



2023-24 ANNUAL REPORT



Dear Bearcats Family,

The 2023-24 athletic and academic year will be remembered as a history-making year of transition as we entered the Big 12 Conference and laid the foundation for future success as members of the Power 4.

We joined our new league on July 1, 2023, one year ahead of schedule but ready to chase championships. With us, we brought five new head coaches, a new apparel deal with industry leaders Nike and Jordan Brand and several new construction projects.

The year featured countless highlights on the field and the court. **We saw seven student-athletes collect eight All-America honors**, and the men's and women's basketball teams improved their records en route to postseason berths. Our baseball team was picked to finish last in the Big 12 but instead finished fifth, narrowly missing the NCAA Tournament under new head coach Jordan Bischel. Women's track and field freshman Juliette Larcuente-Huebner grabbed All-America honors indoors and outdoors and proved to be the nation's top underclasswoman in the multi-events. **Ty Gingerich became UC's first-ever Big 12 Champion** this spring when he collected medalist honors at the conference tournament at Whispering Pines in Trinity, Texas.

Our campus received remarkable exposure and hosted unprecedented sold-out events this year. Nippert Stadium welcomed FOX's Big Noon Kickoff before Bearcats fans stretched our home sellout streak to 18 games, while Fifth Third Arena hosted Jason and Travis Kelce's New Heights Live! in April.

We've solidified our holistic NIL program, Impact, as an industry leader. In addition to partnerships with New Heights and Kroger—which participated in the largest female-only NIL activation in the country—Cincy Reigns partnered with Rhinegeist Brewery to launch Cincy Light, the No. 1 light lager in the country. A percentage of every sale goes back to our student-athletes. Thanks to these creative and successful efforts, **UC collected the Best Institutional Program Award at the NIL Summit in Atlanta this past June.**

The crown jewel of our campus is on schedule and on budget, too. The \$134 million Indoor Practice Facility and Performance Center project will feature a 120-yard football field, brand-new weight room, fueling station and sports medicine offices. The facilities will be the home of the football program and will also allow our student-athletes all-weather, year-round access to workout and recovery spaces.

We continue to expand our student-athlete services, as well. Since 2022, we have pushed to give all 450 of our student-athletes comprehensive personal brand and life skill education through The Academy, created a performance nutrition department—which has grown to feature five full-time employees—and launched our sports psychology and mental wellness team.

Our future is bright. In this new era, we have proven that we will compete for championships and push boundaries. We will be creative in how we face our industry's challenges head-on. With our

city and fans' support, we're determined to uphold the standards our predecessors established at UC. **Thanks to the Big 12, we have a seat at the table to help shape the future of college athletics.**

This fall, we will celebrate the 100th anniversary of the dedication of James Gamble Nippert Memorial Stadium. Team captain Jimmy Nippert died on Christmas Day 1923 from blood poisoning, a few weeks after an unintentional spike during a football game against rival Miami. His grandfather, James N. Gamble, donated the money to finish the stadium in his grandson's honor, and on Nov. 8, 1924, our home was christened.

It's a remarkable story, and I'm proud we've been able to carry on the Jimmy Nippert legacy in the place he played a century ago. Across 100 years, the players, the coaches, and the fans have changed, but the reason for college athletics—impacting the lives of student-athletes as they prepare to change the world—remains the same. **We must continue to do right by those who have chosen to be Bearcats by striding bold and innovatively into the future.**

Together, let's reign!

Sincerely,

John Cunningham
Director of Athletics

ACADEMIC SUCCESS

Spring of 2024 marked the **32nd consecutive** grading period for athletics at **3.0 or above** and **13th-straight past the 3.3 threshold**.

Ten Cincinnati Athletics teams achieved **perfect Academic Progress Rate (APR) scores** in the latest NCAA report. APR provides a real-time measurement of a team's academic success by tracking eligibility and progress toward graduation of each student-athlete on scholarship

It marks **six-straight years** of double-digit UC programs surpassing that mark. Five other teams accomplished the feat on the multi-year metric, and in that same multi-year category, **Cincinnati led all Big 12 teams** with seven teams leading in their respective sports (Texas second with five).

In addition to those aforementioned teams, women's basketball (996) and football (994) led all Big 12 schools on a multi-year basis, while men's basketball (995), men's swimming and diving (989) and men's track and field (987) were second.

The athletics department through SASS and the Academy has created programming to **support student-athletes** and their journey as Bearcats to Go Pro. For the **87 spring 2024 graduates**, **36 will continue their eligibility** in 2024-25, **30 have secured/applying to jobs**, **18 have confirmed graduate school/finalizing enrollment**, and **three are pursuing professional sports**.

In the **last 10 years**, UC athletes who have exhausted their eligibility in their sport, **99% have left with at least an undergraduate degree**.

Since 2000, UC athletes who have exhausted their eligibility in their sport, **95% have left with at least an undergraduate degree**.



