

NIL 101

Understanding the basics
for student-athletes



I
INFLUENTIAL
ATHLETE



NAME:

Your actual name

Examples:

Using your full name or nickname in advertising

Your name on merchandise

Using your name in marketing materials

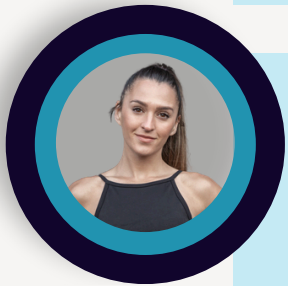


IMAGE:

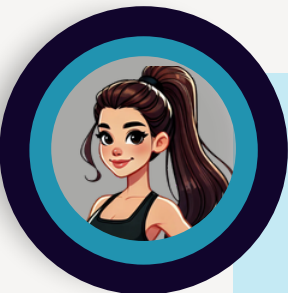
Any visual representation of you

Examples:

Photos - action shots, portraits

Videos - game footage, interviews, social media

Drawings - depictions of you artistically



LIKENESS:

Anything that uniquely identifies you

Examples:

Your voice

Your signature

Distinctive mannerisms

AI-Generated Representations



Your Right

NIL rights essentially grant athletes the right to control how their personal identity (their name, image, and any other unique characteristics) is used for commercial purposes. This allows them to profit from their own personal brand and popularity.

NIL rights are closely tied to the legal concept of "right to publicity," which protects an individual's right to control the commercial use of their identity.

Popular Ways to Make Money with NIL:

- **Endorsements:** Partnering with brands for product or service endorsements
- **Social Media Marketing:** Creating sponsored content or giving reviews and testimonials
- **Autograph Signings:** Charging for autographs or personalized merchandise
- **Camps/Clinics:** Being a guest coach or skills expert

Benefits of NIL:

- Entrepreneurship
- Financial Literacy
- Personal Development
- Professional Development
- Experience
- Resume Boost
- Connections