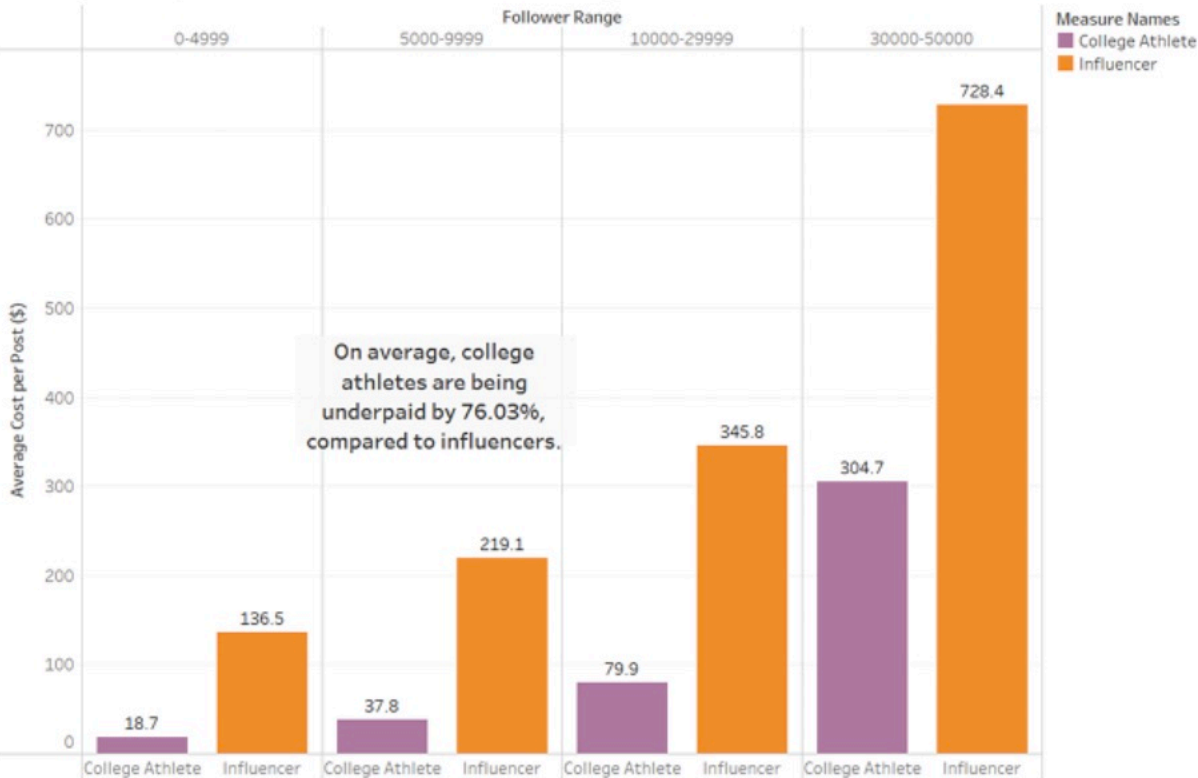


A Guide to NIL Compensation for Student Athletes

Average Cost per Post for Influencers and College Athletes



College Athlete and Influencer for each Follower Range. Color shows details about College Athlete and Influencer.

Student athletes' compensation for a sponsored Instagram post should be aligned with influencer pay - especially considering their high engagement rates.

Engagement Rate = Interactions (Likes, Comments, Shares)

Followers

Average among
Influencers
1-3%

Average among
Student-Athletes
5.5%

Suggested Price per Post for Student Athletes:

INSTAGRAM FOLLOWER RANGE	COST PER POST
0 - 4999	136.50
5000 - 9999	219.09
10000 - 29999	345.83
30000 - 50000	728.43