

NIL AND YOU

The Benefits for Student-Athletes

Name, Image and Likeness presents a unique opportunity for student-athletes to get professional experience at a younger age helping them bridge the gap between their success as an athlete and their success in their next chapter once their athletic career comes to an end.



1 FINANCIAL BENEFIT

- **Earning Income:** Generate revenue through endorsements, sponsorships, social media posts, and other ventures.
- **Financial Literacy:** Gain experience managing personal income, taxes and expenses. Develop a business mindset.

2 CAREER DEVELOPMENT

- **Professional Skills Development:** Learn business, negotiation, and marketing skills.
- **Personal Brand Building:** Learn how to craft your reputation with intention to align with your values and passions.
- **Resume Building:** Gain experience working with brands, handling contracts, and managing projects.
- **Networking Opportunities:** Build relationships with business professionals, brands, and mentors.

3 LIFE SKILLS

- **Communication:** Learn how to confidently communicate with people in positions of authority.
- **Time Management:** Balance sports, academics, and NIL activities.
- **Social Impact:** Learn how to use your platform to do good in your community and make a positive impact.