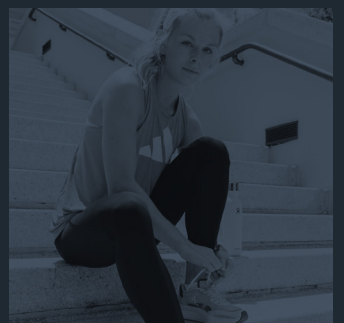
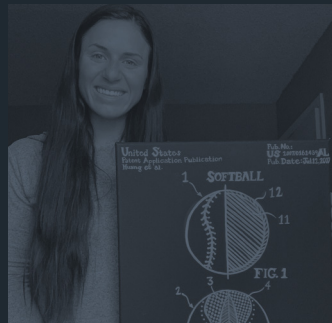




 opendorse®

THE NIL PLAYBOOK

TAKE YOUR NIL GAME TO THE NEXT LEVEL



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INTRODUCTION

When we started Opendorse 10 years ago, we committed to a company vision statement. That vision would guide our approach to how we built our business. That statement has not changed since day one. In fact, we have doubled and tripled down on what drives us each and every day.

HELP EVERY ATHLETE

That's what it's all about for the team at Opendorse. Every decision we make is centered around you. We care deeply about your experience and your journey. We are former student-athletes ourselves – football players at Nebraska – and we've never lost sight of the challenges and opportunities you have on campus.

OPENDORSE IS HERE TO HELP

The first year of Name, Image and Likeness (NIL) in college sports has shown us that athletes like you have questions. You're looking for trustworthy information and quality resources on how you can make the most of this NIL opportunity. There is stuff out there, but it can be hard to know what's going to make sense and help you. It can be hard to know what's legit.

THAT'S WHY OPENDORSE EXISTS

We're here to help you understand, build, protect, and monetize your brand. This report was written to answer the question, "How do I do NIL?" Whether you're starting your NIL journey or ready to dive deeper to take things to the next level, this is for you. From high school to the pros, this is for every athlete.

We're proud of the work our team put in to bring this to life. They care about helping every athlete as much as we do. Read this cover to cover. Scan it in sections. Share it with your teammates. Put everything into practice. DM our team if you have any questions – we're @opendorse on every social platform. We're excited you're here to learn more about NIL. Enjoy!

Adi Kunalic, Co-Founder/President

Blake Lawrence, Co-Founder/CEO





OPENDORSE

You have a new deal ready to review.

WHY OPENDORSE?

Opendorse is your Name, Image and Likeness hub. It's your business management tool to navigate the NIL process - from discovery to disclosure and everything in between. The quality of the technology and experience is second to none, with countless features to make your life easier.

EDUCATION AND VALUATION

- + Opendorse doubled down on athlete education in 2022. With articles on the Athlete Homepage, [U.S. Bank Financial Fitness™](#), fresh video content, and enhanced resources for Opendorse partner schools like the [Opendorse NIL Masterclass](#) and [Opendorse NIL Library](#), it's all about helping every athlete.
- + The Opendorse Athlete Rate Card™ (ARC) suggests personalized, data-backed market rates so you know what you could charge for every NIL activity. ARC updates automatically as more deals are completed, and you can always update it manually to adjust your recommended prices. ARC protects your value, and tells fans and brands what they should expect to pay when doing a deal with you. You get 100% of your asking price on Opendorse.

EXPOSURE TO NIL OPPORTUNITIES

- + Thousands of fans and brands visit Opendorse every day, looking to connect with student-athletes for NIL opportunities.
- + Opendorse Opportunities features pre-built offers that you can apply for. Tap the green button to let a brand know you're interested in their campaign, then they will notify you if you've been selected. There are 25+ opportunities for an upwards of \$20K dollars available on Opendorse Opportunities at any given time.

SECURE COMMUNICATION

- + Protect yourself with Opendorse. You don't have to open up the DMs or share personal information. Discuss deals with potential partners securely through the deal notification process, including the chat function.

DEAL PROTECTIONS AND GUARANTEED PAYMENT

- + Every deal that comes through Opendorse is governed by deal terms and conditions. This protects you in the partnership.
- + The Opendorse Support and Marketplace Teams are available to help. This ensures safety and effectiveness of your experience.
- + When you accept a deal through the Opendorse Marketplace, you are guaranteed payment - as long as you complete your deliverables. It's easy to cash out to your bank account whenever you're ready.

DEAL REMINDERS

- + With an accepted deal in queue, the Opendorse app will send you push notification and email reminders to ensure you deliver when you need to. You're busy. You have a lot going on. Opendorse helps.

ACTIVITY DISCLOSURE

- + Every deal completed through the Opendorse Marketplace can be automatically disclosed to your compliance office. Tap a button and it's done.
- + Deals completed off-platform can be quickly and easily disclosed through the app to ensure proper communication with your compliance department. Follow the prompts to disclose in a couple of minutes

TAX PREP

- + Opendorse makes your end-of-year tax prep easy by delivering one 1099 form for all deals completed through the Opendorse Marketplace. If you do a bunch of offline deals, you have to keep track of and potentially hunt down various 1099 forms - that's why it's best to send everything through Opendorse.
- + The end-of-year Opendorse Disclosure Summary organizes every deal that has been disclosed through the app - even if it did not come through the Marketplace.



NIL SAFETY

BEFORE YOU GET STARTED...

Research Potential Brand Partners

- + Determine legitimacy and credibility of companies
- + Ensure company [alignment with your personal brand](#)
- + Review your point of contact with the brand

Evaluate NIL Opportunities

- + [Consider deal expectations](#) to ensure you can deliver
- + [Review contracts](#), utilizing advisors when possible
- + Trust your instincts and avoid opportunities that feel "off"

PROTECT YOUR PERSONAL INFORMATION

Address and Location Safety

- + Avoid sharing your current whereabouts on social media
- + Film content in a public or nondescript location
- + Use a local PO Box for secure product shipments

Email Safety

- + Create a business email account
 - Use this for all communication with brands and fans
 - Use this email for Zoom calls and media opportunities

Phone Safety

- + Protect your mobile phone number
 - Dial *67 followed by the number to block your number on a per-call basis
 - Use "Hide Caller ID" in your phone settings to block your number permanently
- + Use Google Voice or similar service for a secure line

Social Media Safety

- + Do not share access to your social media accounts
- + Use complex passwords
- + Enable two-factor authentication
- + Block, mute, and use platform safety tools to protect your experience

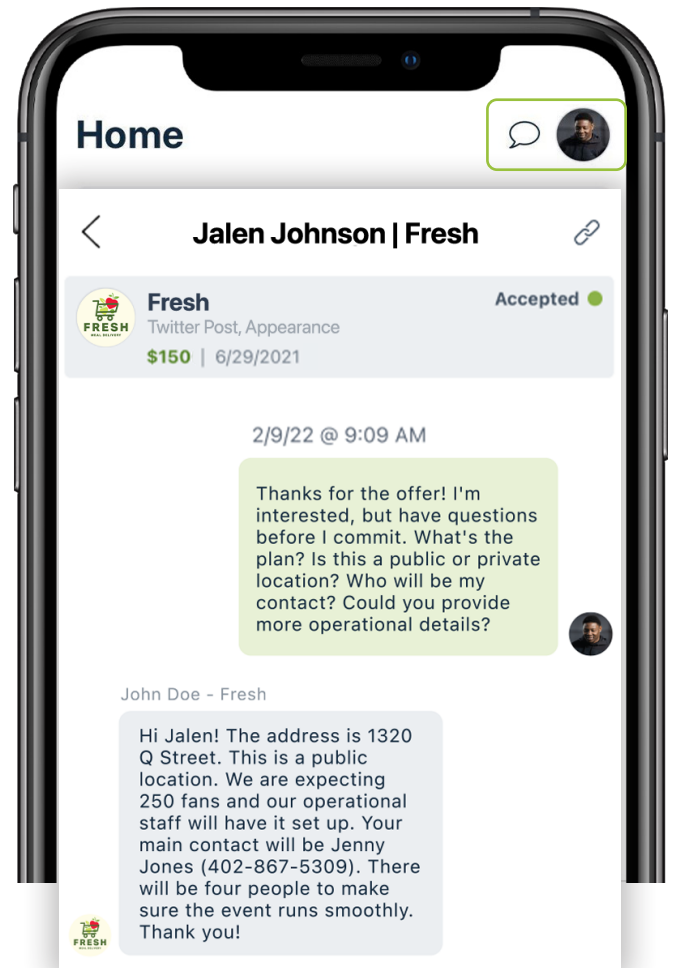
SAFETY FOR PUBLIC APPEARANCES

Confirm details for [public appearances](#)

- + Establish if the location is a public or private setting
- + Determine who will be at the location
- + Connect with your brand/fan point of contact beforehand
- + Attend public events with another person whenever possible
- + Evaluate the situation when you arrive. Think about how you will exit the event when the time comes
- + Ask questions and immediately bring any issues to your contact if something is not as expected



Nebraska Women's Volleyball players took time to meet with fans and sign autographs.



If you are ever unsure about an NIL opportunity, consult with your support staff and personal advisors. Your compliance department may have additional concerns about how an opportunity may affect your standing with your school, conference, division, or athletic association.



GETTING STARTED ON OPENDORSE

START HERE

DO YOU HAVE THE OPENDORSE APP?

If you already have the Opendorse Mobile App, please go to Step 2.

STEP 1

DOWNLOAD THE OPENDORSE APP

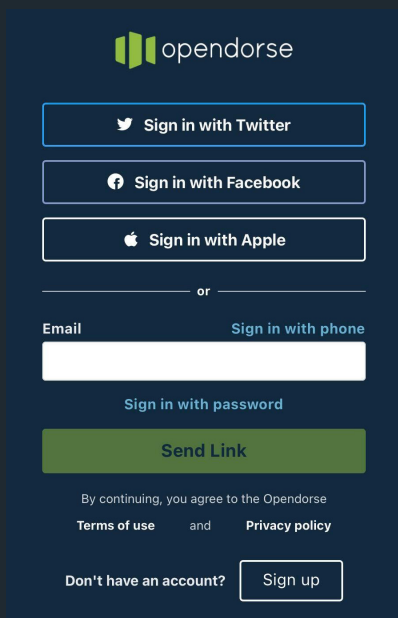
Scan the QR code below or visit your app store and search for 'Opendorse.'