ACADEMIC SUCCESS BY THE NUMBERS

2023 FALL SEMESTER OVERALL GPA

3.42

2024 SPRING SEMESTER OVERALL GPA

3.41

UC TEAMS WITH PERFECT APR

10

CONSECUTIVE SEMESTERS WITH 3.0+

32

GRADUATES

127

CSC ACADEMIC ALL-DISTRICT SELECTIONS

30

FALL BIG 12 ALL-ACADEMIC TEAM

56

WINTER BIG 12 ALL-ACADEMIC TEAM

46

SPRING BIG 12 ALL-ACADEMIC TEAM

74



CINCINNATI ALL-AMERICANS



JULIETTE LARACUENTE-HUEBNER
SECOND TEAM ALL-AMERICAN - OUTDOOR HEPTATHLON
SECOND TEAM ALL-AMERICAN - INDOOR PENTATHLON



JOLEIGH CRYE
HONORABLE MENTION ALL-AMERICAN
100-YARD BREASTSTROKE



DOMINIQUE HALL
SECOND TEAM ALL-AMERICAN
DECATHLON



CAMRYN CALLAGHAN
HONORABLE MENTION ALL-AMERICAN (USA LACROSSE)



ABBY KNOUFF
SECOND TEAM ALL-AMERICAN
POLE VAULT



LAUREN OTTENSMEYER
HONORABLE MENTION ALL-AMERICAN (USA LACROSSE)



LUKE KANDRA
SECOND TEAM ALL-AMERICAN (ASSOCIATED PRESS)
THIRD TEAM ALL-AMERICAN (WALTER CAMP)

STUDENT-ATHLETE SUCCESS

Cincinnati Athletics garnered **eight All-America honors** in the 2023-24 athletic season. Track and field, swimming and diving, football and lacrosse all had at least one athlete make the list.

Ty Gingerich became Cincinnati’s **first Big 12 individual or team champion** with his 9-under 279 at the 2024 Big 12 Men’s Golf Championship, held at Whispering Pines in Trinity, Texas. Gingerich, who earned UC’s first individual conference title since Dan Gage in the 1993 Great Midwest, marked Cincinnati’s **third-straight year of NCAA Regional representation**.

The 2023-24 academic year also saw **six** student-athletes compete at the NCAA Championships: **Tyler Wirth** (cross country), **Joleigh Crye** (swimming & diving), **Hunter Gubeno** (swimming & diving), **Juliette Laracuenta-Huebner** (indoor and outdoor track & field), **Abby Knouff** (outdoor track & field) and **Dominique Hall** (outdoor track & field).



Cincinnati Athletics garnered **63 All-Big 12 Honors** in the 2023-24 athletic season.

MEN’S BASKETBALL
John Newman III **DEFENSIVE**
Aziz Bandaogo **HONORABLE MENTION**
Dan Skillings Jr. **HONORABLE MENTION**

LACROSSE (AAC)
Camryn Callaghan **FIRST TEAM**
Lauren Ottensmeyer **SECOND TEAM**
Alexis Rich **SECOND TEAM**
Hailey Joy Simpson **SECOND TEAM**

BASEBALL
Josh Kross **FIRST TEAM**
Christian Mitchell **SECOND TEAM**
Josh Hegemann **HONORABLE MENTION**
Kerrington Cross **HONORABLE MENTION**
Lauden Brooks **HONORABLE MENTION**
Nathan Taylor **FRESHMAN, HONORABLE MENTION**
Tommy O’Connor **HONORABLE MENTION**

MEN’S GOLF
Ty Gingerich **ALL-BIG 12 TEAM**

VOLLEYBALL
Zeta Washington **ROOKIE**

WOMEN’S BASKETBALL
Jillian Hayes **HONORABLE MENTION**

TRACK AND FIELD
TOP-8 IN EACH EVENT EARN ALL-BIG 12
OUTDOOR
Dominique Hall **DECATHLON, 2ND**
Juliette Laracuenta-Huebner **HEPTATHLON, 4TH**
Hannah Jackson **HAMMER THROW, 4TH**
Robert Hart **LONG JUMP, 5TH**
Abby Knouff **POLE VAULT, 5TH**
Spirit Morgan **HIGH JUMP, 5TH**
Naquille Harris **100M, 5TH**
Hannah Connell **100M HURDLES, 6TH**
Justin Abrams **DECATHLON, 6TH**
Men’s 4x100m Relay **7TH**
Brandon Bonsu, Naquille Harris, Tosin Ayodeji, Keco Morrison
Jed Helker **1,500M, 7TH**
Noah Thomas **HAMMER THROW, 8TH**
Davenae Fagan **400M, 8TH**

INDOOR
Juliette Laracuenta-Huebner **PENTATHLON, 3RD**
Hannah Jackson **WEIGHT THROW, 4TH**
Men’s Distance Medley Relay **7TH**
Tyler Wirth, Caden Beatty, Jack Barchet, Seth Elking
Women’s 4x400m Relay **8TH**
Davenae Fagan, Hannah Connell, Jayda Bushay, Nylie Facey
Nylie Facey **60M HURDLES, 7TH**
Justin Abrams **HEPTATHLON, 4TH**
Tyler Wirth **MILE, 2ND**
Gianni Allwein **MILE, 5TH**
Mallory Mullen **HIGH JUMP, T-6TH**
Annika Kinley **HIGH JUMP, T-6TH**

SWIM AND DIVE
Hunter Gubeno **FIRST TEAM, SECOND TEAM**
Jessica Davis **FIRST TEAM, SECOND TEAM**
Alex Gonzalez **FIRST TEAM, SECOND TEAM**
Joleigh Crye **FIRST TEAM**
Ido Gal **FIRST TEAM**
Kyle Bumgardner **FIRST TEAM, SECOND TEAM**
Jon Osa **FIRST TEAM, SECOND TEAM**
Libby Michel **FIRST TEAM**
Grace Gavin **SECOND TEAM**
Drew Hawthorne **SECOND TEAM**
Tommy Eaton **SECOND TEAM**
Julie Rose **SECOND TEAM**
Erik Menchhofer **SECOND TEAM**
Lily Jones **SECOND TEAM**
Brogan Robinson **SECOND TEAM**
Joe Swain **SECOND TEAM**

FOOTBALL
Luke Kandra **SECOND TEAM**
Dontay Corleone **SECOND TEAM**
Jowon Briggs **HONORABLE MENTION**
Mason Fletcher **HONORABLE MENTION**
Gavin Gerhardt **HONORABLE MENTION**
Xzavier Henderson **HONORABLE MENTION**
Deshawn Pace **HONORABLE MENTION**

SEASON HIGHLIGHTS

INAUGURAL SEASON

July 1, 2023
Cincinnati enters the Big 12 Conference.

