

NIL Case Study

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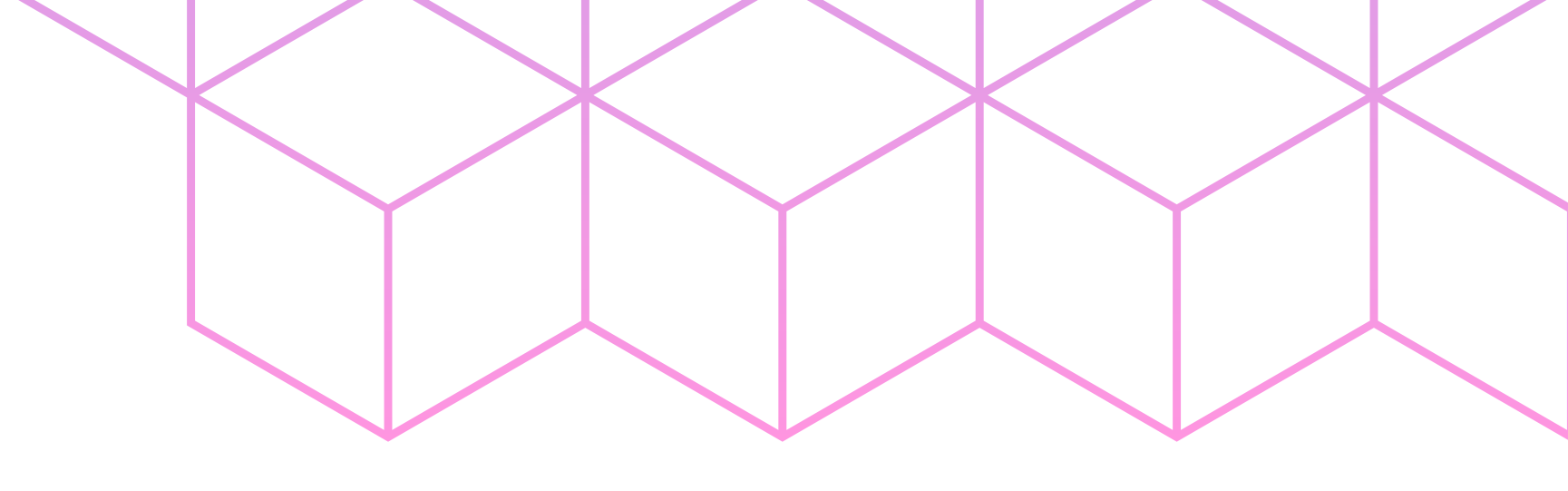
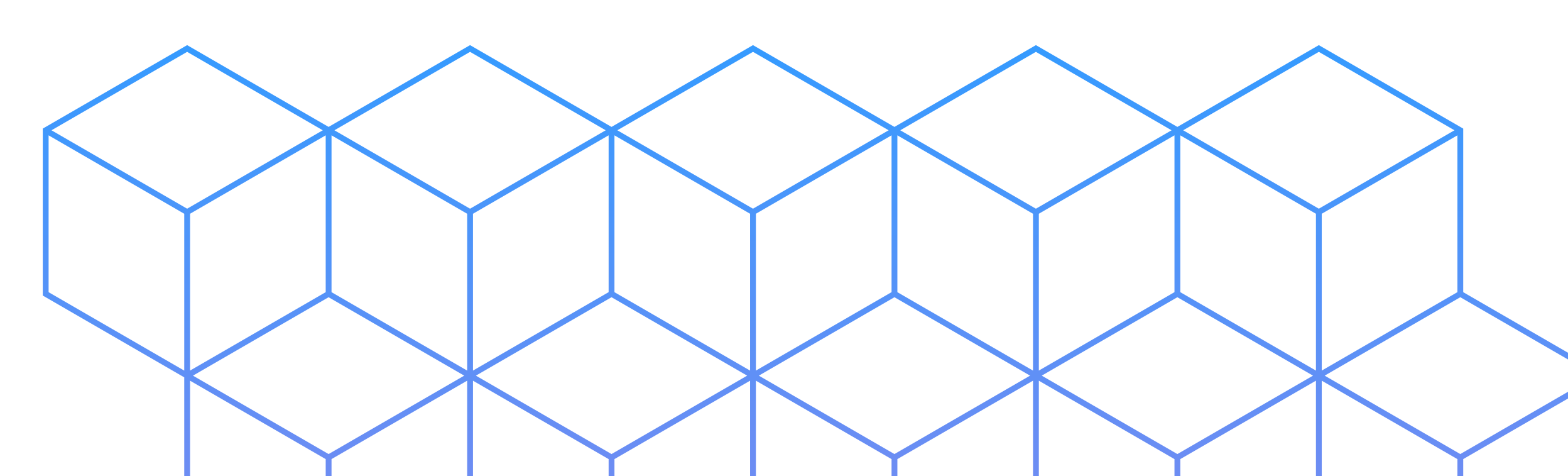
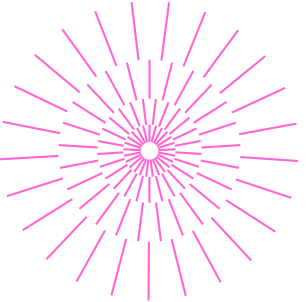
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What is NIL?