STEP 2

SIGN IN OR CREATE YOUR ACCOUNT

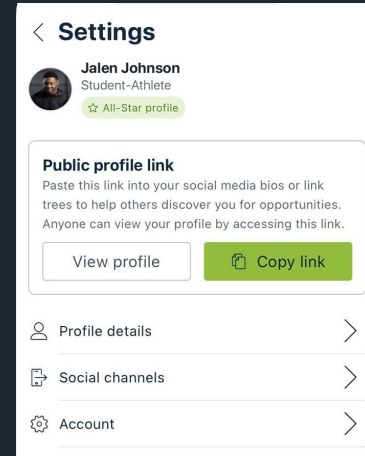
Once you download the app, you'll be able to sign in with your email or phone number. If you haven't created an account or can't remember which email or phone is associated with your account, click the 'Sign Up' button. Sometimes your school or organization creates an account for you, so check with your NIL contact if you're not sure.



STEP 3

COMPLETE YOUR ACCOUNT DETAILS

Tap your profile photo in the top right corner of the app to view your profile strength. Complete the tasks associated with your account profile to earn your All-Star badge. You can always revisit these tasks.

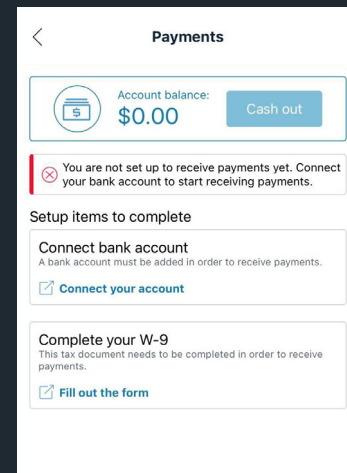


STEP 4

SETUP PAYMENTS

You will need to complete a W-9 and link a bank account before cashing out any NIL activities.

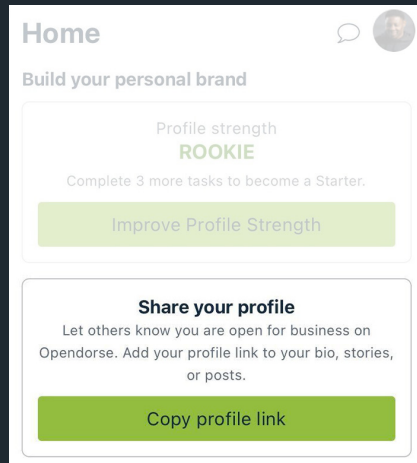
1. Tap your profile photo in the top right corner of the mobile app
2. Select 'Payments'
3. Connect your bank account and complete your W-9



STEP 5

SHARE YOUR PROFILE

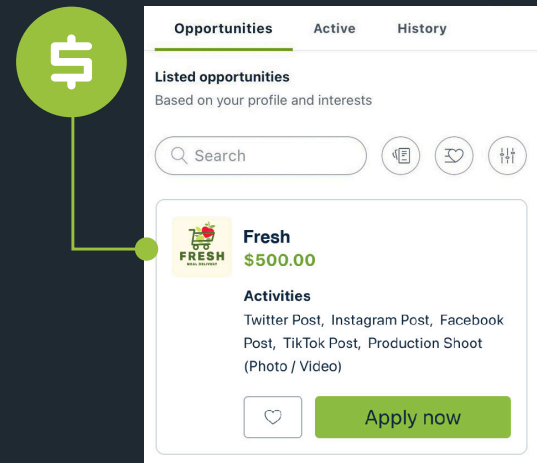
Now that your Opendorse profile is ready to go, it's time to let your fans know you're available for NIL deals. The easiest way to promote your profile is to copy your public profile link and add it to your social media pages. You can find your public profile link on your Home screen in the app.



STEP 6

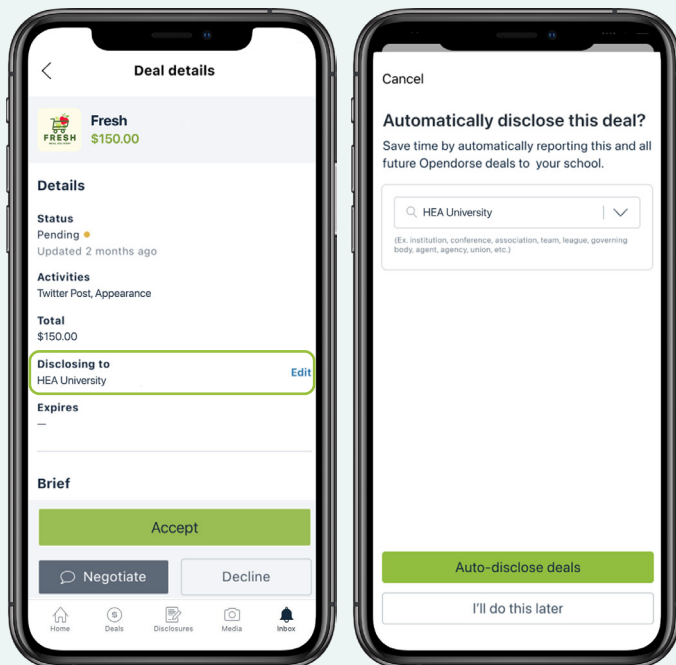
CHECK OUT OPENDORSE OPPORTUNITIES

You don't need to only wait for fans to send you deals. Brands are always looking for athletes to do deals with. You can browse and apply to these opportunities directly in the mobile app by navigating to 'Deals' using the lower navigation bar, then selecting the 'Opportunities' tab.

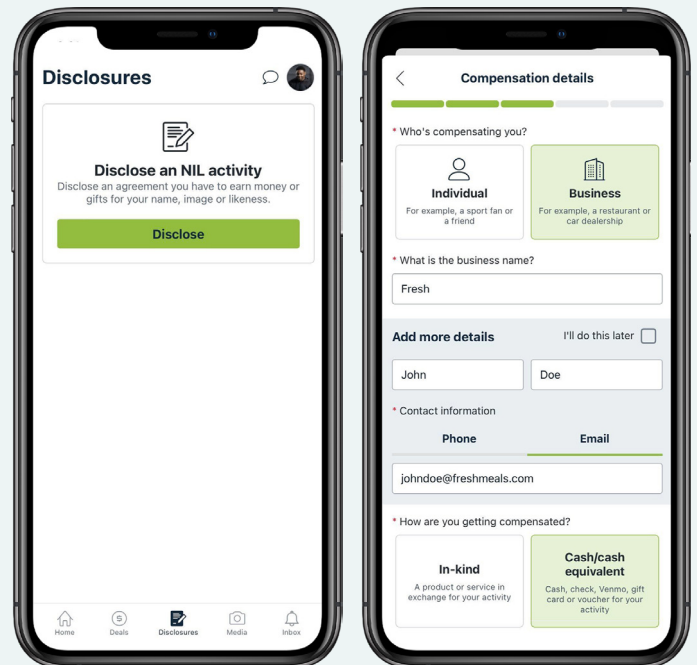


HOW TO DISCLOSE NIL ACTIVITIES

If your school requires you to disclose via Opendorse, follow these steps to do so.



If you complete a deal within the Opendorse Marketplace, you'll be asked to enable automatic disclosures. Enabling this will ensure all Opendorse deals are properly disclosed.



If you complete a deal outside of the Opendorse Marketplace, you can manually disclose it by tapping the Disclose icon on the bottom menu and inputting the requested information.

LEGAL AND FINANCIAL FOUNDATIONS

NIL will be the first “job” for many student-athletes. You’re navigating new things like contracts, taxes, intellectual property, and more. These are not NIL rules – they are laws. Mistakes can be significant. It’s critical to take the time to understand details around your NIL efforts.

The information in this section is intended to serve as guidance, not definitive financial advice or legal counsel. Opendorse advises that you direct specific questions to a certified financial expert and/or licensed legal counsel.

CONTRACT BASICS

An NIL deal is a contract. You and your advisors should carefully review each contract before signing. Contract language can be tricky – and can include anything from a statement of work (SOW) to an NIL agreement – so read carefully and take notes. Don’t assume a contract has your best interest in mind. Here are a few elements to pay attention to:

PARTIES TO THE CONTRACT

- + This is the “who.” You need to know each person and/or company listed in the contract. All parties are held responsible to deliver all aspects of the deal.
- + Before accepting a deal, athletes should do research to make sure they know the other parties and feel comfortable working with them – both the contact and the brand itself.

DELIVERABLES/DEAL ACTIVITIES

- + This is the “what” – all the things you are expected to do to fulfill your end of the deal. NIL deals often have multiple types of activities. Some may have different dates to complete.
- + Understanding each activity you are contractually obligated to complete is one of the most important elements of an NIL contract. Clear expectations will help you plan your schedule and understand what you need to do and when you will get paid for doing it.



FULFILLMENT DATE

- + This is the “when” – your deadline to get all deliverables done and submitted as proof of completion. If the deadline is missed, payment could be withheld as a breach of contract.
- + Be a good partner and deliver. Get organized. Work ahead and do not wait until the last minute. Set deadlines before the fulfillment date deadline so they know the deal is completed early. If you know you will not be able to complete it by the fulfillment date due to practice, games, appointments, or something else, ask for a change to the fulfillment that fits your schedule and still works you’re your partner’s expectations.

PAYMENT

- + You need to know how you are getting paid. You also need to know when you can expect compensation. This may seem straightforward, but you should understand the method and timeline of when you can expect to get paid.
- + If you’re not comfortable with the payment method or timing, discuss other options with your contact. Lack of clarity of communication could lead to not getting paid when the activity is completed.

DEAL TERM

- + This is the “how long.” How long does the agreement last? How long are social media posts contractually required remain live? How long are you licensing your NIL rights for?
- + The term of a deal is something you should know without having to look up. There are risks and rewards to the short- or long-term nature of a partnership. “In perpetuity” is generally never reasonable, but in some situations, six months or even a full year might make sense. Deleting social media posts is not recommended, even after fulfillment of the deal term. Be a good partner and remember that your past endorsement posts act like a resume for future opportunities.

