Press Coverage | March 6, 2026

Why Are College Sports and Private Equity Converging? Here Are the Best-Case Scenarios

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Mark T. Wilhelm

Mark Wilhelm, a partner in Troutman Pepper Locke's Corporate Practice Group, was quoted in the March 6, 2026 *The Athletic* article, "Why Are College Sports and Private Equity Converging? Here Are the Best-Case Scenarios."

> "That's the bet that athletic departments are making," said Mark Wilhelm, who has worked on both sides of PE deals as a partner at the law firm Troutman Pepper Locke.
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> …
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> "Let's get that cash infusion today," Wilhelm said, "and then we can use that to be competitive, move up and hopefully grow the (revenue) pie in the future."
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> …
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> When Wilhelm thinks through other ramifications, he uses a word fans and administrators would welcome.
>
> Stability.

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