In October 1965, students Ray Bourhis and Sally (Huber) Lanyon built a papier-mâché mascot at the Pi Beta Phi sorority house with the help of the sorority members and $50 from Ohio Staters, Incorporated, a student service organization.

The mascot made its debut by walking down the entrance ramp at Ohio Stadium on October 30, 1965, at Ohio State’s Homecoming football game against Minnesota. Soon after, Ohio Staters hosted a contest to name the mascot. Kerry Reed submitted the winning selection, Brutus Buckeye.

Because the papier-mâché Brutus was not durable, Ohio Staters ordered a fiberglass version of the mascot in order to make it more sustainable.

At the conclusion of the 1965 football season, management of Brutus was turned over to Block “O,” the student organization dedicated to school spirit. Block “O” managed the mascot until 1974 when Brutus became part of the university’s Department of Athletics spirit squad.