Ohio State Athletics, in conjunction with Learfield's Ohio State Sports Properties, launched their partnership this summer spanning football, dance, basketball, volleyball and softball. Element's enhanced partnership follows a recent collaboration between the brand and Ohio State senior quarterback Will Howard, who teamed up to gift 130 55-inch Element TVs to his teammates during the Buckeyes' College Football Playoffs run.

"We're excited to elevate Element's expanded partnership with Ohio State's Spirit Program," remarked Matthew Heichemer, Manager of NIL Business Development & Operations, Ohio State Sports Properties. "Integrating student-athlete influencer marketing humanizes the partnership and can positively impact student-athletes and deepen their engagement within the communities they serve."

Ohio State Sports Properties utilized Learfield's Compass NIL dealmaking platform to collaborate with Element and maximize its sponsorship agreement with the inclusion of NIL programs and the integration of university marks and logos within those programs.

About Ohio State Athletics

The Ohio State University Department of Athletics is one of the most visible, respected and accomplished programs in the nation. Recognized nationally as one of the most comprehensive and tradition-rich in all of college athletics, the department has been in existence for 125 years. It is home to approximately 1,000 student-athletes and to 36 scholarship, varsity sports that are affiliated with the Big Ten Conference – the department sponsors all 28 sports under the Big Ten umbrella – in addition to the Western Collegiate Hockey Association, the Midwest Intercollegiate Volleyball Association, the Central Collegiate Fencing Conference and the Patriot Rifle Conference. The department is self-funded and receives no tuition or tax dollars.

About Element

Element, established in 2007, is a fast-growing consumer technology brand dedicated to delivering high-quality, affordable technology. We focus on intuitive solutions that enhance everyday experiences, making technology enjoyable and accessible. In 2014, Element became the only major TV company to assemble in the USA, with a factory in Winnsboro, SC, ensuring meticulous quality. Our expansive product line, available at retailers across the nation, includes electronics, appliances, and the TYTUS brand for outdoor cooking, all designed for simplicity and affordability. Learn more and find a retailer near you at elementelectronics.com.

About Learfield

Learfield is the media and technology company powering college athletics. Through its digital and physical platforms, Learfield owns and leverages a deep data set and relationships in the industry to drive revenue, growth, brand awareness, and fan engagement for brands, sports, and entertainment properties. With ties to over 1,200 collegiate institutions and over 12,000 local and national brand partners, Learfield's presence in college sports and live events delivers influence and maximizes reach to target audiences. With solutions for a 365-day, 24/7 fan experience, Learfield enables schools and brands to connect with fans through licensed merchandise, game ticketing, donor identification for athletic programs, exclusive custom content, innovative marketing initiatives, NIL solutions, and advanced digital platforms. Since 2008, it has served as title sponsor for the acclaimed Learfield Directors' Cup, supporting athletic departments across all divisions.