INTELLECTUAL PROPERTY

Intellectual Property (IP) is “any word, phrase, symbol, design, or a combination of these things that identifies your goods or services.” It’s all about protecting your brand. Even if you don’t plan to trademark a logo or slogan, it’s important to understand the basics of IP law.

TYPES OF TRADEMARK PROTECTIONS

- + **Common Law** – An individual or business must prove they have been using the mark before a challenger used it. This may be restricted to a geographic area.
- + **State** – An individual or business receives protection at the state level, but not nationwide.
- + **Federal** – An individual or business receives nationwide protection against infringements.



KNOW AND RESPECT IP RULES

- + School trademarks and logos are intellectual property of the institution, and you need permission to use them. IP use may even be against your school's NIL policy or state law. Do not use photos or logos that are owned by other people.
- + Using a school logo in non-monetized content is acceptable without making sure you have permission. But if you are getting paid, you need to know the rules. For example, if you're not allowed to show logos in personal deals, re-do the content or find another photo. If you are allowed, per your school's NIL policy, clear it with your athletic department before you post.

BEGIN THE TRADEMARK PROCESS

- + If you decide what you want to trademark something like your logo or nickname, you need to make sure no one else already owns the trademark. The United States Patent and Trademark Office (USPTO) has a search service, the [Trademark Electronic Search System](#), to explore existing trademarks.
- + Do not navigate this process alone. Lean on your advisors and utilize products, services, and personal legal counsel to help.

USE YOUR TRADEMARK

- + If you want to maintain ownership of your trademark, you need to use your marks consistently. If you don't, you could lose it to someone else.
- + Use your trademark on merchandise and your website. Put your nickname on gear and social media. Utilize both on your digital content. Make sure everyone associates you with your trademarks.

MONEY AND TAXES

It's important to understand basic financial principles. There are places to go and tools to help.

Connect with a certified financial advisor. They can help guide your approach and educate you on what's best for your specific situation.

Opendorse and U.S. Bank have partnered to bring you [U.S. Bank Financial Fitness™](#) - free financial education content in your Opendorse app.

Any one-off questions you may have can typically be answered by a quick Google search. Speak with parents, professors, and experienced teammates. Whatever the most appropriate approach for you and your family, put in the work to educate yourself.

You will be an independent contractor for most NIL partnerships. With that, your compensation will likely come without tax deductions, and you need to file taxes to the Internal Revenue Service (IRS) at the end of every year. This is not an NIL policy, it is federal law. Here are the basics and best practices of taxation:



- + Review and organize all your NIL activities from the year. Know who paid you, what you received as compensation - money and product - and when you completed the activity. Opendorse helps you organize your NIL affairs.
- + Any partner that paid you \$600 or more in a year is required to send you a 1099 Form. This form will come in January or February, and it will be sent to the address on the W-9 form you submitted to the partner with the agreement.
- + Know which partners will be sending you a [1099 Form](#). If you were paid less than \$600, they are not required to send you a 1099, but you still need to report all income earned.
- + You will be sent one 1099 form from Opendorse for all deals completed and disclosed through the platform.
- + There are do-it-yourself tax services, but there is value in working with a tax preparer or accountant - especially for first-time filers.

INTERNATIONAL STUDENT-ATHLETES

There are 20K+ international student-athletes competing in the NCAA. And that number doesn't even include those participating in the NAIA, NJCAA, and other intercollegiate athletics associations.

When it comes to international student-athletes considering monetizing their NIL, there are different rules and restrictions that need to be considered.

F-1 Visas (Student Visas) have restrictions on employment status and income earned. It's not just about NIL. All student employment is complicated. But it might not be impossible or restricted entirely.

There have been a number of international student-athletes monetizing their NIL when not physically located in the United States. Location matters - the athlete, the partner, and where the NIL activity is taking place. Family circumstances might also factor into the decision, as well as other considerations.

International student-athletes wishing to monetize their NIL should always consult with their advisors, attorneys and Office of International Student Affairs before agreeing to any NIL deals.



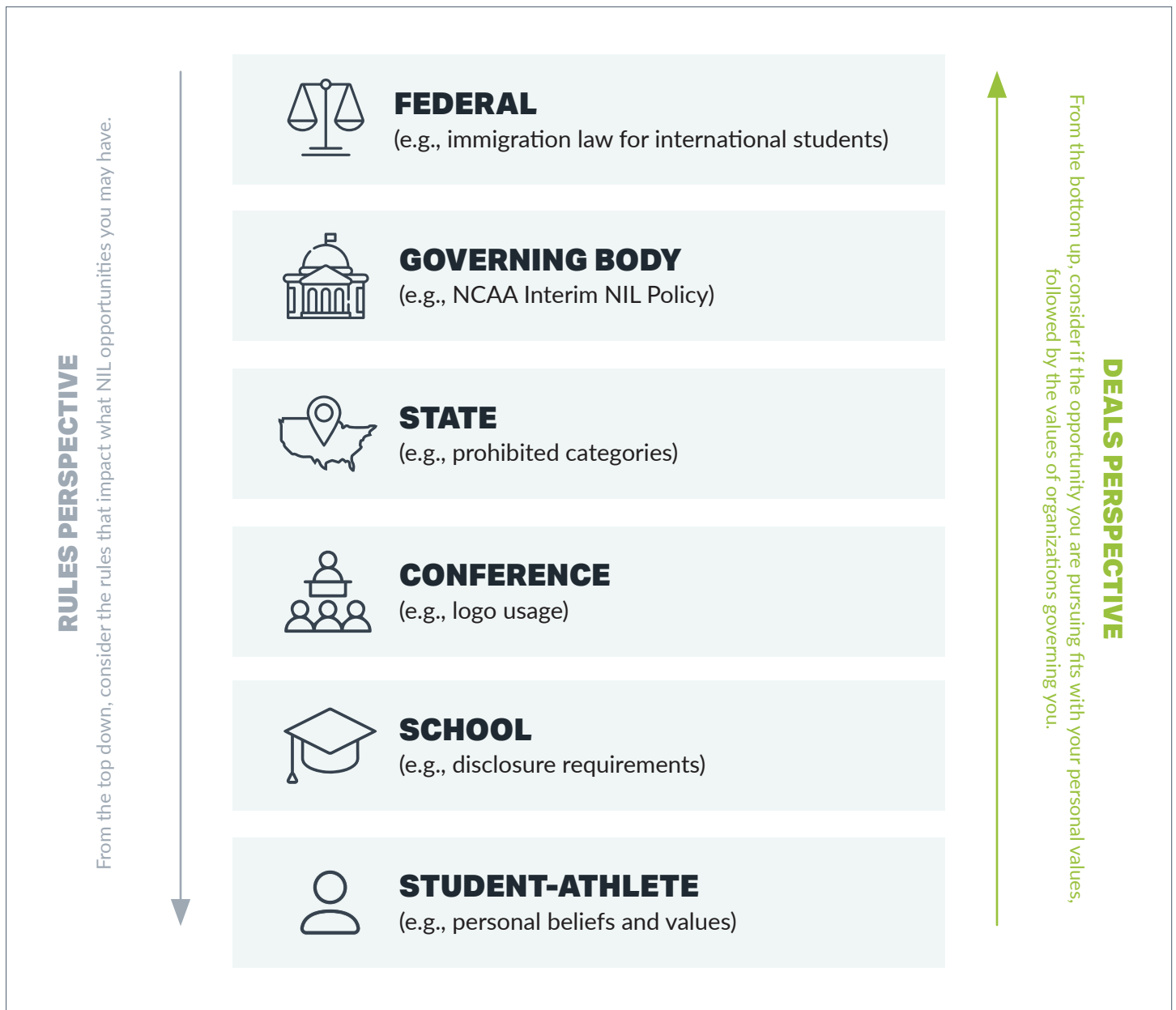
COMPLIANCE RULES AND REGULATIONS

There is currently no national standard regulating NIL for college athletes. NIL is governed across multiple layers, which means each school has different do's and don'ts when it comes to participation in NIL activities. It is your responsibility to know the rules that directly affect you.

To stay eligible, it is a best practice to disclose all NIL activities to your school's compliance department. If you have questions about any NIL activities, ask your compliance contact before participating in the activity. It's important to be proactive and plan in advance for additional items like taxes, transportation costs to and from in-person opportunities, outsourcing media editing, etc.

While each state law and school policy is different, it is crucial to understand where these rules are coming from. When in doubt, your school's NIL policy should give you the clearest picture of the rules that govern you. It is equally important to understand your personal values and where NIL opportunities may or may not align with them, regardless of what the rules say.

Here's what the regulatory structure looks like from a bird's eye view along with commonly asked questions that are uniform across the country.



CAN I USE MY NIL TO RECEIVE COMPENSATION?



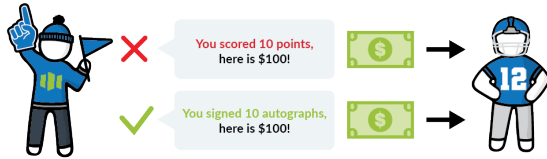
Yes! You can use your name, image and likeness to earn compensation from others.

WHAT DO I NEED TO DO FOR AN NIL ACTIVITY?



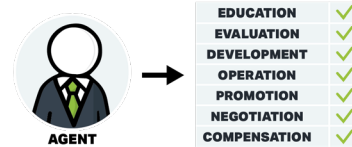
It is up to you to decide how you want to monetize your NIL, but no matter what, you have to do something - that's referred to as quid pro quo. In other words, you must be doing something for somebody else.

WHAT CAN I BE COMPENSATED FOR?



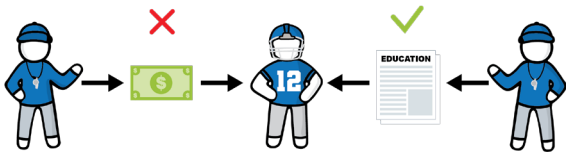
You can be compensated for almost anything, but you cannot be compensated for athletic participation or achievement (i.e., scoring touchdowns in a game).