September 9, 2023
Football wins River City Rivalry game at Pittsburgh.



October 28, 2023
Soccer defeats Baylor for UC's first Big 12 Tournament Victory.



November 18, 2023
Tyler Wirth competes at 2023 NCAA Championships.



January 6, 2024
Men's Basketball wins first Big 12 game at #12 BYU.



January 26, 2024
Eric Toth reaches 100 career wins at UC.



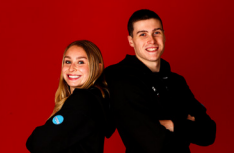
March 2, 2024
Swimming & Diving wins 63 medals at the Big 12 Championships.



March 7, 2024
Women's Basketball wins first Big 12 Tournament game.



March 20-30, 2024
Joleigh Crye and Hunter Gubeno compete at NCAA Swimming & Diving Championship.



April 5, 2024
Lacrosse defeats Ohio State, 13-11, to complete the sweep of Ohio opponents.



April 12, 2024
New Heights Live! comes to sold-out Fifth Third Arena.



April 27, 2024
Jowon Briggs drafted by the Cleveland Browns.



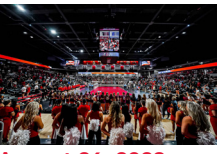
May 17, 2024
Josh Hegemann hits senior day walk-off grand slam vs. No. 12-ranked Oklahoma.



May 22, 2024
Baseball sends Texas packing with 8-7 win at Big 12 Championship.



September 30, 2023
Volleyball defeats Kansas State in four sets for first Big 12 win.



August 26, 2023
Volleyball breaks attendance record with 3,358 fans.



October 14, 2023
Women's golfer Paola Rosario breaks program scoring record at Pat Bradley Invitational.



December 13, 2023
Katrina Merriweather wins first Crosstown Shootout as a coach.



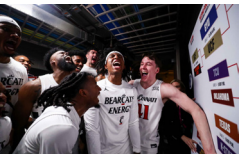
November 25, 2023
Women's Basketball defeats Kentucky in U.S. Virgin Islands at the Paradise Jam.



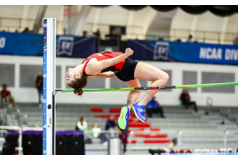
February 13, 2024
Women's golfer Paola Rosario wins Sea Best Intercollegiate.



February 12, 2024
Alum Travis Kelce wins third Super Bowl.



March 12, 2024
Men's Basketball overcomes 16-point deficit in Big 12 Championship vs WVU.



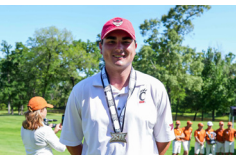
March 8, 2024
Juliette Laracuente-Huebner becomes an Indoor All-American.



March 13, 2024
Men's Basketball beats #16 Kansas at Big 12 Championship.



May 11, 2024
Baseball reaches 30 wins, first time since 2019, fastest since 2008.



April 24, 2024
Ty Gingerich wins first-ever Big 12 Championship.



July 15, 2024
Josh Kross drafted in the 6th round to the St. Louis Cardinals in the MLB Draft.



June 8, 2024
Three Bearcats become Outdoor All-Americans at NCAA Track and Field Championships.

PRO BEARCATS



JORDAN THOMPSON (2015-19)

Thompson has been tabbed for her second consecutive Olympic roster with her selection to be on the 2024 U.S. Olympic Women's Volleyball Team. She was part of the 2020 U.S. team that won gold in Tokyo, becoming the sixth Bearcat to earn a gold medal. She will play for Houston in the U.S.'s new professional league this fall.



JOWON BRIGGS (2020-2024)

The selection of Briggs extended the Bearcats draft streak to nine consecutive years since 2016. He is the 17th UC defensive lineman drafted all-time and the 12th since 2000.



VANESSA GILLES (2014-18)

Gilles has been tabbed for her second consecutive Olympic roster with her selection to be on the 2024 Canadian Women's Soccer team. She was part of the 2020 Canadian team that won gold in Tokyo. She currently plays for Angel City FC in Los Angeles.



TRAVIS KELCE (2009-12)

Cemented himself as one of the greatest tight ends in NFL history, catching nine passes for 93 yards, in the Chiefs' 25-22 overtime victory over the 49ers in Super Bowl LVIII. Kelce's three Super Bowl victories are the most ever by a Bearcat. Kelce is a five-time All-Pro honoree, including this fall. He played at UC from 2009 to 2012. He launched the Eighty-Seven & Running Foundation in 2022. The endowment helps fund Cincinnati's Sports Psychology and Counseling Department, directly impacting and aiding all 450 student-athletes.



