



# ***THE STATE OF NAME, IMAGE & LIKENESS (NIL)***

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A highlight of the last  
year in the "Wild West"  
of College Sports



# ***THE EVOLUTION OF NIL***

1

**JULY 2021**

Student-Athletes can officially profit off their Name, Image & Likeness

2

**AUGUST 2021**

Built Bar started the "Teamwide" deals partnering with the entire BYU football team; followed by companies like College Hunks Hauling Junk

Cavinder Twins have signed deals with Boost Mobile, WWE, Champs, and Eastbay

3

**SEPT 2021**

The Gator Collective launches at the University of Florida, and NIL "Collectives" became the newest trend in the market

4

**WINTER 2021**

Marketplace Apps such as Opendorse and MarketPyyce begin partnering directly with Universities

Spencer Rattler signs promotional deal with car dealers and receives TWO vehicles

5

**SPRING 2022**

60 known NIL Collectives have been established across the country



2023 5-star QB prospect allegedly signs \$8 million dollar NIL deal

6

**PRESENT**

States begin to legislate how restrictive if at all, their NIL policies should be



# ***FOUR TYPES OF NIL COMPANIES***



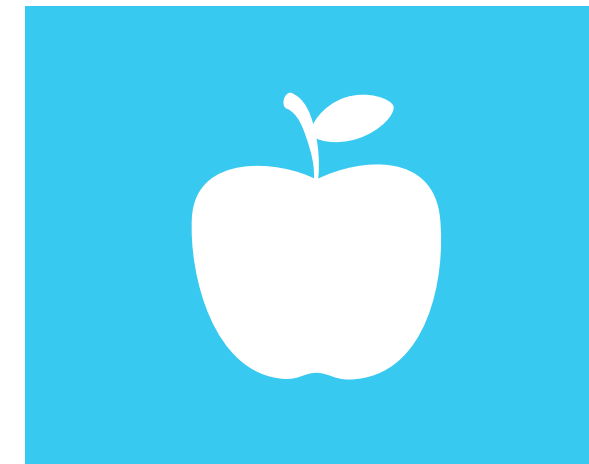
## ***MARKETPLACES***

Where student-athletes can find deals with local and national brands, as well as fans, with the marketplace taking a % of the agreement, or charging a monthly fee to one of the parties



## ***COMPLIANCE***

Companies partnering directly with Universities to ensure reporting of all NIL deals for student-athletes



## ***EDUCATION***

Companies creating educational content around NIL, including influencer marketing, tax reporting, brand building, etc, that they license to Universities and Collectives



## ***AGENTS***

Registered NBA, NFL, and other professional agents have joined the NIL space, as well as marketing specialists

# CHALLENGES FOR STUDENT-ATHLETES

## 01 Awareness of Opportunities

Many student-athletes assume that the deals are only for revenue-generating sports or Tik Tok Stars

## 02 Tax Implications

18-25 year olds getting paid in a variety of different methods: Venmo, Paypal, Stripe, Cash, with not all companies assisting the student-athletes by withholding their taxes, or assisting them come tax season

## 03 Lack of Guidance

Very few Athletic Departments have committed to a full-time NIL Coordinator or invested in programs to teach their student-athletes anything around NIL

## 04 Predatory Companies

Bad actors in the space looking to take advantage of student-athletes. Not every student-athlete has someone to help vet their opportunities.



# ***FEARS FOR ATHLETIC DEPARTMENTS***

## **01 Compliance**

The last thing an Athletic Department wants is for one of their student-athletes to become ineligible from participating in college athletics while a member of their program

## **02 Rogue Fans & Alumni**

Many Collectives and NIL Initiatives have been started after impatient alumni and fans weren't satisfied with what their Athletic Departments were doing in the NIL Space

## **03 Vague Legislation**

Many Athletic Departments are taking a hands-off approach to NIL until more clear state legislation is passed

## **04 Coaches as Bad Actors**

Athletic Directors know the ever-growing pressure on coaches to answer a student-athlete, whether a prospect or current rostered players' questions about how they'll help them make money



# ***FOUNDATIONAL V. STAR-STUDDDED DEALS***

## ***FOUNDATIONAL***

**All 13 team members on UNLV's roster will receive a \$500 monthly lifestyle allowance from a local Toyota dealer and commercial real estate company**

## ***STAR-STUDDDED***

**Top transfer prospect has announced that he will join the Miami Hurricanes. The rising junior will receive: A car, and \$800,000 over two years**





# ***NIL COLLECTIVE OVERVIEW***

## **What is an NIL Collective?**

A NIL Collective is a group of the most passionate fans, alumni, and businesses who come together to help create Name, Image, and Likeness (NIL) opportunities for the student-athletes (SA) of their favorite university.

