

NEWS RELEASE

Venmo Launches Big 12 Debit Cards for Students and Fans to Score More Across Campus and on Gameday

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Partnerships with the Big 12 Conference and student-athletes will drive everyday spend with Venmo across college campuses nationwide

SAN JOSE, Calif., July 8, 2025 /PRNewswire/ -- Venmo, a leading social payments platform for young adults to manage and move their money, today announced new Big 12 Conference and school-branded card designs for the **Venmo Debit Mastercard**¹. The new co-branded Venmo Debit Cards will enable students, alumni, and fans from participating schools to celebrate their school pride and unlock enhanced rewards and exclusive access.

With the Venmo Debit Card, users can activate limited-time 15% cashback² offers from some of their favorite brands in the app, allowing them to score more on everyday purchases in-store and online. Through additional activations throughout the 2025-26 school year, cardholders of the Big 12 Conference and school-branded Venmo Debit Cards can access exclusive perks such as ticket giveaways, events, and gameday upgrades.

"Venmo's origins are on college campuses. It's where our network took hold. Today, it still plays an integral role in the way millions of college students, athletes, alumni, and fans engage with each other and move money in their daily lives," said Geoff Seeley, Chief Marketing Officer, PayPal. "We're not just putting logos on debit cards – we're creating experiences rooted in the passion and community of college sports so people can feel closer to their schools and get rewarded when they spend their Venmo balance."

Name, Image, and Likeness Partnerships Help Big 12 Student-Athletes to Pay Like a Champion

Venmo is partnering with Big 12 student-athletes Nijaree Canady, Olivia Miles, and Sam Leavitt to serve as brand ambassadors throughout the 2025-26 school year, showcasing all of the everyday ways you can spend and earn

rewards with the Big 12 Conference and school-branded Venmo Debit Cards.

Through these partnerships, the student-athletes will receive a portion of their NIL payments into their Venmo account and showcase the ability to seamlessly spend their Venmo balance in meaningful ways beyond peer-to-peer payments.

"I take pride in helping pave the way for the next generation of female athletes," said Nijaree Canady, Texas Tech softball pitcher. "This partnership with Venmo will help create real financial empowerment for athletes, and I'm excited to help them break new ground as part of it. I already use Venmo all the time, and now with the Texas Tech Venmo Debit Card, it will be easier than ever to put my NIL earnings to work in ways that matter to me and support Red Raider Nation at the same time."

"Partnering with Venmo allows me to take more ownership of my financial journey as a student-athlete," said Olivia Miles, TCU guard. "With the TCU Venmo Debit Card, I can spend my NIL earnings in so many ways – whether it's helping to cover travel to support my family, giving back to the community, or just handling everyday essentials like groceries and training meals. What makes this partnership even more special is being able to share what I've learned about the Venmo Debit Card benefits and financial responsibility to guide the next generation of student athletes."

"Venmo is already part of my everyday life. It's how I split meals with teammates, pay for essentials, and stay connected off the field," said Sam Leavitt, Quarterback for the Arizona State Sun Devils. "Partnering with Venmo means more than just financial support - it gives me freedom over how I spend these NIL funds with my Big 12 Venmo Debit Card to make a difference. Whether it's helping out my teammates, supporting local causes, or investing back into the ASU community, I'm grateful to work with a brand that understands the power of connection and empowers athletes like me to uplift the people around us."

Available this fall, students, athletes, alumni, and fans from Arizona, Baylor, Colorado, Iowa State, Kansas State, Oklahoma State, TCU, Texas Tech, UCF, Utah, and West Virginia can score more with school-branded Venmo Debit Cards. A Big 12 Conference card will also be available for students and fans of other schools in the Conference.

The Big 12 Conference and school-branded Venmo Debit Cards are expected to be available for sign-up and virtual card access on August 11th, with physical cards shipping in September. To join the waitlist for the Big 12 Conference and school-branded Venmo Debit Cards, go to: venmo.com/collegecard.

Welcoming a New Era in Collegiate Athletics

Later today at the Big 12 College Football Media Day, Venmo will bring together Brett Yormark, Big 12

Commissioner, Geoff Seeley, PayPal Chief Marketing Officer, Sam Leavitt, and Olivia Miles to discuss the new revenue share agreement, marking a monumental shift in how student-athletes can further benefit from their NIL and institutional payments. Tune into the conversation live on ESPN+ at 2:45 pm CT.

About Venmo

Venmo is the go-to money movement app of the next generation, offering fast, safe, and social payments. With best-in-class experiences for users to send, split, shop, and sell, Venmo enables a seamless flow of money between the people and places that matter most to millions of users across the United States. For more information, go to: **Venmo.com**.

About Big 12 Conference

The Big 12 enters its 30th year as one of the nation's premier conferences in college athletics under the leadership of Commissioner Brett Yormark. Since joining the Conference in August 2022, Yormark has elevated the Big 12 to new heights, emphasizing marketing, brand building and instilling an innovative strategy that has resonated across the college athletics landscape. The Conference is composed of 16 universities spanning 10 states and four time zones. The Big 12 members include Arizona, Arizona State, Baylor, BYU, UCF, Cincinnati, Colorado, Houston, Iowa State, Kansas, Kansas State, Oklahoma State, TCU, Texas Tech, Utah, and West Virginia. The Big 12 began play in 1996 and is the home of 91 team NCAA national championships, and 775 individual national champions. The Big 12 Conference office is located in Irving, Texas.

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2 Max \$8 avail. monthly per participating merchant. See terms at venmo.me/helpcenter.

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