SAUCE GARDNER (2019-21)

Gardner was drafted in 2023 and named NFL Defensive Rookie of the Year in 2023. He was First Team All-Pro and made the Pro Bowl in 2024. Gardner was a two-time First Team All-American while playing at Cincinnati from 2019 to 2021, famously never giving up a touchdown over more than 1,000 collegiate snaps. He led UC to a pair of American Athletic Conference Championships and to the 2021 College Football Playoff Semifinals at the Good-year Cotton Bowl Classic



JASON KELCE (2006-10)

A former walk-on linebacker for the Bearcats, Kelce played for Cincinnati from 2006 to 2010, earning All-BIG EAST honors as an offensive lineman twice. He played for head coaches Mark Dantonio, Brian Kelly and Butch Jones, helping lead UC to the 2008 Orange Bowl and 2009 Sugar Bowl. He was the Scout Team Defensive MVP in 2006 before moving to offensive line and starting three seasons from 2008 to 2010. Kelce announced his retirement in March of 2024.



IAN HAPP (2013-15)

Happ is a two-time Golden Glove winner and currently plays for the Chicago Cubs in the MLB. Baseball currently has seven alums playing in the minor leagues, and two paying in other leagues.



ELISSA ALCANTARA (2022-23)

Alcantara was named 2024 Rookie of the Year for the Women's Senior Volleyball League of the Puerto Rican Volleyball Federation. She also won the 2024 NORCECA Women's Final Four Championship with Puerto Rico.



JOSH KROSS (2023-24)

Cincinnati's Josh Kross was selected by the St. Louis Cardinals in the sixth round of the 2024 MLB Draft. Kross is the 51st player in program history to be selected in the MLB Draft and the first since Evan Shawver in 2021. The 171st overall pick in the draft, Kross is the third-highest UC draftee in the last 40 years behind Joey Wiemer and 2015 first-round selection Ian Happ.



ASHLEY BARRON (2019-23)

Barron Signed with KIF Örebro DFF in the Swedish Damallsvenskan League. She became the first Bearcat and American Athletic Conference player to earn Defensive Player of the Year honors in three straight seasons, and earned four straight AAC All-Conference First Team honors.

OLYMPIC BEARCATS



JORDAN THOMPSON (USA)
2020 U.S. Women's Volleyball Olympic Team
Gold Medal
2024 U.S. Women's Volleyball Olympic Team
Silver Medal



ANNETTE ECHIKUNWOKE (USA)
2024 U.S. Olympic Trials Champion in the Hammer Throw, Silver Medal



RAMEZ DIAA (EGYPT)
Competing in the 10-meter platform dive
Incoming Freshman



VANESSA GILLES (CANADA)
2020 Canadian Women's Soccer Team
Gold Medal
2024 Canadian Women's Soccer Team



NAQUILLE HARRIS (ST. KITTS & NEVIS)
Universality spot in the 100m



CHRIS BORZOR (HAITI)
Universality spot in the 100m

INDOOR PRACTICE FACILITY & PERFORMANCE CENTER

Spearheaded by Larry and Rhonda Sheakley's transformational giving and leadership, the new **state-of-the art facilities** will elevate the Cincinnati student-athlete experience, giving Bearcats an **unrivaled advantage** on the playing field and on the recruiting trail.

The **84,000 square-foot Indoor Practice Facility** features a **120-yard football field** equipped for multiple sports. The field will provide an all-weather home for Cincinnati football practices and year-round workouts and have direct access to the Performance Center's weight room, training room and performance nutrition fueling stations.

The **96,000 square-foot Performance Center** features three levels that will provide nearly everything a student-athlete needs to get competition and practice ready in one place.