## **Are Collectives affiliated with the schools?**

No. Collectives are 3rd party professional servicer providers. Most programs are dedicated to creating NIL opportunities that exclusively benefit the student-athletes, fans, and businesses of a University's community.



# ***OUR APPROACH TO NIL COLLECTIVES***

## **The "Friends of" NIL Collective Management Program**

The "Friends of" Program powered by our team at Blueprint Sports is a full-service NIL Collective Management Program and a turn-key solution for the most passionate supporters. Our program ensures industry-leading standards and guarantees compliance with NCAA and state regulations.

### **Blueprint Sports current "Friends Of" Programs:**

**FRIENDS OF  
BASEVOLIS**

**FRIENDS OF  
SPIKE**

**FRIENDS OF  
THE PACK**

**FRIENDS OF  
UNILV**

**FRIENDS OF  
WILBUR & WILMA**





# ***OUR APPROACH TO NIL COLLECTIVES***

## **Full transparency with the Athletic Department & Coaches**

Blueprint Sports and our collective programs take pride in, at all times, having full transparency with the University's Athletic Departments on all NIL Opportunities we facilitate through twice a month conversations with the school's Compliance Directors.

## **Education, Tax Reporting, and Opportunity Vetting**

Student-Athletes that opt into a "Friends of" program are taken care of by our full-service local team of GM & Advisory Board, and our national team for tax reporting and payments.



# OUR APPROACH TO NIL COLLECTIVES

## Answers to the Challenges facing Student-Athletes

### 01 **Awareness of Opportunities**

Our Collectives are non-exclusive, as we try not just to amplify but maximize any opportunities for the student-athletes of our programs

### 02 **Tax Implications**

During onboarding, we allow and highly encourage the student-athletes to let us take out and withhold taxes in advance, so the student-athlete is not stuck with the bill come April

### 03 **Lack of Guidance**

Local dedicated GMs, Advisory Board, and National Team the every student-athletes disposal for expertise in NIL, branding, life as a student-athlete, business, and more

### 04 **Predatory Companies**

Our #1 priority is the well-being of all student-athletes and vetted all NIL opportunities presented to the student-athlete before any conversations begin



# ***OUR APPROACH TO NIL COLLECTIVES***

## **Solutions to the fears facing Athletic Departments**

**01 Compliance**  
Full-service compliance reporting by teaming with the Athletic Department for their preferred methods and best practices

**02 Rogue Fans & Alumni**  
Our GM and Advisory Board made up of local prominent community leaders and former student-athletes maintain the best interests of the student-athletes at all times

**03 Vague Legislation**  
Only executing at the comfort level of the Athletic Administration for all NIL opportunities by maintaining transparency at all times

**04 Coaches as Bad Actors**  
Maintaining accountability through over communication with Athletic Department



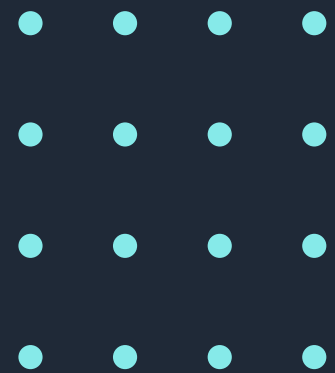
# ***OPPORTUNITIES MOVING FORWARD***

## **Nevada must continue to be at the forefront of NIL**

For the universities, student-athletes, alumni, fans, and local businesses in the communities, it is vital for Nevada to be progressive when drafting NIL legislation.

Student-Athletes deserve the opportunity and should not be restricted from maximizing their earning potential through NIL opportunities.





# ***THANK YOU***

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