CAN I USE AN AGENT?



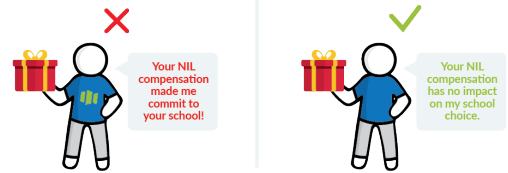
Yes! You can use a professional service provider (i.e., agent, tax advisor, marketing consultant, attorney, brand manager, etc.) for NIL activities as long as they are not representing you for professional athletic opportunities.

CAN MY SCHOOL HELP ME WITH NIL ACTIVITIES?



Schools can provide as much or as little assistance on NIL activities as they choose, but schools and their staff cannot directly compensate you for your NIL.

CAN I BE COMPENSATED FOR ATTENDING A SCHOOL?



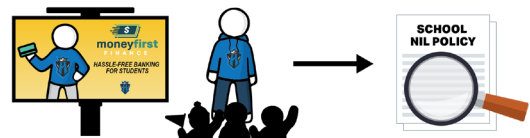
No! Current or prospective student-athletes cannot be paid for enrolling at or staying at a certain school.

HOW CAN I BE COMPENSATED?



You can receive compensation for NIL activities many different ways: cash, checks, digital credits, gift cards, free products or services, paid travel, complimentary meals, and more.

CAN I USE OR WEAR MY SCHOOL'S LOGOS IN NIL ACTIVITIES?



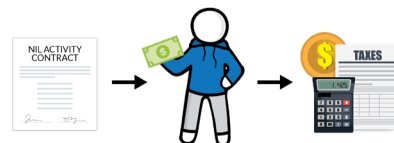
Depends. Intellectual property (i.e., school logos, facilities, media content, slogans, etc.) belonging to others is protected under law, so it is best to check your school's NIL policy for requirements specific to your school.

WHAT IF I AM AN INTERNATIONAL STUDENT?



For most international students, your F-1 Visa does not permit you to engage in any off-campus employment, which could include being compensated for NIL activities. It is strongly recommend that you contact your International Student Services office on your campus to determine your eligibility to take advantage of the new NIL opportunities.

DO I HAVE TO PAY TAXES ON NIL MONEY EARNED?



Yes! Any NIL income earned is subject to state and/or federal income taxes. Need-based financial aid could be impacted based on compensation from NIL activities (i.e., Federal Pell Grant).



WHAT ARE YOUR CORE VALUES?

Every team has key words that define the identity of the program. They're plastered all over your locker room and weight room. Coaches print them on workout gear. They're on playbooks and social media accounts.

Excellence. Character. Grit. Family. Toughness. Faith. Accountable. Team. Resilience. Development.

The possibilities are endless. Coaches and athletics leaders think deeply about the words their programs rally around. You should too - both as a member of the team and as an individual. Sometimes these core values are internal guides to set a direction for the team. Other times they are a public-facing reminder of what the program stands for. You should have personal core values that provide the same foundation.

What are your core values? What are your personal brand words or phrases, the five terms that define who you are?

1. _____
2. _____
3. _____
4. _____
5. _____

Once you've defined your personal core values, determine how you plan to use them. Regardless of next steps, these terms are the foundation of your personal brand. They should guide you each and every day as you think about the person you were in the past, the person you are today, and the person you want to be in the future.



WHAT MAKES YOU MARKETABLE?

There are 500,000 athletes competing for endorsement deals. Simply being a student-athlete is no longer a unique trait. However, your personal story is. Most student-athletes will have to put in some work and have a plan to secure NIL deals.

Use this thought exercise to begin thinking about your story:

1. What is your hometown? What is unique or different about the way you were raised?

2. What's your "why" in athletics, and beyond. What keeps you going?

3. What does being an athlete mean to you?

4. What do you enjoy doing most outside of athletics?

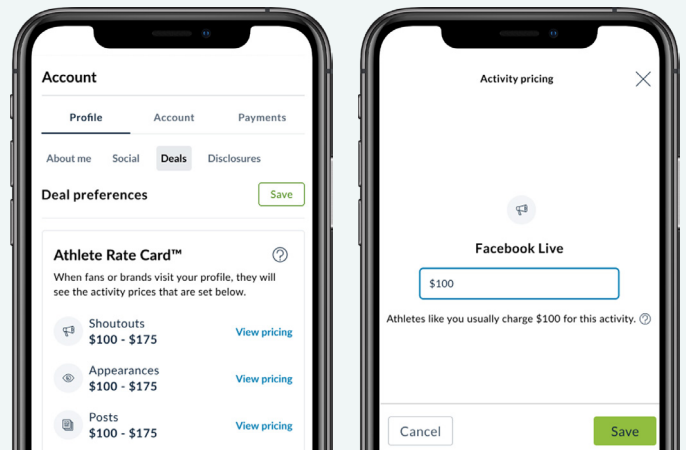
5. What makes you unique from your teammates?

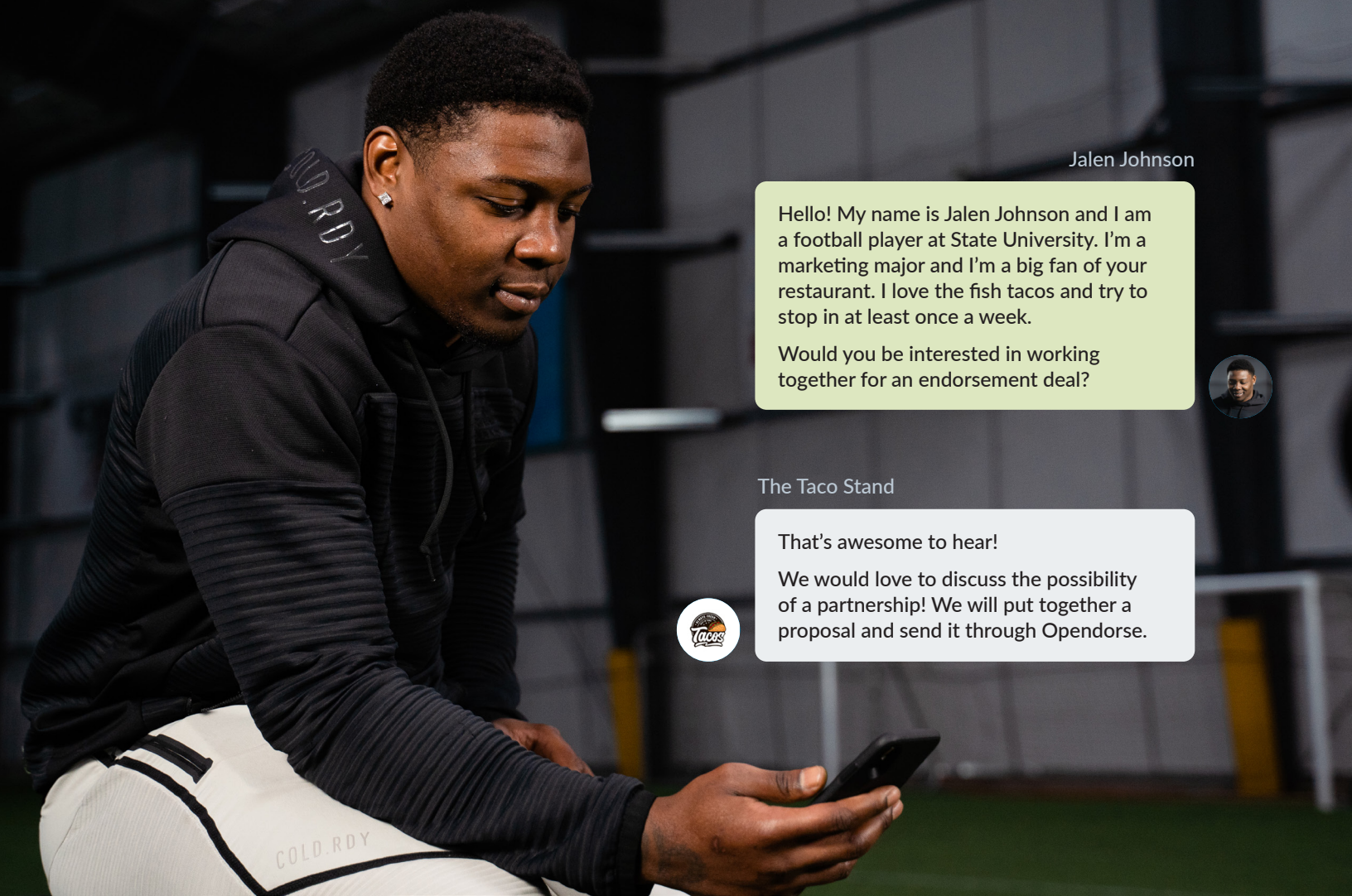
6. What is your academic major? After your playing days are over, what do you want to pursue as a long-term career?

ARC: SUGGESTED MARKET RATES FOR EVERY ATHLETE

The Opendorse Athlete Rate Card™ (ARC) provides you with a recommended market rate for every NIL activity – social media posts, appearances, coaching clinics, video shoutouts, and more. It also gives fans and brands that want to work with you guidance on what they can expect to pay. The patented formula uses data from your social accounts and an ever-growing database of more than 100K deals to provide a real market valuation of NIL activities.

Want to adjust your rate card? Athletes can edit their ARC directly in the Opendorse app by going to the deal preferences tab.





Jalen Johnson

Hello! My name is Jalen Johnson and I am a football player at State University. I'm a marketing major and I'm a big fan of your restaurant. I love the fish tacos and try to stop in at least once a week.

Would you be interested in working together for an endorsement deal?



The Taco Stand

That's awesome to hear!

We would love to discuss the possibility of a partnership! We will put together a proposal and send it through Opendorse.



BEING PROACTIVE TO SECURE NIL DEALS

Most student-athletes will not earn deals just by existing. Securing NIL opportunities may require proactive communication with brands. Connect with owners and managers at local businesses you go to.

DM or email a brand you see on your feed.

Instead of saying “what’s up” or “let’s connect,” here are some simple conversation starters to start talking with your favorite brand.

