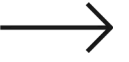




NAME IMAGE LIKENESS

Creating value now...
Building for the future

What Is NIL?



Stands for “Name, image, and likeness”
...but what does that really mean?

NIL is an individual’s personal brand. NIL legislation allows athletes still in college to license their name, images, signatures, and audio/visual renderings to third parties in connection with advertising, marketing, and promotions.

NIL is about using a celebrity’s fame or social status to promote a product, brand or service, or to raise awareness about an issue.

And, in exchange, to be paid fair value!



NIL is as old as college sports

In 1852, the first-ever intercollegiate event took place—a crew race between Yale and Harvard on Lake Winnepesaukee in New Hampshire. It was sponsored by a railroad company in order to attract tourists.

The NCAA was founded in 1906. The NCAA and its members have been capitalizing off NIL for the last 116 years! It's just a matter of who gets paid.

On July 1, 2021, everything changed.

After the Supreme Court's unanimous ruling in the Alston case coupled with several states passing laws to legalize NIL for college athletes, the NCAA membership agreed to an "interim suspension" of its amateur rules prohibiting student-athletes from profiting from their NIL.

NCAA legal battles that impacted NIL...

Waldrep vs. TCU (injured in 1974, case settled in 2000)

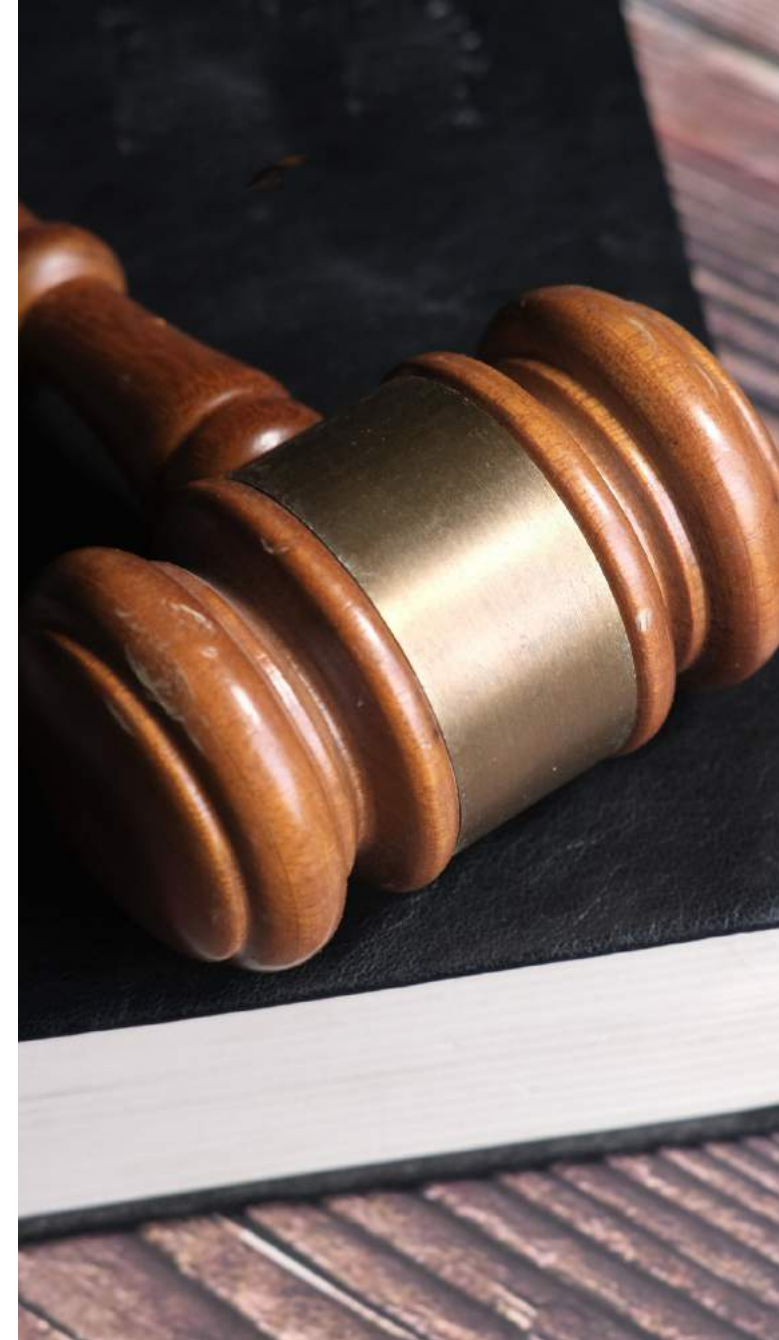
TCU running back paralyzed in game against Alabama. TCU stopped paying medical bills after nine months. Waldrep sued to receive workman's compensation, arguing he was an employee. In 2000, the Texas appeals court rejected Waldrep's claim, ruling that he was a "student athlete," not an employee.

Bloom vs. NCAA (2004)

NCAA allows athletes to be a paid professional in one sport and retain amateur status in another. However, NCAA draws the line with mogul champion and Colorado football player Jeremy Bloom receiving paid endorsements to support skiing career.

O'Bannon vs. NCAA (2014)

Former college basketball star sues the NCAA over its licensing his NIL to EA Sports for commercial purposes.



NCAA legal battles that impacted NIL...



Alston vs. NCAA (2021)

NCAA appealed a lower-court ruling striking down its ability to restrict what college athletes could “legally” receive beyond tuition, room & board, full cost of attendance. Why? They wanted conservative-leaning SCOTUS to uphold that it is immune from antitrust laws. NCAA’s Hail Mary failed in a major way.

Supreme Court Justice Kavanaugh’s concurrent opinion puts NIL on the fast track...

“Nowhere else in America can businesses get away with agreeing not to pay their workers a fair market rate on the theory that their product is defined by not paying their workers a fair market rate. And under ordinary principles of antitrust law, it is not evident why college sports should be any different. The NCAA is not above the law.”

The Top Five Benefits of NIL

1) Earn money, pay off debt (if any) and build wealth

Financial independence is the start of all kinds of awesomeness.

2) Build marketable skills

Improve communication skills, learn about branding and marketing and gain valuable business and real life experience.

3) Learn to add value in business relationships

NIL is about delivering value to whoever is paying you—brands, firms, individuals.

4) Develop key relationships

Network with community, business leaders, like-minded peers.

5) Improve communities

Athletes using their NIL platforms to support worthwhile causes and organizations is a powerful form of “enlightened self-interest,” where they help others, but also help themselves.

Maximize Your NIL Opportunities

- Associate with brands that sell products or services that are a good fit for YOU. Authenticity = Success.
- Quality over quantity. Prioritize growing as an athlete and a student first while building relationships with authentic brands.
- Focus on localized opportunities before going national. A strong local approach is likely more beneficial for you and the community.
- Share stories and engage with your audience so fans feel like they are a part of the team. This will lead to numerous opportunities.
- Protect your intellectual property by thinking long-term. Consult with an agent, a lawyer, an accountant, or a financial planner to understand the impacts that your partnerships have.
- Social media should be FUN but it is also a tool that can attract endorsements. Be smart!
- Don't wait for others to come up with your idea. Launch your own brand, create merchandise, be philanthropic, host camps/clinics, and do what makes you excited!