INDOOR PRACTICE FACILITY & PERFORMANCE CENTER

180,000
SQUARE FEET

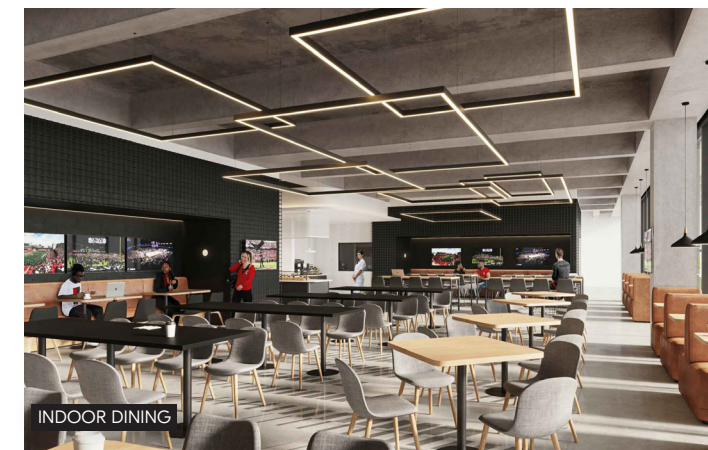
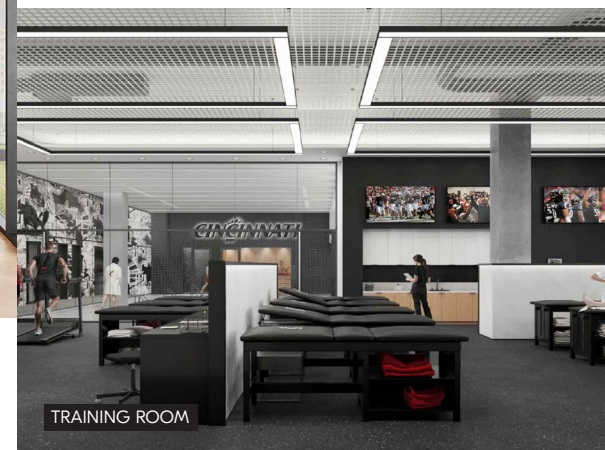
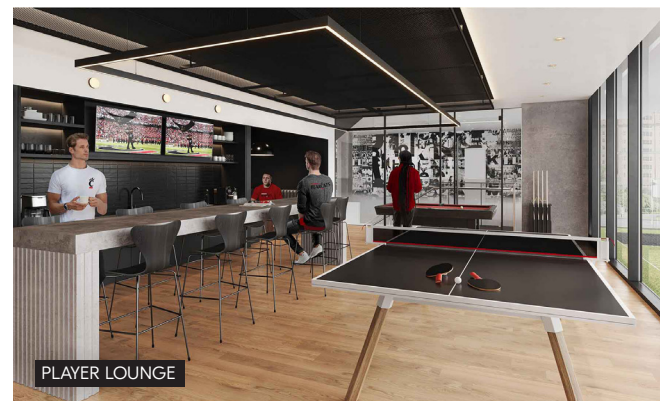
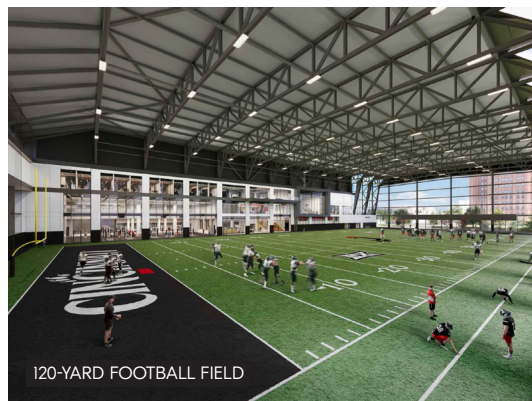
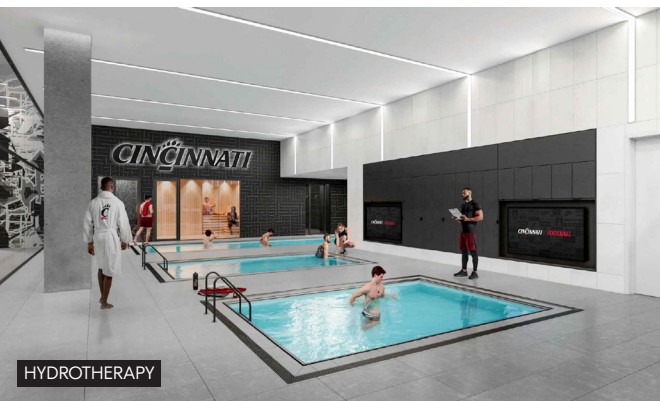
120-YD
FOOTBALL FIELD

AVAILABLE
FOR ALL UC STUDENT ATHLETES

**PERMANENT,
YEAR-ROUND**
ALL-WEATHER HOME FOR
CINCINNATI FOOTBALL

\$134 M
BUDGET

FUNDING:
PHILANTHROPIC SUPPORT VIA UCATS





MEN'S BASKETBALL HYPE TUNNEL

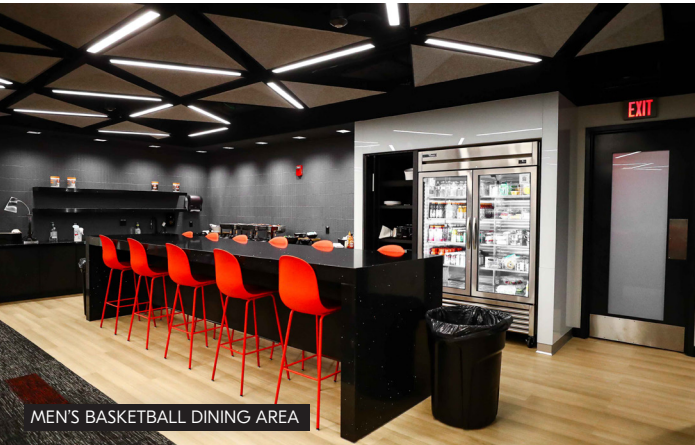
BASKETBALL *UPGRADES*

A **transformative investment** from Dave and Wendy Herche to the Day One Ready Campaign prepared the Bearcats to compete for championships in the Big 12.

The remarkable contribution spearheaded the efforts to revamp the men's and women's basketball locker rooms, the makeover of the practice gym and several other hoops and major athletic department initiatives.

The practice gym is now called the **"The Herche"** in honor of Dave and Wendy. Additionally, the wording "Herche Courtside" prominently adorns the apron at center court of the Ed Jucker Court at Fifth Third Arena. The **"Herche Courtside"** is a premium seating area that surrounds the playing surface. Fans in this area have access to the Courtside Club located inside Fifth Third Arena.

Ed and Nina Paul have also been involved in the development of the women's basketball program. They established a scholarship program for the women's team, and most recently made a transformational investment in the locker room renovation project. Investments like the Herches' and the Pauls' provide student-athletes much more than a new space to gather or practice. It's a vote of confidence in their hard work, talent and dedication to thriving as a Bearcat on and off the court — investments that prepare them to succeed in life. Through philanthropy, these student-athletes are empowered to continue dreaming and achieving.