Include details about yourself and why you’re specifically interested in that brand:

“Hi [brand]! My name is [name] and I am a [sport] student-athlete at [school] pursuing [major]. I love [brand] because, [give a few reasons].”

Reasons you like a brand might include:

- + Why you use their products every day
- + How the brand relates to your interests, goals, or major
- + How the brand mission aligns with your personal values

Go above and beyond. Mention why an NIL partnership would be a win-win for both you and the brand:

“An NIL opportunity would be a win-win because I would gain [list what’s in it for you] which is important to me [include reasoning why]. You would gain [list what the brand will gain].”

Point to previous examples of NIL deals you’ve completed and the results from those activities. Brands want to see the value you can bring:

“During a previous NIL partnership, I helped my other partners generate [insert analytics, ROI, number of people attending an event, etc.]”

Always be respectful.

The brand might not be running a campaign at that time, but continue to engage with their social media content and prove you’d be a great fit for their next campaign.



SETTING YOURSELF UP FOR SUCCESS



Think of Opendorse as your NIL headquarters. It's your safe place to pursue NIL opportunities. It's where you should send fans and brands to connect for deals. It's your compliance and education tools. It's your business management tool. Follow these five steps to set yourself up for NIL success with Opendorse:

FULLY COMPLETE YOUR OPENDORSE PROFILE

When you open the app, you will see a bar at the top of the screen that indicates your profile strength. Follow the prompts, add photos, connect your social accounts, and securely add your financial information.

Profiles with at least one connected account are 24% more likely to get a deal. And fully completed profiles are prioritized in the standard sort to be more discoverable by potential partners.

Don't settle for anything less than that All-Star badge – five minutes can be the difference between \$5 or \$5K.

DETERMINE YOUR BRAND AND APPROACH TO NIL

Outline your personal goals for your NIL journey. Do you want to focus on a few, select partners? Charity and cause-based opportunities? Open to any and all sponsorships? Can you currently handle NIL from a workload and [mental health perspective](#)? How do you plan to use your earnings?

Talk to your advisors, review your state law and school policy, then [craft a personal brand statement](#).

SHARE YOUR OPENDORSE PROFILE ON SOCIAL MEDIA

Self-marketing goes a long way. [Sharing your Opendorse Profile link](#) lets fans and brands know where they can find you to pitch NIL deals.

- + Put your Opendorse Profile link in the bio of your social accounts
- + Do a monthly round of posts to drive traffic to your profile
- + Create an Instagram Stories Highlight showcasing your sponsor content
- + Use past sponsored content as proof of concept for future endorsements
- + [Here](#) are five rules for marketing yourself for NIL deals and [here](#) are for tips on how to operate like a business

REACH OUT AND CONNECT WITH FANS AND BRANDS

Don't be afraid to shoot your shot with fans and brands. There are millions of fans and brands looking to support student-athletes at their favorite school.

- + Tag brands you like in your normal posts
- + DM companies you would like to work with
- + Reach out to decision-makers at businesses you visit in your everyday life
- + Connect with fans in person and let them know what you're open to doing for NIL activities

When you make a connection, refer them back to Opendorse for [safety and compliance](#). [Here are best practices](#) Opendorse recommends to brands for how to connect with athletes for deals.

EXPLORE OPENDORSE OPPORTUNITIES

Opendorse Opportunities is a great way to get started exploring NIL deals. The Opportunities board typically has 25+ high-quality brand deals worth upwards of \$20K at a given time. If you see something intriguing, tap "Apply" and let the brand know you're interested.

[Click here](#) to see how to apply for a brand deal through Opendorse Opportunities.

For most student-athletes, NIL opportunities will not just fall out of the sky. It will take some work. But that doesn't mean you need to spend all day on social media. Create a strategy for what you can execute in a few hours a week. Don't be discouraged if you hear "no" – it's all part of the game. Stay positive, be persistent, and remember there are deals out there for everyone.



MONETIZATION: SOCIAL MEDIA

IG INSTAGRAM

Instagram has many monetization opportunities for student-athletes to maximize.

Before you get started learning how to monetize, it's important to understand Instagram analytics and how you can leverage data to strike better deals with brands.

To start, update your Instagram account to a Business or Professional Profile. Do this through your account settings and gain access to performance data.

Here are the top three analytics that matter, behind likes and follower count:

1. Engagement Rate

It's important to understand how your audience is engaging with your content and what they are finding interesting. To calculate your engagement rate, divide content interactions by accounts reached and multiply by 100.

$$\frac{2,000 \text{ INTERACTIONS}}{20,000 \text{ REACH}} \times 100 = 10\% \text{ ENGAGEMENT RATE}$$

An engagement rate above 5% is strong and, of course, the higher the better.

2. Follower Growth

Understand the "why" behind your growth to set yourself up for long-term success and continued growth. Here are some questions to ask yourself when you check in on your growth number.

- + Do you see your growth rate spike after a specific type of post?
- + Do you see your growth rate increase after someone tags you in a post?
- + Do you see your growth rate increase after you engage with other users' content?

Identify your "why" to better understand what you can do to continue this growth. Growth rates vary due to a variety of factors, but posting consistently is the most sure-fire way to build your audience.

3. Follower Breakdown

The follower breakdown one of the most underutilized tools on Instagram. You can gain demographic information on who is viewing your content. If your follower breakdown aligns with a brand's target market, you're well-positioned to earn paid opportunities.



Spencer Rattler
@spencer_rattler



Kiley Goff
@kiley_goff



Chayla Edwards
@chaylaedwards





Shaylee Gonzales
@shayleegonzalez

TRADITIONAL PAID DEALS

Opendorse has been helping athletes partner with brands and supporters for paid in-feed and story deals for a decade.

Athletes drive double the engagements on Instagram sponsored posts compared to the traditional influencer. Sponsored content tends to have a longer life in the feed compared to other platforms like Twitter and TikTok. Capitalizing on traditional paid deals provides big benefits for both brands and athletes.

DRIVING ATTENTION TO OFF-PLATFORM REVENUE STREAMS

Instagram is a great platform to drive attention to other revenue streams such as YouTube and e-commerce sites. There's a lot of opportunity to direct your followers to other opportunities.

Teaser content is an effective tactic. By sharing a short clip and sparking the curiosity of followers, they'll check your other platforms for more details and look for the full video. These monetization streams are valuable and can lead to a sale or subscription.

PROFILE LINKS AND STORIES

When supporters hit the follow button, they'll immediately see your bio. The Instagram bio is an important area to showcase and sell yourself, while also providing information on how brands and fans can connect with you to pitch deals. Put your Opendorse Profile link in your bio to easily communicate you're open to opportunities.

Instagram Stories provides an addition opportunity for linking. With this functionality, you can direct supporters to other channels like specific YouTube videos, a webpage for branded content, a recent article you've been featured in, or a webpage to a product you're promoting.

INSTAGRAM SHOPPING

Instagram shopping is another way to drive followers to merchandise and product revenue streams. From product tags to checkout and live shopping, the opportunities to promote products are endless. The key needs to start this process are having a business or creator account, a website where products are being sold, and a business Facebook page you are connected to.

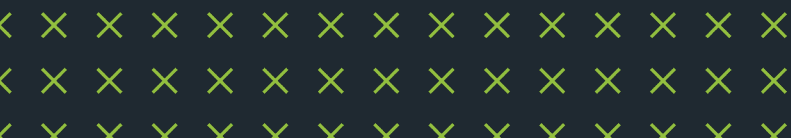
The biggest time commitment with the Instagram Shopping feature will be creating a product catalog and submitting review by Instagram. Take the time to set this up and you'll be prepared when a big moment occurs and you want to promote your product fast.

Instagram provides a detailed [step-by-step](#) guide to get started.

Overall, Instagram is a great NIL tool. It's up to you to capitalize.



Hailey Van Lith
@haileyvanlith



dh3nny
HP-Clothing



9,052 likes

dh3nny Workin double overtime 🍂

(Shoutout to da ones who went crazy on da site ¹⁰⁰ I greatly appreciate da support of my brand @clothingbyhp 🙏 thank you! ❤️ But we not done yet 🙌👉👈👍👎👏👊👉👈👍👎👏👊)

cade.york



15,945 views

cade.york I just signed the boldest contract in college football...the @Velveeta Queso Contract. I'm queso-rich baby! And you can be too. Co-sign the queso contract for the chance to win free queso any time I line up from 50+. Link in bio. #sponsored



6,440 likes

nico_young_ I'm enjoying using my Garmin Forerunner 255 music watch during my summer training! My favorite feature is the music feature. I connect my AirPods via Bluetooth to my watch and then go for a run! I often download songs and podcasts to make runs by myself much more interesting! I also like to use the other activity features on the watch such as "strength" for my strength training and "track run" when I have workouts on the track! It helps me keep a personalized log of all my activities. #ad @garmin @garminrunning

edrisndiaye and degree
Paid partnership with degree



🎧 Liked by opendorse and others

edrisndiaye I'm a #DegreePartner and welcome to my armpit. It's the location of one of dozens of new stores @Degree opened to sell deodorant right from... more



TIKTOK

TikTok is one of the most engaging platforms for athletes. With average engagement rates ranging from 5-9% and 62% of users between the ages of 10 and 29 ([according to STN Digital](#)), the platform has unlimited monetization potential for committed creators.

INFLUENCER MARKETING

Influencer marketing has become increasingly prevalent on TikTok feeds. From unboxing videos and product reviews to individuals promoting a specific brand, feeds are filled with athletes too.

Athletes are not influencers, but they are influential. In fact, athletes are often more effective driving results than traditional influencers.

Brands often pitch influencers based on a natural connection or passion for their brand or products. Brands might seek out content that connects with an audience that fits their target market or a user's specific audience demographics. Ultimately, brands want to partner with athletes or influencers whose content and audiences align with their targets.

So, how can you appeal to potential partners?

Not every post needs to be about a brand you love, but targeting specific interests and topics will help establish audience connections and build a strong community.

Another way to secure partnerships is by understanding your audience demographics. You can leverage this if your audience is directly related to a brand's target demographic. Slide into a brand's DMs and explain why you'd be a great fit and how your audience is naturally tied to their target market. Check our recent [analytics blog](#) on how to access this data. The more specific data you can show, the better you can negotiate.

