

NIL Education Partnership

Your Next Steps



1

Partnership Announcement

We will provide you with a pre-written email announcement detailing our partnership for distribution to your students and families. This will preview the educational resources and workshops available to them through our partnership.



2

Branding & Website Updates

We will provide our logo for use on your website and marketing materials. Consider adding an NIL Resources tab to your school/conference website as a central hub for information. We will supply the following resources:

- NIL Best Practices: A 10-Step Guide for Athletic Directors
- 5 Steps to an Effective NIL Website
- OHSAA's NIL Rules Overview
- NIL 101: Understanding the Basics for Student-Athletes
- NIL & You: Dos & Don'ts for OH Student-Athletes
- NIL Compliance Guide for Donors & Businesses
- Preseason Parent Packet (Includes NIL policy, basics, dos & don'ts, benefits, FAQs)



3

Scheduling Your 1st Athlete/Parent NIL Workshop

Select several preferred dates/times (and a location if in-person is preferred for an additional fee) for your first formal NIL workshop. Send your options to us for confirmation. Once finalized, we'll provide email communication for you to share with families. Plan to send two reminder emails leading up to the event.



4

Scheduling Your Coach/Staff NIL Workshop

Select several preferred dates/times for your coach/staff-focused NIL workshop. Send your options to us for confirmation. Once finalized, we'll provide email communication for you to share with your school community.



5

Retainer Access for NIL Questions

Direct all NIL-related questions through your AD, or if in a conference partnership, through your conference commissioner - who will serve as the designated point of contact for Influential Athlete.



6

Planning Your 2nd Athlete/Parent NIL Workshop

Select and submit several preferred dates/times (and a location if in-person is preferred for an additional fee). Upon confirmation, we'll provide email communication for you to send out. Plan to send two reminder emails leading up to the event.