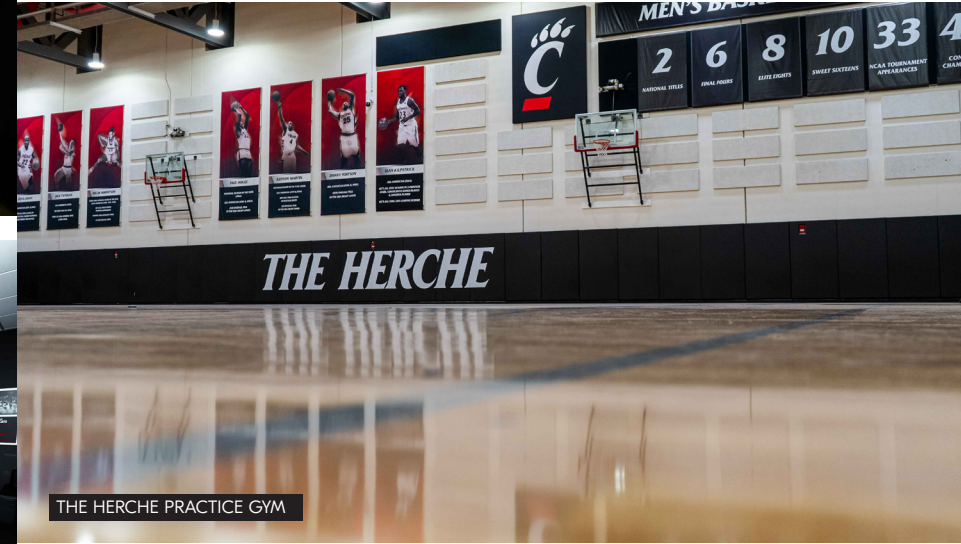
MEN'S BASKETBALL DINING AREA



WOMEN'S BASKETBALL HYPE TUNNEL



WOMEN'S BASKETBALL RECRUITING LOUNGE



THE HERCHE PRACTICE GYM



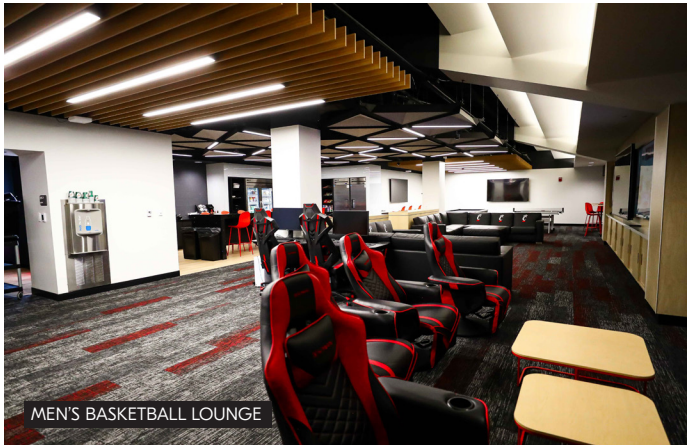
MEN'S BASKETBALL LOCKERS



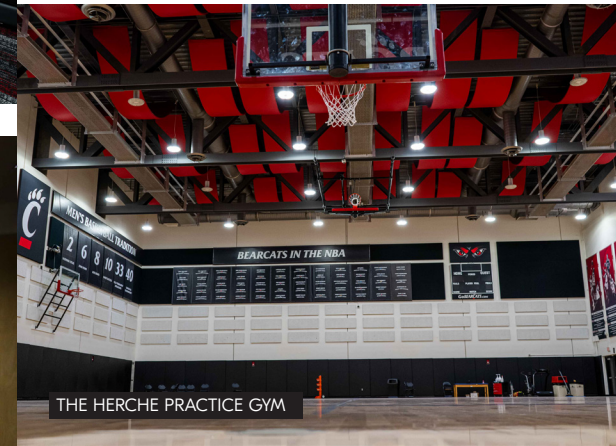
WOMEN'S BASKETBALL DINING AREA



THE HERCHE PRACTICE GYM



MEN'S BASKETBALL LOUNGE



THE HERCHE PRACTICE GYM



WOMEN'S BASKETBALL LOUNGE



MEN'S BASKETBALL LOUNGE

GOLF PRACTICE FACILITY

The Bearcats' new **state-of-the-art indoor golf facility** opened in Norwood in August 2023. It is among the best in the Big 12.

There are several features included in the finished product, which couples with UC's pre-existing short-game site near the Lindner Athletic Center weight rooms. The new arrangement features **four TrackMan hitting bays**, a **team meeting room**, **lounge**, **nutrition station** and a **putt-view room**. Overall, it has more than **5,000 square feet for putting and chipping**.

