



NAACP

OUT OF BOUNDS: COLLEGE ATHLETICS

TOOLKIT

NO REPRESENTATION. NO RECRUITMENT. NO REVENUE.

Across the South, Black athletes have helped build some of the most profitable college athletic programs in America, generating hundreds of millions of dollars in annual revenue. At the same time, several southern state governments are moving to limit, reduce, weaken, or erase Black voting representation by creating new, unconstitutional voting districts.

At the same time, several Southern state governments are moving to limit, reduce, weaken, or erase Black voting representation after the U.S. Supreme Court's *Louisiana v. Callais* decision. The campaign currently identifies Tennessee, Louisiana, Alabama, Florida, Mississippi, Texas, South Carolina, and Georgia as priority states and argues that their flagship athletic programs are preparing to recruit Black athletes while those athletes' communities face political erasure.

Let's let them know, you can't have one without the other. Profiting off of Black athletes while suppressing their vote is **out of bounds**.

THE SCHOOLS

We're targeting public universities in **Alabama, Florida, Georgia, Louisiana, Mississippi, South Carolina, Tennessee, and Texas** with athletic programs that:

- Surpass \$100 million in revenue, annually.
- Have a significant football and/or basketball recruiting footprint.
- Are governed by a state that has moved to reduce Black voting power or representation.

THE DEMANDS

The campaign remains in place until the targeted states:

- Adopt a state Voting Rights Act.
- Withdraw or repeal maps that dilute Black voting power.
- Commit to transparent, community-centered redistricting processes.
- Restore and protect districts where Black voters have the opportunity to elect candidates of choice.
- Stop using state power to weaken Black representation while public institutions profit from Black talent.



NAACP

OUT OF BOUNDS: COLLEGE ATHLETICS

GET INVOLVED

- Athletes & Families: Take the Pledge
- Fans & Alumni: Advocate With Your Dollars
- Support HBCUs
- Amplify Your Advocacy

ATHLETES & FAMILIES

The NAACP calls on Black football and basketball athletes to withhold commitments from targeted public programs in states that have moved to weaken Black voting power until those states restore fair maps and meaningful Black representation.

The Athlete Pledge:

“I will not allow my talent, labor, name, image, likeness, family, or community influence to be used to enrich institutions in states that are working to silence Black voters. Until fair representation is restored, I commit to exploring HBCUs, institutions in states that respect Black political power, and programs that publicly stand with our communities.”

Secondary asks

Athlete and families are asked to:

- Delay commitments to targeted programs.
- Ask coaches and athletic directors where they stand on voting rights and fair representation.
- Request public commitments from universities opposing racial vote dilution.
- Visit and consider HBCUs.
- Use NIL platforms to elevate voting rights, fair maps, and HBCU investment.
- Encourage peers not to let their athletic value be separated from their community’s political power.



NAACP

OUT OF BOUNDS: COLLEGE ATHLETICS

ALUMNI, FANS, AND ALLIES

The campaign is not only about recruits. It is about the entire economy around college sports. The NAACP calls on alumni, fans, and allies to withhold economic support from targeted athletic programs until fair maps are restored.

- Do not buy tickets to football or basketball games at targeted institutions.
- Do not purchase merchandise, jerseys, or licensed apparel.
- Do not donate to athletic departments, booster clubs, or NIL collectives connected to targeted programs.
- Do not travel for bowl games, rivalry games, tournaments, or homecoming-adjacent athletic weekends hosted by targeted institutions.
- Redirect that spending to HBCUs, HBCU athletics, HBCU bands, HBCU student scholarships, and HBCU alumni foundations.

Consider redirecting support to Historically Black Colleges and Universities (HBCUs).

- Buy HBCU game tickets.
- Purchase HBCU merchandise.
- Donate to HBCU athletic departments.
- Support HBCU NIL collectives.
- Fund scholarships for Black students.
- Attend HBCU classics, rivalry games, and homecomings.
- Sponsor HBCU student media, bands, cheer, and athletics.
- Encourage corporate partners to shift sponsorship dollars to HBCUs.

AMPLIFY YOUR ADVOCACY [DOWNLOAD ASSETS HERE](#)