



Daniel Render Discusses the Future of College Sports Regulation with *Sports Business Journal*

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Katten Sports and Sports Facilities Partner and Co-Chair Daniel H. Render sat down with *Sports Business Journal* to share what's on his mind: the future of private investment in college sports. His take is clear; the future is ripe with opportunity but should be approached with responsibility and care by all involved. "I think it's important that smart people put their heads together . . . and do something that benefits the athletes, universities, towns and communities that have these prestigious institutions participating," said Daniel. "[They should] think long-term and not just short-term."

Daniel [most recently provided counsel](#) to firm clients Greg and Dawn Williams on their \$401 million commitment to Michigan State University (MSU), which included a groundbreaking \$100 million investment in Spartan Media Ventures, a for-profit entity created to elevate the brand of MSU athletics, facilitate capital investment and accelerate the commercial operations of Spartan Ventures, a non-profit entity created to support MSU athletics and student-athletes.

In the future, he also sees himself representing a university and strategizing how to put the capital to use sustainably. "[I would hopefully be] a part of the creation of a sports and entertainment district for a big university. That would be really fun," he said.

["On My Mind: Daniel Render on Facility Opportunities in College Sports,"](#) *Sports Business Journal*, August 14, 2026

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