NCAA approved
rules so players
profit off their name
image and likeness

NIL
began on
July 1st, 2021

Legally overcame
California's
Fair Play Act

Contributes to a
multibillion-dollar
industry

Created deal
opportunities with
brands for content



Purpose Statement

The purpose of this case study is to evaluate the benefits and challenges of NIL for student-athletes, universities, and stakeholders in the sports industry. By assessing current trends, legal frameworks, and market developments, this study aims to provide insight into the evolving dynamics of college sports and offer strategic recommendations for managing NIL going forward.

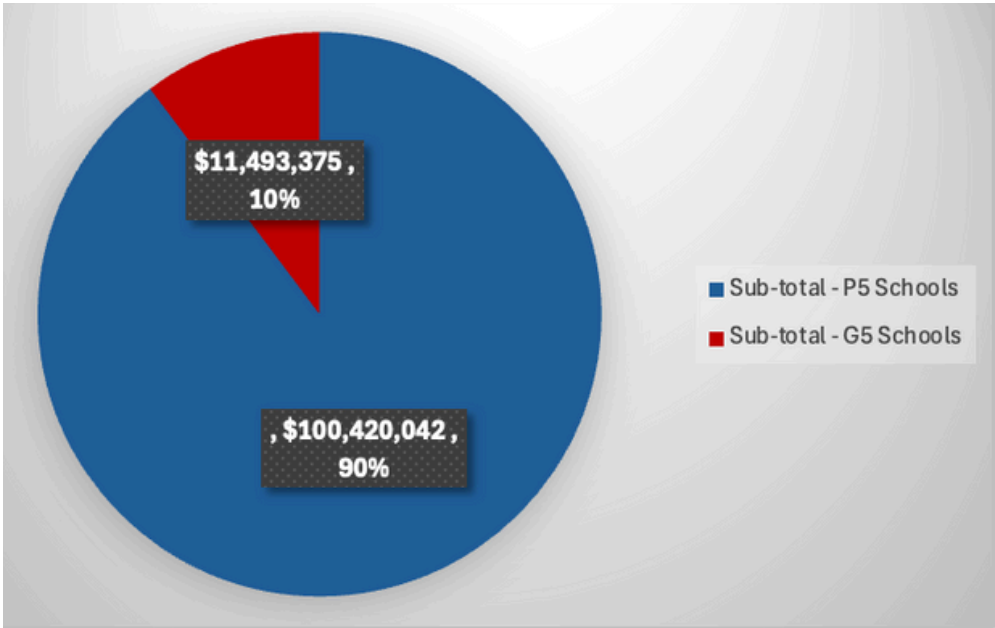
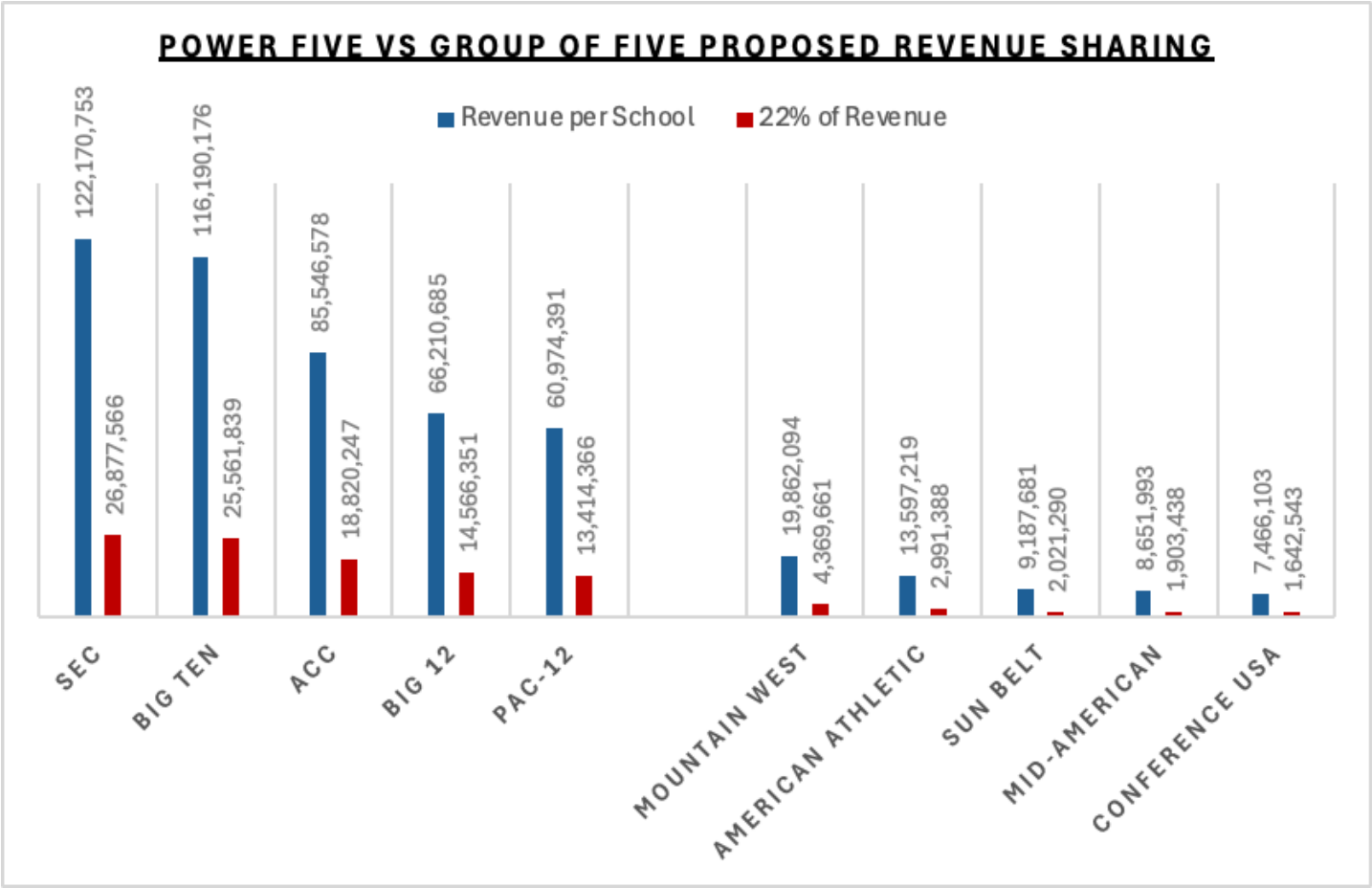
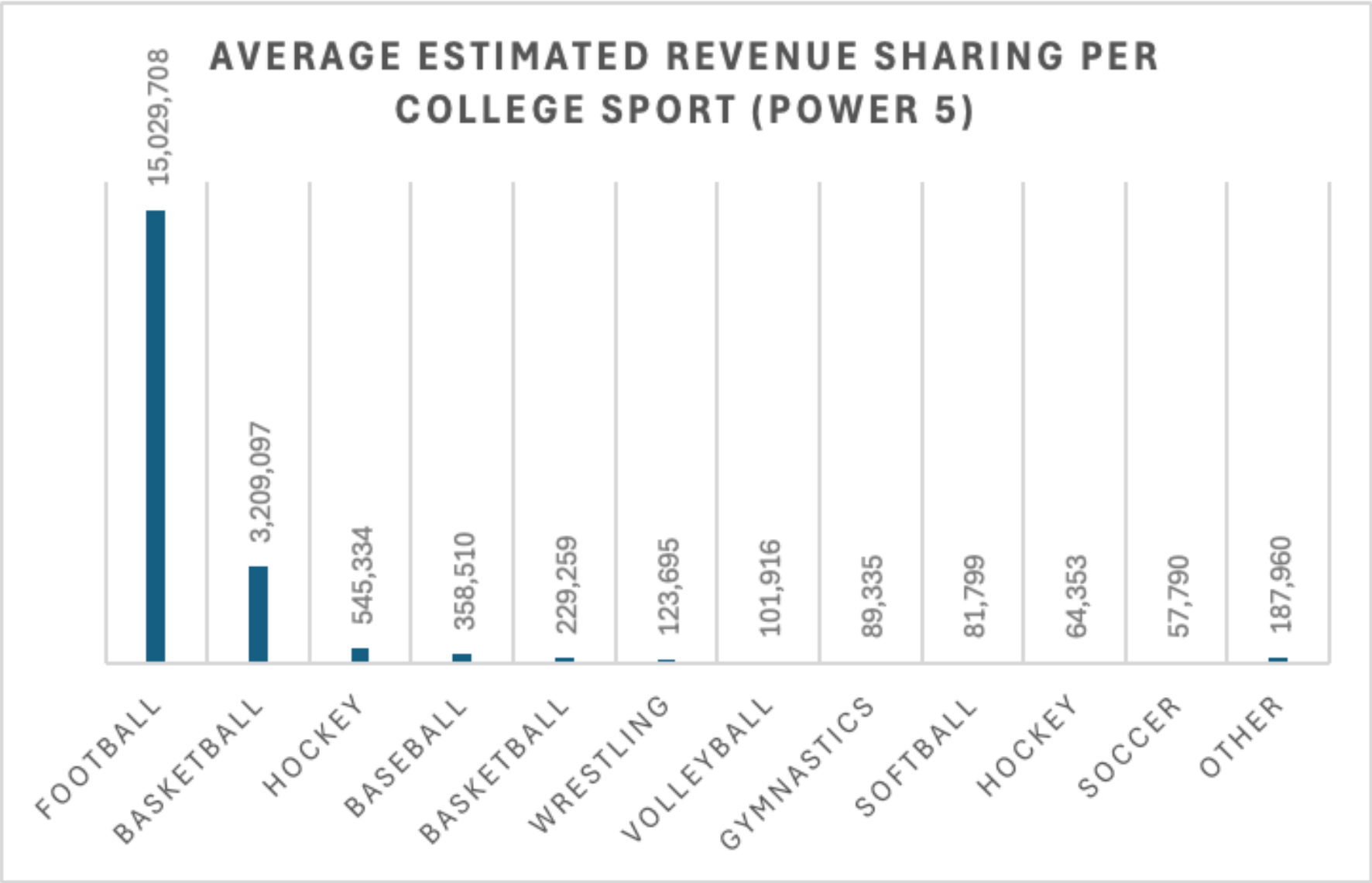
House v. NCAA