To secure partnerships like this, be sure to include your [Opendorse Profile link](#) in your bio to direct brands directly to your profile and show your open for deals.

AFFILIATE MARKETING LINKS

If you're promoting a product, you can direct your audience to an affiliate marketing link in your bio to earn a percentage of each purchase they make. Many sites and brands have affiliate programs, so do some research as there are hundreds of programs out there, and brands all have different commissions and payout structures. Examples include [Amazon](#) and [Target](#).

Affiliate marketing might not always bring the highest revenue, but it's relatively effortless after you acquire a link, as you can market a product on your own time and tie in your own personal brand and style.

CREATOR FUND

One of the most talked-about TikTok revenue streams is the Creator Fund. This elite program is open to athletes who have

at least 10K followers and have earned 100K video views within the last month. The application process can be found in TikTok under the creator tools tab.

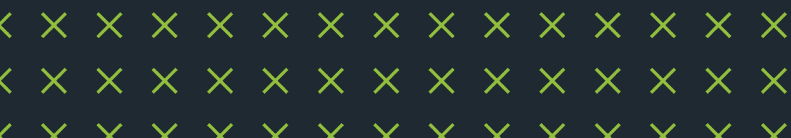
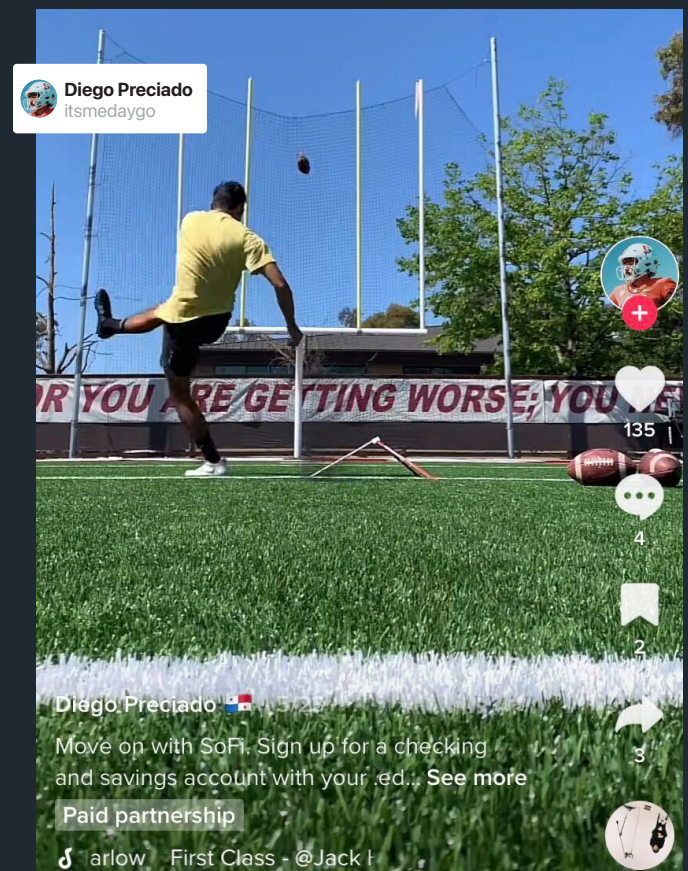
TikTok does not disclose its exact fund calculation, but says their formula considers views, engagement, and how well they adhere to community guidelines.

It's important to note that you don't have to be in the Creator Fund to earn revenue on TikTok. The other methods mentioned don't require any association to the Creator Fund.

OTHER METHODS

You can utilize TikTok for monetization outside of the platform. Direct your audience to external revenue streams such as personal merchandise, a camp you're hosting, or your YouTube channel. Encourage your audience to connect with other channels and follow you across networks. As they become more interested in you, they'll become invested in your content. If a brand or potential partner sees your audience across channels, they might want to engage in a multi-channel deal.

Most importantly, have fun with your content on TikTok and build an audience naturally. People will want to follow you for personality and interests before they'll want to buy a product you're promoting.



GROWING ON TIKTOK: KATIE BEILER

Katie Beiler started rowing in middle school with aspirations of going to a Division I school to compete at a high level. She achieved that goal. Now a Louisville Cardinal, Beiler has leaned into TikTok to show what goes into a sport many people don't know much about.

BUILDING MOMENTUM

Millions of people started using TikTok during the COVID-19 pandemic. They were at home and wanted to create and consume more content. Beiler admits she was late to the TikTok game, not joining the platform until December 2020.

"Biggest regret of all time," she exclaimed.

Beiler began posting for fun and her account grew steadily. Her TikTok presence is now over 17K followers and 2.1M+ likes. In September 2021, she started the University of Louisville Rowing TikTok channel to highlight the team and show what rowing is all about. The team channel began to take off, eventually surpassing her personal following with 42.3K followers.

The account has a wide-ranging audience. Some of the most important followers are recruits.

"Coach tells me all the time that they (recruits) find out about our team through TikTok," she said. "That's been a huge success."

Beiler shared another story from a race in Florida.

"At one of our races in Sarasota, we had a high school rower come up to us and ask to get a picture with us," she said. "She introduced herself and explained how she's such a big fan and her dream is to go to the University of Louisville after seeing the team on TikTok."

BUILDING MOMENTUM

Rowing is a tight-knit sport and TikTok has allowed Beiler to connect with other rowing student-athletes across the country.

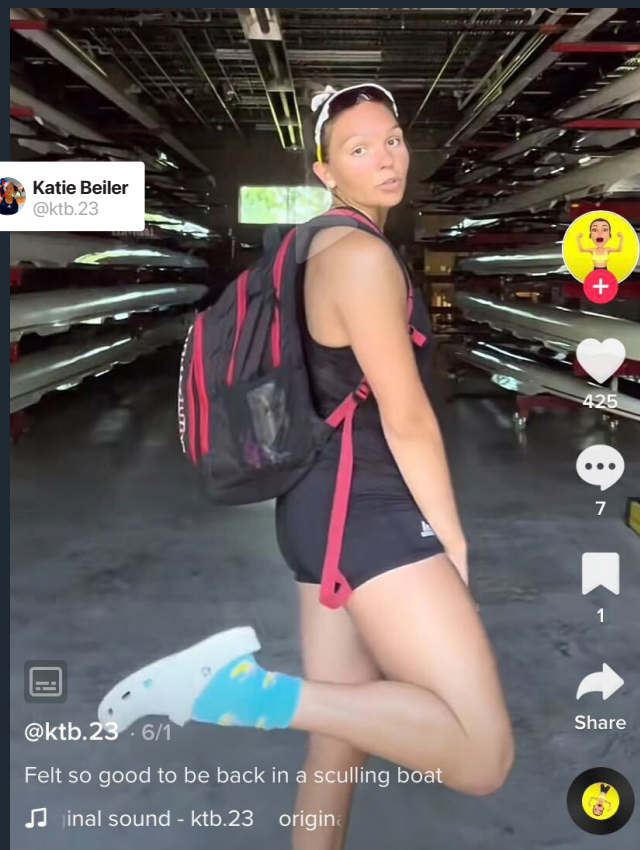
"I've met so many girls from other teams in college that I wouldn't have necessarily met otherwise," Beiler said. "They have platforms, or they know my platform, and we meet up at regattas all the time. It's great I get to meet all these girls."

For Beiler, it's also changed the way she approaches the experience of races.

"It's really changed racing for me," she admitted. "Typically, you go race and then pack up to leave. Now it's more of an experience. I get to go around see people, connect, and interact with girls on a much larger level."

The rowing community is so strong, it can even extend to conference foes.

"At one of our races, the Syracuse team and I did a collaboration. That made my whole year."



RECEIVING SUPPORT

Since day one on TikTok, Beiler's teammates have encouraged her to keep creating content and growing her following. They've supported her to develop her skills as a creator. They have helped keep her going and thinking of outside-the-box ideas, like sharing when she was isolated in a hotel room.

"There was one point where I got COVID and had to isolate in a hotel room for 10 days," she remembered. "I made the best of that situation and started making videos about being an athlete who was isolated. I was up (sick) at four in the morning, and I bought a microphone thinking, 'Let's see if this works.' I started using that on the U of L account and that's really helped it blow up."

Beiler wants to pursue marketing full-time after graduation, and she is always looking to learn more about how to grow her accounts. She follows other creators to learn more about the tactical side of social media. And she attended an Opendorse education session to learn more about her audience, and how to continue growing her personal brand.

"We did an Opendorse education session and that was super eye-opening and helpful. We went through the Opendorse profile, and checked our social media score which I thought was really cool to do."

Beiler and her team are examples of how athletes can use TikTok to grow an audience fast with the right strategy, tools, and commitment. The platform has brought immediate value to Beiler and her team, and there's no slowing down now.



TWITTER

Twitter is a platform that specializes in its ability to encourage users to join conversations, share ideas, update fans on day-to-day activities, and create community. It also has many monetization opportunities for athletes.

Before diving into monetization opportunities, it's important to note what analytics you should be viewing.

Twitter has an easy-to-view analytics dashboard. You can see data broken down by post or by any time frame you select. Twitter gives you a 360-view of how your content is performing and breaks down everything from the number of tweets, link clicks, and comments. You should figure out which data-points relate to your own goals, but we'll focus on five key data points to track.

To access your analytics dashboard, you'll have to log into your Twitter account via computer. You cannot access your analytics through the app.

1. Impressions

You can view impressions on your home dashboard and see the breakdown within the past 28 days and scroll to see month over month. To gain a more in-depth view of impressions, click the "Tweets" tab and sort by date range.

Impressions measure how many eyes are on your content. When you post more and increase your following, you'll see this metric rise. Impressions are different than engagements – they serve as views compared to interactions, so you'll see a much higher number here.

To increase impressions:

- + Post more frequently
- + Comment and retweet other users' posts
- + Grow your audience

2. Top Tweets

Head to your "Tweets" tab and click "Top Tweets." You can select a specific date range to see your top Tweets from that time period and how they performed. Here, you can see what content is performing best and easily gauge what your audience likes and is reacting to.