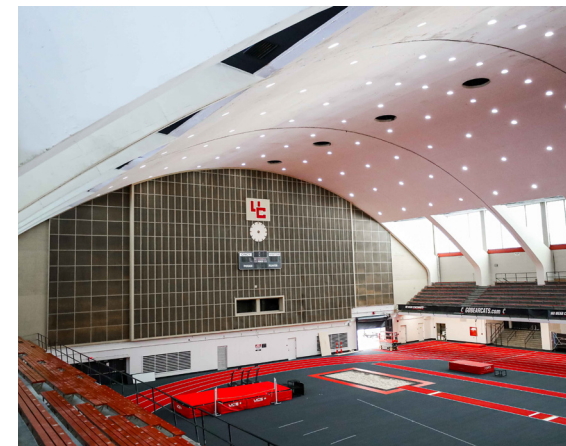
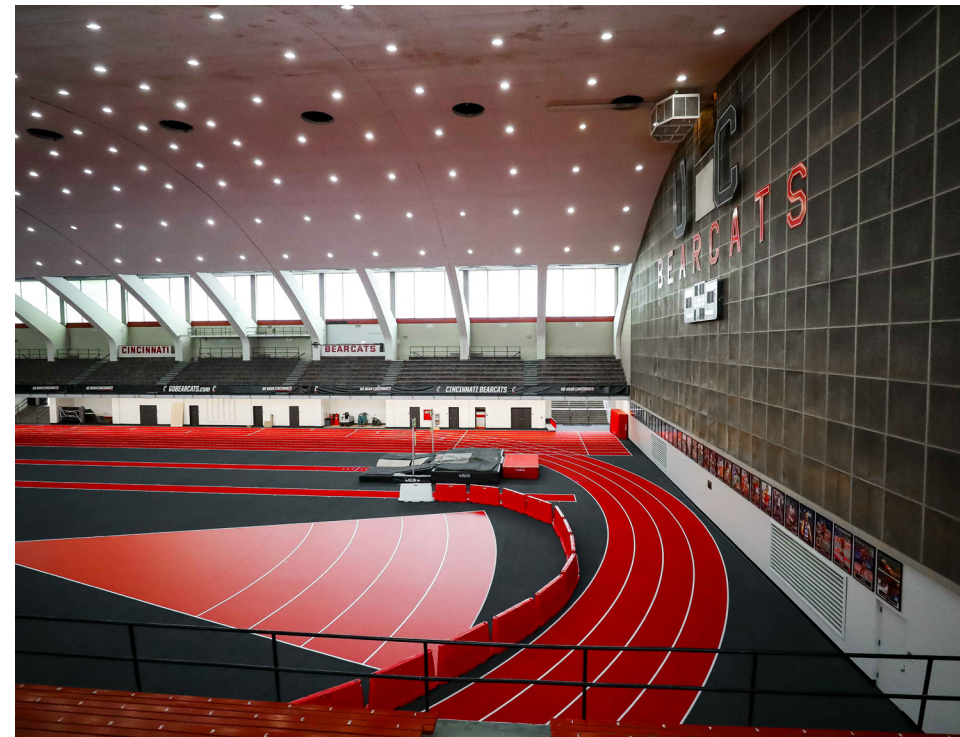


FACILITY UPGRADES

UC Baseball Stadium received many upgrades this past year. The videoboard was replaced in spring of 2023, and new turf was installed along with a new center field fence. The outfield wall and fence were padded and reinforced, and new graphics for retired numbers, NCAA Regionals appearances, and conference championships for season and tournament added.

The Armory underwent a \$3 million+ renovation that included the resurfacing of the indoor track and flooring and the creation of a hype tunnel, while maintaining the historic fieldhouse-look of where Bearcats legend Oscar Robertson played basketball more than 60 years ago.

New state-of-the-art and industry-leading soccer turf was installed into **Gettler Stadium**, giving the women's soccer team among the nation's best playing surfaces as well as a locker room makeover for the upcoming season.



BRAND AND REACH

NEW HEIGHTS™
WITH JASON & TRAVIS KELCE

Proud Cincinnati alumni and future Pro Football Hall of Famers **Jason and Travis Kelce**, in partnership with Cincy Reigns, held arguably one of the most memorable nights in campus history in front of more than **12,000 fans** that raised thousands for UC student-athletes, as well as leaving guests with **four hours of unforgettable entertainment**.

From a series of challenges named the **Lombaby Games** that saw two student body teams facing off (campus athletes vs collegiate academics), a **live show of the New Heights Podcast** featuring special guests **Desmond Ridder, Orlando Brown Jr. and Joe Burrow**, and a **surprise commencement ceremony**, hosted by Dr. Neville Pinto, the night was unparalleled in UC history.

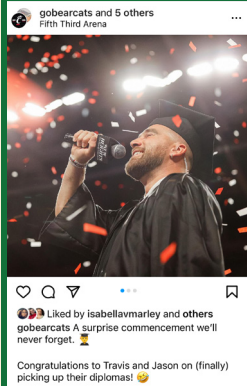
NEW HEIGHTS LIVE! BY THE NUMBERS

14,110,788
IMPRESSIONS
NUMBER OF TIMES SOMEONE SAW OUR CONTENT ON THEIR FEED

1,256,600
ENGAGEMENTS
NUMBER OF TIMES SOMEONE INTERACTED WITH OUR CONTENT

TOP POST

SURPRISE COMMENCEMENT
POSTED AT 11:07 PM AFTER CONCLUSION OF EVENT



799,635
INSTAGRAM ENGAGEMENTS
98.6% OF ENGAGEMENTS CAME FROM NON-FOLLOWERS

#1 POST
IN UC SOCIAL MEDIA HISTORY

#1 POST
AMONG ALL BIG 12 ACCOUNTS
ON INSTAGRAM SINCE AT LEAST 2021



FOX BIG NOON KICKOFF

The Bearcats welcomed Fox's national college football preview show hosted by **Rob Stone** and including college football legends **Mark Ingram II, Matt Leinart, Brady Quinn**, and three-time national champion coach **Urban Meyer** to Historic Nippert Stadium on September 23 for their matchup against **#16 Oklahoma**.

The show boasts **111.4 million average monthly unique viewers**, and all eyes were on the Bearcats.



SPORTS ILLUSTRATED SWIMSUIT

University of Cincinnati women's basketball star forward **Jillian Hayes** was featured in the **2024 Sports Illustrated Swimsuit 60th Anniversary Issue**. She attended the **2024 Sports Illustrated Swimsuit Launch Weekend**, held at the Seminole Hard Rock Hotel & Casino in Hollywood, Fla. The poolside events on May 17-19 featured several days of interactive events, live entertainment, celebrity guests and brand models.