Proposed Settlement

- Schools allowed to allocate up to 22% of revenue to student-athletes (media, ticket, and sponsorship)
- Institutions can pay athletes directly for NIL (subject to 22% cap)
- Third-party NIL agreements still allowed but subject to oversight
- Maintains existing benefits like:
 - Free tuition, room & board, medical care, academic support, etc.

Effect of House v. NCAA on NIL and College Sports Landscape



Increase Local Sponsorship Deals for Athletes Using NIL

S

Facilitate local businesses in signing NIL sponsorship deals with student-athletes over the next academic year to raise awareness of both the athletes and the school's athletic programs.



M

Track the number of sponsorships secured, aiming for \$50,000 total in sponsorship revenue across all athletes involved.



A

Host an annual sponsorship event for local businesses and offer NIL education sessions to businesses and athletes to ensure understanding of the process.



R

Create local buzz around the athletes, generating more community support for smaller schools while also providing financial benefits for the athletes.

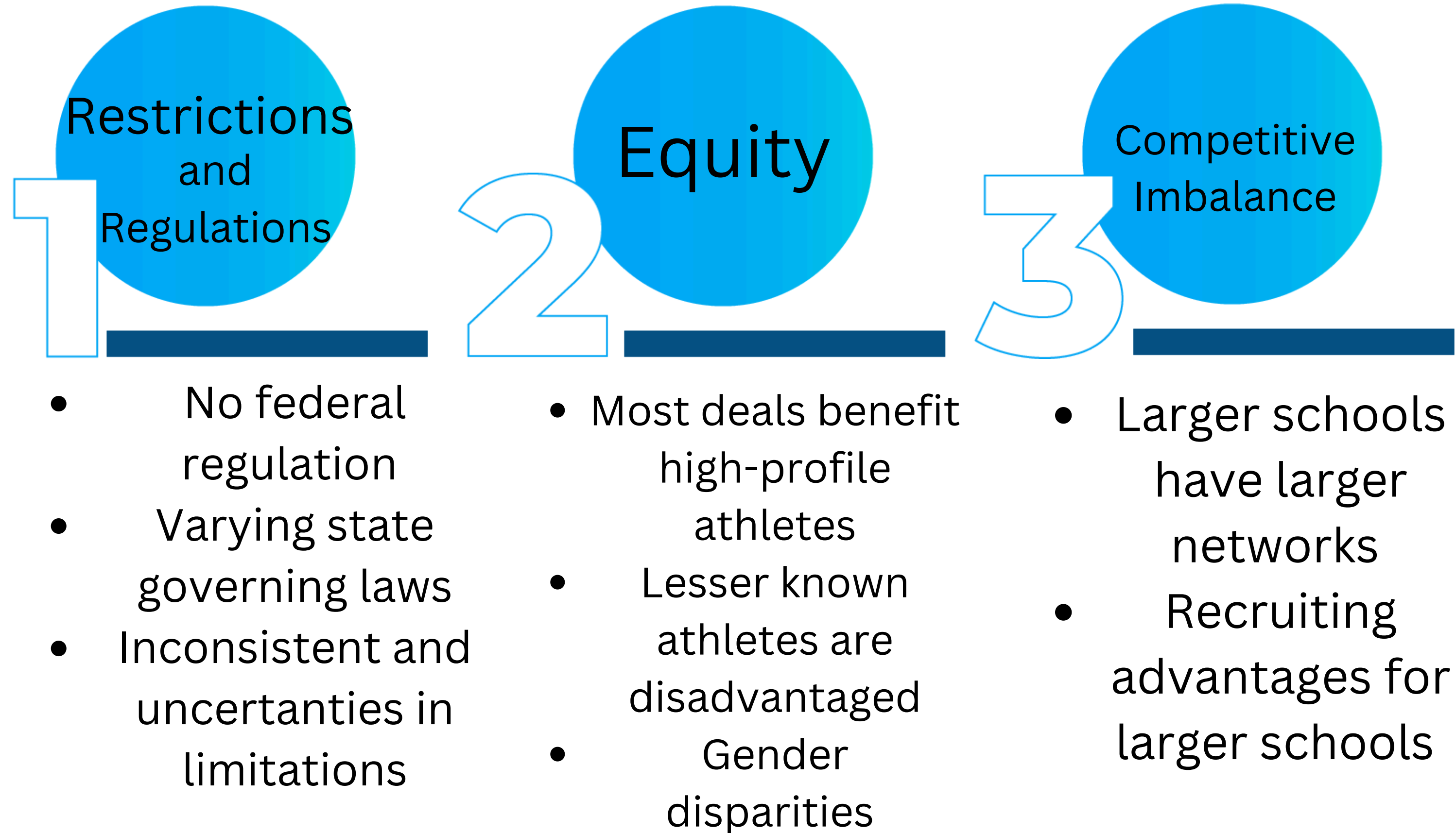


T

Hold sponsorship events every 60 days and secure all sponsorship deals by the end of each semester.



Current Problems



Problem Solution

1

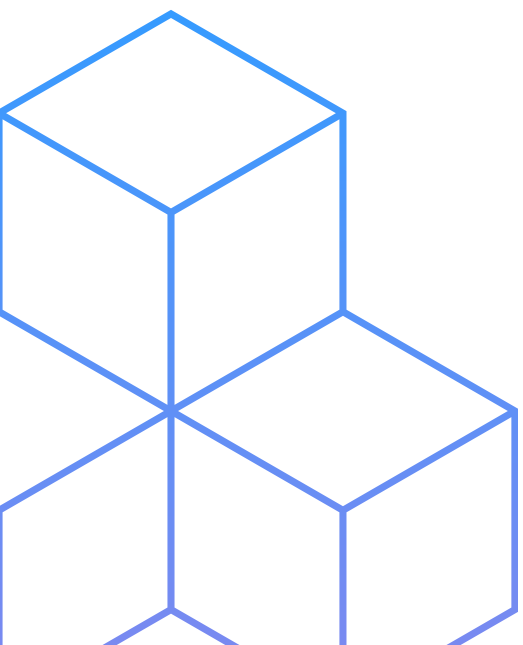
Increase oversight with NIL deals and create balanced regulations to ensure fairness and prevent exploitation