When analyzing your top Tweets, ask yourself these questions:

- + Why did people like this Tweet? Was it funny? Authentic? Trendy? Something else?
- + Why did I like this Tweet? What encouraged me to post this?
- + What other Tweets would fit into this category? How can I continue to publish more content my audience likes?

3. Mentions

Mentions are in your main dashboard and scroll to compare month over month.

Another underrated piece of data, mentions are great to see how many people are engaging and talking about you. As an athlete, fans tagging you and commenting shows they're paying attention to your content, your career, or both.

92% of Twitter's revenue came from advertising in 2021. Twitter, Opendorse, Tempus Ex Machina, and the Pac-12 teamed up for [a groundbreaking partnership](#) allowing student-athletes to monetize their own highlights. Twitter's Amplify product also provides unique campaign opportunities. By pairing Opendorse's endorsement marketplace with Twitter Video Sponsorships, advertisers are able to sponsor and support brand-safe student-athlete content through Twitter Amplify.

Athletes simply monetize their content by:

1. Advertiser connects with student-athletes via Opendorse

Advertisers can browse and pitch athletes in the Opendorse Discover Network. It's important you have a complete profile!

2. Student-athletes publish brand-safe videos to Twitter via Opendorse

Once the athlete reviews and accepts the deal, they can begin to post their own content on Twitter. Anything from a day in the life vlog around campus or a quick post-game fan appreciation shoutout. Any athlete can pick up their phone and produce a quality piece of content that will connect with fans.





3. Pre-roll advertising runs on student-athlete videos on Twitter

You will often see video advertisements run before a Twitter video from a major media outlet, team, or league content. That is now same the same for student-athletes.

4. Twitter compensates student-athletes via Opendorse

Similar to the pitch-to-payment process for advertisers, the compensation and disclosure process occurs in Opendorse, to ensure one complaint process.

David Herman, Twitter Sports senior partnerships manager explained, "Athletes are paid by how many 'charges' their video produces. A charge happens when a Twitter user clicks the video clip and watches the 10-30 second ad before the content rolls. The sponsored videos will not only be available to an athlete's followers but will be promoted across Twitter channels, expanding an athlete's reach and introducing them to new users."

Posting engaging video content while building a large following can lead to success.

Any athlete can pick up their phone to start recording high-quality and engaging video content. In the current era of digital media, student-athletes are already active on video-focused platforms and understand the value video provides, as well as how to participate and create authentic video content. First-person video has been a key piece in athlete-driven content for years. Athletes often share training tips, give their fans a shoutout, share their view of a big moment after a game, show their day in life, or simply post a video of them and their teammates having fun.

OTHER AVENUES TO MONETIZE NIL ON TWITTER

Twitter has been a critical component in how fans interact with their favorite moments in college sports.

Opendorse's first athlete endorsement deal was a paid tweet from NFL veteran Prince Amukamara in 2013. Thousands of professional athletes have since managed paid NIL opportunities on Twitter using Opendorse.

Creating an Opendorse Profile easily allows athletes to participate in traditional social media partnerships with brands. Traditional sponsorships often include speaking about or sharing a product or brand in exchange for either free product or cash.

Selling Product Directly/Affiliate Links

To monetize even further, athletes can market a product directly through Twitter and include a link to the product or service to allow their audience to easily purchase. Otherwise, an athlete can market a product they enjoy using and include an affiliate link. If someone uses their link and purchases the product, the athlete gets a cut of the sale.

Redirect Followers to Other Monetization Streams

Twitter has the ability to include links directly in a post compared to other platforms like Instagram. This allows athletes to redirect followers to other revenue streams and monetization opportunities. Examples include posting a teaser to a YouTube video and including a link to the full video or sharing merchandise and including a link to purchase. The opportunities are endless for athletes.





D'Jordan Strong @djordanstrong

we're officially #BowlBound! Still a lot of work left to be done but can't wait to be a part of #BowlSeason this year! Go to bowlseason.com to rep your official team branded Bowl Bound t-shirt. @bowlseason #ad



JoJo Domann @TheDomannator

HuskerNation support @BussinWTB with me & use the code: DOMANN
#BEATMICHIGAN



store.barstoolsports.com

The Boys NB Helmet Tee

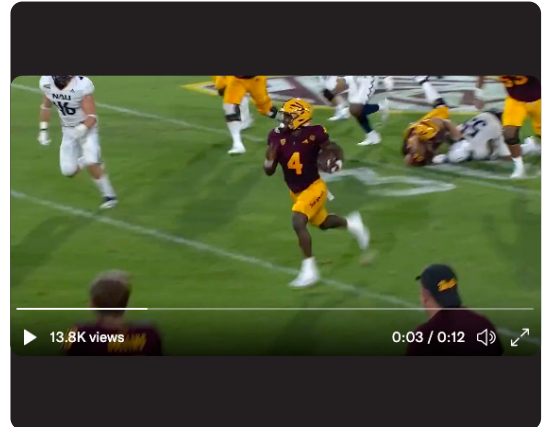
The Boys NB Helmet Tee from Barstool Sports' Taylor Lewan and Will Compton from the Bussin With The Boys podcast.



Daniyel Ngata @dngata2

Felt good being back out there!

#OpenDorse #Pac12MediaHighlights



▶ 13.8K views

0:03 / 0:12



Graham Mertz @GrahamMertz5

Excited to announce that I am officially releasing my wearables website! Hope you all enjoy!

Check out my official wearable collection at the link below:

grahammertzshop.com

Thank you for your support. It's only the beginning!



▶ 20.7K views

0:02 / 0:16



BreakingT @BreakingT

The Home Run QUEEN! We're thrilled to partner with @OU_Softball star @78jocelyn_alo on two new designs! BreakingT.com/Sooners | #WearTheMoment



BREAKINGT.COM/SOONERS

Officially Licensed by Oklahoma & Jocelyn Alo

SNAPCHAT

With almost 530 million active users as of April 2021, Snapchat has been a leading social media app for communication and staying connected to friends.

While many athletes use Snapchat daily to stay in touch with friends, many don't realize the potential for monetization opportunities.

SNAPCHAT SPOTLIGHT

According to the Spotlight Guidelines, Spotlight is an entertainment platform where creators can publish 5-60 second vertical videos. The guidelines state clear rules around avoiding sponsored and paid content as they want to keep Spotlight organic and real.

Creators can participate in the Spotlight Incentive Program to start earning Crystals that can be cashed out for real money.

NIL SNAPSHOT: CHLOE DUPUIS

When Chloe Dupuis learned about NIL, she immediately started researching how to partner with brands. Taking that proactive approach has allowed the East Tennessee State Women's Volleyball player to land deals with brands like OLIPOP and, most recently, with Snapchat.

WORKING WITH SNAPCHAT

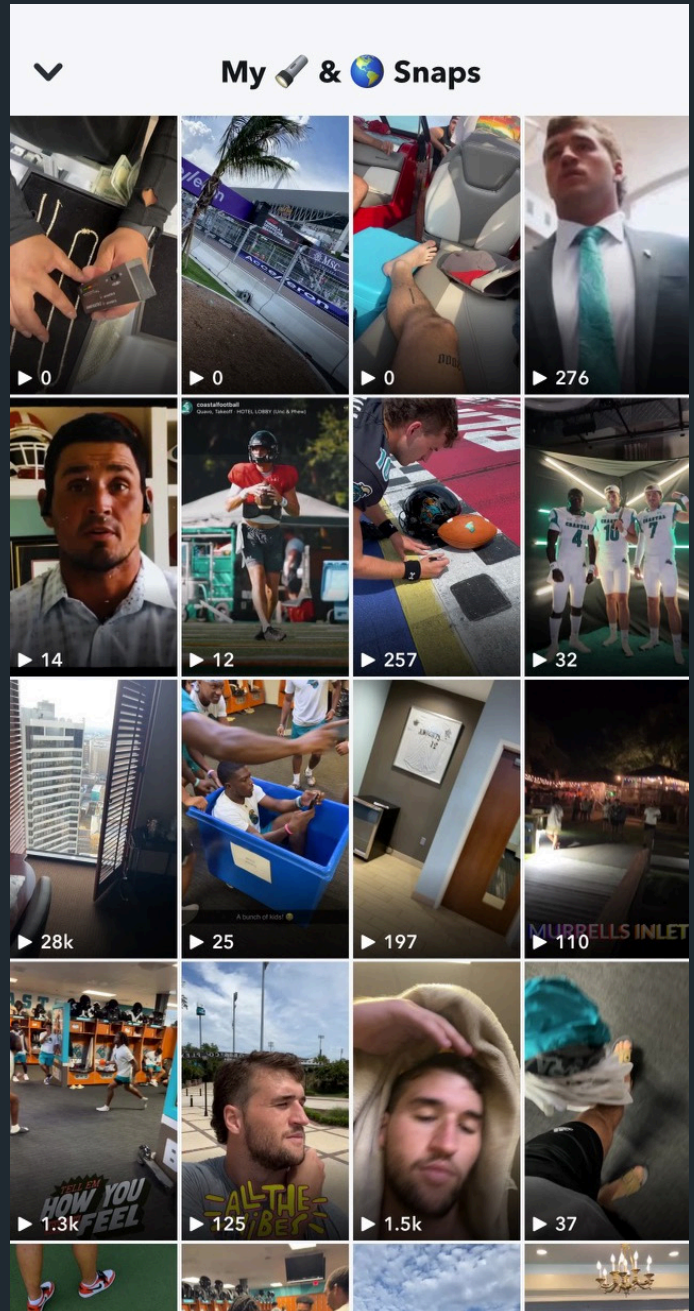
Dupuis was able to use the platform she's built to land a deal with Snapchat. She already uses Snapchat frequently and this partnership has allowed her to be more active and learn more about the various features Snapchat offers. For this opportunity, she creates three videos a week to post as Snapchat Spotlights.

"Most athletes – and people in general – use Snapchat already. For me, it was a brand that I'm familiar with and already enjoy. I enjoyed posing, but now that I'm partnered with them, and I get some different experiences. I got verified and I get to post three videos a week and create all this content. It's been awesome."

