





As a business, how may you engage with an athlete in the NIL era?

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|  Hire an athlete for the use of their NIL to endorse and/or market your business |  Deals that serve as "pay-for-play" or compensation for athletics performance |
|  Traditional/social media endorsements, autographs, appearances, etc. that align with Nebraska policy and/or state law |  Deals that serve as a recruiting inducement for an athlete to enroll or re-enroll at Nebraska |

CONSIDERATIONS

- Determine your target audience.**
 - Make sure the endorsement is authentic to the athlete's brand
 - Identify the impact of engaging with athletes that align with your brand
 - Will this endorsement help or hurt the athlete?
- What type of engagement will be most effective for your business and the athlete?**
 - Traditional endorsement, social media engagement, appearances, autographs, etc.
 - Cash v. in-kind payment (product/discount)
 - Create a marketing strategy that is mutually beneficial for both parties
- Begin to think of the terms of the agreement – What works for your business and are there any regulations the athlete needs to abide by?**



PROCESS

- Determine the best fit for your business/brand and how you will contact the athlete.**
 - Athlete Directory
 - [Nebraska Huskers NIL Marketplace](#) (QR Code Below)
 - Social Media
 - Athlete business email
 - Professional service provider/agent
- Review Nebraska's NIL policy for any pertinent guidelines.**
 - Nebraska athletes and businesses should follow guidelines on use of logos/marks.
 - Nebraska athletes are required to disclose all NIL activities and it's important to inquire on protocol.
 - Currently, international athletes on an F-1 visa are limited in the paid NIL activities they can partake in.
- Determine and agree to terms and compensation structure with the athlete and their representation.**

HUSKER MARKETPLACE

Search and/or hire a Nebraska athlete today by scanning the QR code to visit the Nebraska Marketplace!



NIL Policy Questions:
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DISCLAIMER: The information above is an overview of the rules that apply but does not constitute legal advice.

Businesses: Dos and Don'ts

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| <input checked="" type="checkbox"/> Businesses can reach out to jbateman@huskers.com on NIL related or Nebraska policy questions | <input type="checkbox"/> Nebraska employees/coaches may not facilitate communications between a booster and a prospect |
| <input checked="" type="checkbox"/> Businesses can reach out to a Nebraska athlete directly or through the Huskers Marketplace | <input type="checkbox"/> Communicating specific financial terms with coaches or Nebraska staff members |
| <input checked="" type="checkbox"/> Promotion of your businesses current/past deals with athletes to the public or through social media | <input type="checkbox"/> Conversations with coaches on earmarking specific deals or dollar amounts for athletes or teams |
| <input checked="" type="checkbox"/> Educating other local businesses and supporters about developments | <input type="checkbox"/> Businesses cannot use Nebraska marks without contacting Trademark Licensing Office |
| <input checked="" type="checkbox"/> Interested businesses should remind athletes to disclose their NIL deals in the Opendorse App | <input type="checkbox"/> Recruiting conversations between a booster and a prospect are not permissible under NCAA rules |

Examples of Nebraska Athlete NIL Opportunities

TRADITIONAL ENDORSEMENTS + SOCIAL MEDIA

Compensating an athlete to endorse a product in any medium

- Pet Supply Store pays a quarterback to post a photo with his dog promoting the store
- Activewear brand pays a golfer to post photos in the company's clothes

IN-KIND DEALS (FREE SHOES, MEALS, ETC.)

Providing "free" product for a photo, autograph, social post, etc.

- Salon offers a soccer player a free manicure in exchange for taking a photo in the lobby
- Electronics store offers a basketball athlete an Xbox in exchange for a few social media posts

APPEARANCES, AUTOGRAPHS + CAMPS/CLINICS

Receiving a service and compensating an athlete for their time

- Local gym hosts a camp in partnership with a volleyball athlete
- Event venue pays a softball athlete to sign autographs at its grand opening

UNIQUE DEALS

Complex deals, including giving equity in companies in exchange for product endorsement or utilizing NIL for NFTs

- Cell phone provider gives pole vaulter equity in its company in exchange for social media promotion
- Tennis athlete is asked to sit on a Board of Directors for a local non-profit organization

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