





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

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|  Hire an athlete for the use of their NIL (such as endorsing or marketing your business) |  Deals that serve as "pay-for-play" or compensation for athletic performance |
|  Traditional/social media endorsements, autographs, appearances, etc. that align with NIL policy and law |  Deals that serve as a recruiting inducement for an athlete to enroll or re-enroll at KU |

CONSIDERATIONS

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



PROCESS

1. Determine the best fit for your business/engagement and how you will contact the athlete.
 - [Athlete directory](#)
 - Social media
 - [Opendorse](#)
 - Professional service provider/agent
2. Review KU's NIL policy for any pertinent guidelines.
 - [KU's NIL Policy](#)
 - Are school marks/logos permitted to be used and/or worn as part of the NIL activity?
 - Is the athlete required to disclose/report the NIL activity to his/her school? If so, when and how?
 - As of June 2022, international athletes on an F-1 visa may not engage in paid NIL activities in the U.S.
3. Determine and agree to terms and compensation structure with the athlete and their representation.

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

EXAMPLES 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
- Hardware store features a track and field athlete in a local commercial
- Activewear brand pays a rower 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 gives swimmer a free manicure in exchange for taking a photo for the lobby
- Car dealership provides a baseball athlete use of a truck in exchange for promotion
- Electronics store gives a basketball athlete an Xbox for a social media post

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 soccer goalie to sign autographs at its grand opening
- Tennis athlete makes post-game appearances at a restaurant

UNIQUE DEALS

More complex deals, including giving equity in companies in exchange for product endorsement or utilizing NIL for use in new technology like NFTs

- Cell phone provider gives softball player equity in its company for promotion
- Lineman is asked to sit on a Board of Directors for a local non-profit organization
- Software company launches a unique cryptocurrency with a golfer

A Note on Group Licensing: Athletes at Kansas may opt into group licensing. In these cases, a third-party represents athletes in arranging use of their NIL in co-branded product/endorsement initiatives (i.e., athlete NIL + school marks/logos). For more information, contact the entities listed on the other side of this resource.

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NIL FOR DONORS



POSSIBLE NIL ENGAGEMENTS WITH KU ATHLETES

TRADITIONAL ENDORSEMENTS + SOCIAL MEDIA

- Rowing athletes help raise awareness through social media to promote neighborhood event
- Soccer athlete promotes local restaurant via social media

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

- Cross country athlete receives free sneakers in exchange for promoting running store
- Swimmer receives free coffee in exchange for promoting coffee shop

APPEARANCES, AUTOGRAPHS + CAMPS/CLINICS

- Football athlete attends a birthday party for your son or daughter
- Men's basketball athlete plays a round of golf with your business client
- Volleyball athlete attends dinner at a neighborhood function
- Women's basketball athlete hosts bi-weekly lessons for your daughter
- Tennis team visits your software company for a meet and greet with business partners
- Swimmer visits your son's school each month to read to the 5th grade class
- Softball team holds an autograph session at your company event
- Wide receiver signs t-shirts for guests at your son's birthday party
- Baseball athlete sends a happy birthday video message to your grandson
- Soccer athlete creates weekly training regimen for your daughter
- Golf athlete serves as special guest on a podcast or local radio show

UNIQUE DEALS

- Track and field athlete serves on the board for a local charitable organization
- Rowing athlete interns during the summer at your local tech company
- Support by funding a KU Leads professional development program for athlete NIL education

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