NIL IMPACT

The University of Cincinnati was named **best institutional Name Image and Likeness program** at the third-annual NIL Summit. UC beat out finalists Florida, Grand Canyon University, Nebraska, Ohio State, Ole Miss, St. Josephs and UCLA for the prestigious honor.

The Impact NIL department successfully provided **NIL opportunities to 100% of student-athletes** with **761 deals this year**. Collaborating with **Cincy Reigns**, UC organized the country's **largest female NIL event**, raising **\$15,000 for female athletes**, with **100 female athletes receiving NIL deals**. Additionally, in collaboration with *The Academy*, over 200 athletes attended workshops to enhance their branding, leadership and content creation skills.



CINCY REIGNS COLLECTIVE

Cincy Reigns, the official NIL partner of Cincinnati Athletics, launched in 2022 and has since helped the Bearcats fanbase, alumni network, businesses and donors offer financial support to UC's student-athletes, while partnering with local charities.

Cincy Reigns strives to create NIL opportunities for over 450 student-athletes and collaborate with organizations like Rhinegeist to advance its mission. In the fall of 2023, Cincy Reigns partnered with Rhinegeist to create **Cincy Light**, which has quickly become the **No. 1 fastest growing craft light lager in the country**. A significant percentage of each Cincy Light sold goes to support NIL.

* Per NielsenIQ 2024 Total US XAOC & Convenience last 13 weeks of 2024.



THE ACADEMY

The UC Student-Athlete Development Academy provides **INNOVATIVE, INTENTIONAL and IMPACTFUL programming** to enhance student-athletes' success at UC and advance our mission to see all of our #BearcatsGoPro.

The Academy had an outstanding 2023-24 academic year, offering 31 workshops focused on **leadership, career exploration, personal development, and community impact**. They partnered with over 60 local and national employers, brands, and organizations to provide **valuable resources and opportunities to our student-athletes both during and after college**. Their commitment to community impact was evident through 50 unique events, contributing nearly **4,700 hours of service**.

The Academy's achievements were recognized with awards such as the **INFLCR NIL Summit's Best Institutional Program**, the **Black Student-Athlete Summit's Student-Group of the Year for UC's BSAA**, and a **#1 Division I school ranking by GamePlan**. Additionally, the Bearcats were nominated for the **NACDA Community Service Award**. UC student-athletes completed over 1,600 e-learning modules and achieved an 86% completion rate for Academy commitments, ensuring they are **well-prepared for life beyond their sport**.

Devon Cherry and **Brian Simms** were chosen to be a part of the **Big 12 Beyond Borders** two-year Program, developing them into the global leaders of tomorrow. This trip featured a **visit to Capitol Hill** allowing the student-athletes to **advocate for education reform in front of Ohio Senator, Sherrod Brown**.



THE ACADEMY BY THE NUMBERS

WORKSHOPS ON LEADERSHIP,
CAREER EXPLORATION AND PERSONAL
DEVELOPMENT

31

HOURS OF COMMUNITY SERVICE

4,700

COMMUNITY IMPACT THROUGH UNIQUE
EVENTS

50

UCATS - UC FOUNDATION

Since 1979, UCATS (an acronym representing **University of Cincinnati Athletic Teams Scholarships**) has been the principal fundraising arm for UC Athletics. Purpose-driven and relationship-centered, UCATS provides a way for **individuals, fans, alumni and corporate entities to help Bearcat student-athletes receive a quality education**, while ensuring UC's tradition of academic and athletic excellence.

More than **6,000 active UCATS members** provide philanthropic support for **450+ student-athletes across 16 sports**, with a vast majority receiving financial aid from the athletics department to attend the University of Cincinnati. On average, UC Athletics spends more \$73,348 per year to fund one in-state student-athlete scholarship. For out-of-state student-athletes, that cost increases to \$88,682.

Donations to UCATS include **philanthropic gifts** as well as contributions tied to season ticket purchases. Through the outstanding financial investment of each member, UCATS was able to **generate more than \$31M in total contributions**. All contributions, both large and small, make it possible for UC Athletics to support Bearcat student-athletes with vital resources such as **academic support, athletic training, sports medicine, and mental health services**. UCATS members have also been instrumental helping Cincy Reigns become one of the best (Name, Image and Likeness) collectives in the country, while **supporting the ongoing construction and renovation of the Indoor Practice Facility and the Armory Fieldhouse**, respectively.

Additionally, we want to give special thanks to Larry and Rhonda Sheakley, Dave and Wendy Herche and Ed and Nina Paul for their transformational gifts to our athletics department and student-athletes this past year.

Thank you to every UCATS donor and season ticket holder for your support of UC Athletics!



LET'S REIGN

The University of Cincinnati Department of Athletics competes at the highest level of intercollegiate athletics with the vision to **reach Next Level Success** for all **18 varsity teams** and more than **450 student-athletes**. The Bearcats have a **proud athletics history**, winning **eight national championships** and **118 conference titles**, and entered a new era as **a member of the Big 12** in 2023.

UC Athletics' mission is to **connect our community, enhance our university** and **impact the lives of student-athletes** as they prepare to **change the world** on and off the field.

UCATS BY THE NUMBERS

TOTAL AMOUNT RAISED BY THE DAY ONE READY CAMPAIGN

\$122+ M

COST OF A FULLY FUNDED IN-STATE SCHOLARSHIP PER YEAR

\$73,348

COST OF A FULLY FUNDED OUT-OF-STATE SCHOLARSHIP PER YEAR

\$88,682



2023-24 ANNUAL REPORT

The University of Cincinnati Annual Report is produced by the Bearcat Agency.
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