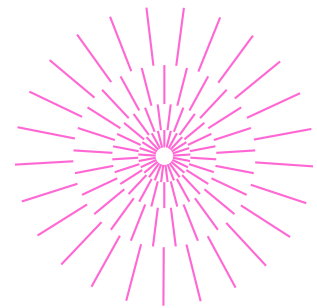
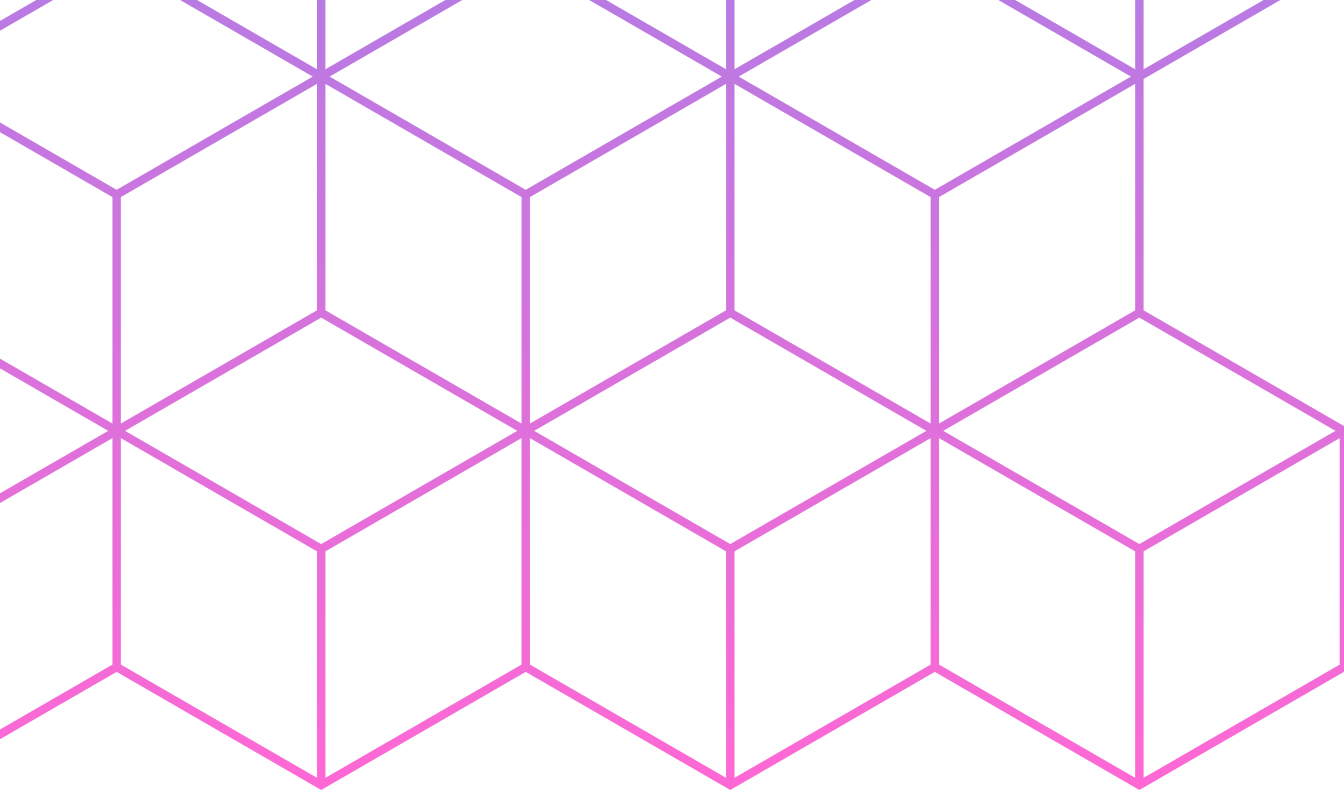
2

Institutional Support for Non-Revenue Sports, Group Licensing Agreements, and Leveraged Social Media Influence

3

Implement revenue sharing models, create transparent guidelines, limit NIL booster involvement in recruiting





Conclusion

- NIL represents a pivotal moment in college sports, providing athletes with unprecedented financial opportunities.
- It has also introduced new challenges that require thoughtful governance.
- The NCAA, universities, and lawmakers must work together to create equitable policies that safeguard the interests of all student-athletes while ensuring the long-term health of collegiate athletics

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