



DANIEL W. PULLIN
Chancellor

June 2, 2026

The Honorable Ted Cruz
U.S. Senate
167 Russell Senate Office Building
Washington, DC 20510
Ryan_Cannon@commerce.senate.gov

The Honorable John Cornyn
U.S. Senate
517 Hart Senate Office
Washington, DC 20510
stephen_tausend@cornyn.senate.gov

Dear Senators Cruz and Cornyn:

On behalf of Texas Christian University, I write to enthusiastically urge swift passage of the *Protect College Sports Act of 2026*. This bill is a serious, comprehensive answer to a crisis that incremental fixes, court settlements, and conference dynamics have failed to resolve. It establishes a uniform national standard for Name, Image, and Likeness; grants a carefully limited antitrust exemption so college sports can finally make and enforce its own rules; and—critically—creates the *option* for institutions and conferences to consolidate media rights so that revenue can support every program, at every school, and the student-athletes who make it all possible.

The present trajectory of college athletics points toward irreparable damage for the vast majority of America's colleges and universities. Inconsistent state laws, relentless litigation, and widening gaps in conference revenue have forced even the most well-run institutions into impossible budget choices. The *Protect College Sports Act of 2026* puts comprehensive reform on the table, and its core provisions map directly onto what college sports actually needs.

The stakes are not confined to campus alone. An independent analysis found that TCU Athletics generates roughly \$400 million in annual economic activity for our city and region. Multiply that across the hundreds of communities that college sports sustains, and the true cost of inaction comes into focus: fewer programs, fewer jobs, fewer American Olympians, and far fewer young people whose lives are changed by the opportunity to compete and earn a degree.

This is not an athletics issue only. American higher education is at an inflection point, and the *Protect College Sports Act of 2026* represents the best chance we have to stabilize universities and preserve college sports as a national asset. TCU stands firmly behind it, and I am eager to work with you and other key stakeholders to ensure this bill is passed and signed into law.

Thank you for your service to our country and for your consideration of this urgent matter.

Respectfully,

Daniel Pullin