



**We Will Collective and Cyclone Sports Properties Announce  
Partnership with Elite Casino Resorts**

*Collaboration to provide NIL opportunities for Cyclone student-athletes*

**AMES, Iowa** (June 6, 2025) – Cyclone Sports Properties and Iowa State’s We Will Collective have teamed up with Elite Casino Resorts on a multi-year partnership to advance Iowa State Athletics and enhance the Cyclone student-athlete experience.

The partnership provides Elite Casino Resorts with various sponsorship assets at select Iowa State sporting events while also creating new NIL opportunities for Cyclone student-athletes through the We Will Collective.

“We’re proud to align our company with Iowa State University athletics,” said Dan Kehl, CEO of Elite Casino Resorts. “The Cyclone program holds high standards of excellence and is a great fit as we build on our commitment to support athletics and academics in our communities.”

As part of the relationship, select Cyclone student-athletes will receive NIL opportunities to make appearances at Elite Casino Resorts events and appear in promotional content for the resort group.

Elite Casino Resorts also receives various branding opportunities throughout the year at We Will Collective events as well as the ability to engage fans within Jack Trice Stadium and Hilton Coliseum during the athletic season.

“The partnership with Elite Resort Casinos has been an overwhelming success for We Will and our student-athletes,” said Brent Blum, Executive Director of the We Will Collective. “Their support of our in-state programs has been hugely impactful on and off the field.”

Elite Casino Resorts owns and operates five of the Midwest's premier resort destinations, including the Riverside Casino and Golf Resort near Iowa City, Grand Falls Casino and Golf Resort in Larchwood, Iowa, Rhythm City Casino and Resort in Davenport, Iowa, Grand Island Casino Resort in Nebraska, and Walker's Bluff Casino Resort in Southern Illinois.

"Elite Casino Resorts provides several well-known destinations for Iowa State fans throughout the Midwest, and we're thrilled to have them join our Cyclone family," said Chris Andrews, Vice President and General Manager of Cyclone Sports Properties. "Their dedication to supporting our student-athletes is already very evident, and we look forward to seeing this partnership grow."

Cyclone Sports Properties, the locally based team of Learfield – the media and technology company powering college athletics – is the exclusive multimedia rights holder for Iowa State University Athletics and oversees all sponsorship agreements on behalf of the athletics department. Cyclone Sports Properties does not represent student-athletes, but on behalf of ISU Athletics, is actively engaged with brands to maximize their sponsorships when paired with student-athlete NIL.