Many student-athletes use Snapchat to post to their private stories or communicate directly with friends. With public Stories and Spotlights, users can widen their audience and communicate with people worldwide. Dupuis started using these features because of her partnership and has seen immediate success and audience growth.

"I posted one video for the first time on my Spotlight. I wasn't sure what to post," she admitted. "I took a video at an event at the beach, and it got 53,000 views, tons of subscribers, and comments. Immediately I was like, 'This is weird. I didn't even know this existed.' Then I got a little more comfortable with it. I started posting videos at the gym and wakeboarding, just things that I'm doing in life."

"I really enjoy it because I've gotten to talk to people that are really engaged in what I was posting. It's a great feeling."



▲ Grayson McCall, Coastal Carolina | @gmccall10



MONETIZATION: CONTENT CREATION & STREAMING

PODCASTING

Podcasts are growing as a popular way for athletes, media, and any other type of content creator to reach an audience. [According to Edison Research](#), 32% of Americans listen to podcasts at least once a month. With accessible avenues to distribute and consume, the medium is simple to support and monetize.

Despite podcasts being free to listen to, many ask their listeners to subscribe to support their efforts. But revenue potential from podcasting goes beyond supporter subscriptions. Many podcasts have paid advertisements in the intro, middle, or outro of the recording. Rates for these ads will vary depending on your podcast's audience size, demographic, and interests. Podcasters should connect with brands to find which ones are the best fit for your topics.

To achieve success, most podcasts require extreme consistency over a long period of time. Having a plan is crucial to keep this revenue stream going. Pick a theme, topics of focus, and routine time commitment (daily, weekly etc.) to set expectations for yourself and supporters from the start.

As an athlete, time is one of your most valuable assets. Budget the amount of time you need to produce and publish your podcast each week. Most podcast episodes run anywhere from 15 minutes to an hour. Budget at least an hour of time to record each episode, which for most podcasts are published on a weekly or bi-weekly basis. Editing can take the bulk of the time, so plan around two hours to edit each episode. Lastly, you will need to upload the episode to a distribution channel like Anchor or Stitcher, and write a description for the episode. To gain listeners, take time to share and promote the episode on your social media channels and encourage any podcast guests, to do the same.

Weekly time commitment, in short:

- + 1 hour: preparing and researching questions
- + 1 hour: recording
- + 2 hours: editing
- + 1 hour: uploading and promoting



Doing my podcast has been awesome. I can share my opinion and people can learn a little bit more about me, the face underneath the helmet. The ability to make money from it [is nice], and to do something off the field that I can express myself.

Adrian Martinez · Kansas State Football



Budget about five hours per week or up to 20 hours per month to dedicate to your podcast. To save on time, you can always pay to outsource editing to a freelancer, if needed.

Once you decide podcasting fits your schedule and is something you want to do consistently, the next step is acquiring the right tools.

TOOLS FOR EFFECTIVE PODCASTING:

Microphone

You don't need a fancy microphone to get started. Using your earbud microphone is suitable and requires less setup.

Recording

An easy method to record, especially if you have guests, is with Zoom. Zoom will save both a video and audio only file to make it easy to edit.

Editing

If you have a Mac computer, Garage Band and iMovie are two easy and free tools to edit and export audio. Windows has similar products like Windows Movie Maker and Magix Music Maker.

Distribution

For many podcasters, Anchor is the easiest way to get podcast episodes distributed to major platforms like Apple Podcasts and Spotify.

Promotion

Let all your channels know that you're hosting and publishing a podcast. Your followers are a built-in support system. Create conversation and ask questions to encourage supporters to share and create hype around each episode. Remind your audience to subscribe during the episode, many podcasts have a call to action in the beginning, middle, or end of the recording.

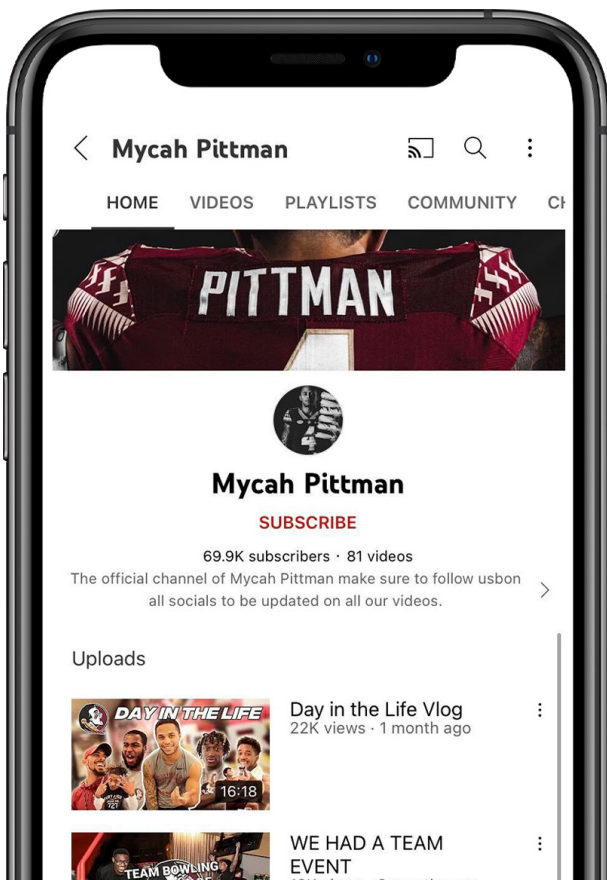


YOUTUBE

YouTube is the most popular online platform in America, with 74% of adults using it, according to [Pew Research](#). It's following right behind Google as the most-visited site. [Hootsuite](#) found viewers 18 and older spend an average of 41.9 minutes per day watching content. The opportunities on YouTube are endless for athletes, offering a long-form avenue for deeper athlete-fan connections compared to platforms like TikTok and Instagram that focus on 15-60 second videos.

This opportunity for fan connection creates the ability to build a valuable, monetizable audience. To begin making money, athletes first have to create an engaging channel and build an audience that values the content you are producing. The content that you produce doesn't need to require fancy camera equipment – take your phone out of your pocket and begin to document what you find interesting and consistently share it with your supporters.

With the abundance of videos on YouTube, it's important to create content that stands out and is uniquely yours in order to draw loyal subscribers. Being an athlete is something most people haven't experienced, and fans love access to the day-to-day lives of their favorite players. By sharing behind-the-scenes access to practice, training, recovery, and your hobbies outside the lines, you'll attract even more attention from interested fans. This variation and growth isn't just important for building a strong following, it's important for monetization purposes.



Just pick up your iPhone and go. You don't need the best camera and I always tell people, 'Don't be afraid to start your own channel.' I think it goes back to do what you do – make the type of content that's going to make you happy.

Mitchell Pehlke • Ohio State Men's Lacrosse

To be eligible for the [YouTube Partner Program](#) to generate revenue, a user must have:

- + More than 4,000 valid public watch hours in the last 12 months
- + More than 1,000 subscribers
- + Have a linked AdSense account

YouTube suggests, "If the average viewer can clearly tell that content on your channel differs from video to video, it's fine to monetize. We know many channels create content that follows a similar pattern. What's important is that the substance of each video should be relatively varied."

To monetize YouTube content in the Partner Program, creators must comply with:

- + YouTube's Community Guidelines
- + Terms of Service
- + Copyright
- + Google AdSense Program
- + Advertiser Friendly Guidelines

YouTube also notes, "The success of your channel and the YouTube Partner Program is dependent upon the willingness of advertisers to associate their brands with YouTube content. The earnings of all YouTube creators are negatively impacted when advertisers lose trust."

Athletes can take opportunities a step further and set up monetization for live stream videos with pre-roll, mid-roll, and overlay ads. YouTube provides an easy step-by-step guide to enable monetization on your next live stream.

Channels that are still growing and may not have hit the necessary requirements for the YouTube Partner Program still have the opportunity to capitalize on monetization opportunities. Traditional influencer brand marketing like a product unboxing, putting a product to use, or leaving a review are all ways creators can partner with a brand and either be compensated in-kind (free product) or paid to publish. Partnerships and videos like this can also create teaser content to showcase on other platforms like Instagram or TikTok and include a call to action for your audience to support your YouTube channel.



TWITCH

The perfect platform to engage with fans in hobbies and activities outside of athletics is Twitch. Whether it's playing video games, watching sports or something else, Twitch allows creators to engage in conversation and build community while streaming live. Fans converse in the chat and the host can respond directly in real-time.

Some Twitch setups can look intimidating, but in reality, the most difficult aspect is simply getting started. Start with a basic setup and establish streaming consistency to get comfortable. Use your current network of friends, family, and followers to support your channel. Communicate and create content related to what you're doing on Twitch to share on your other platforms. This establishes your own mini-ecosystem that can begin to build a large community.

As you build this community and establish consistent communication with your audience, monetization opportunities arise through subscribers, bits, donations, ads, and sponsorships.

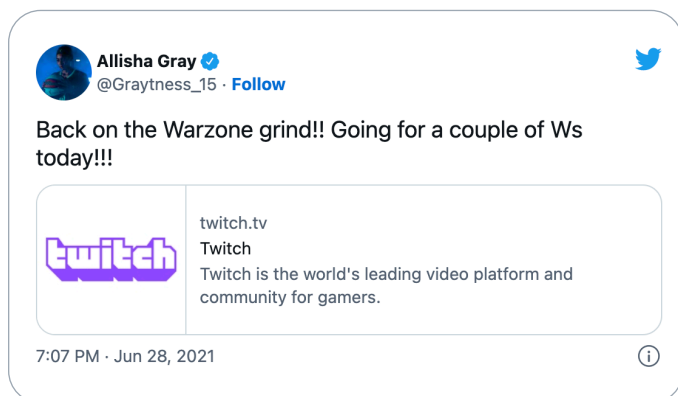
SUBSCRIPTIONS

The most common monetization opportunity through Twitch is subscriptions (subs). The typical sub is \$5 per month. Once a streamer reaches an affiliate level, according to Twitch, "subscribers gain access to custom global emotes usable across all of Twitch, subscriber badges, ad-free viewing, and more."

[According to Influencer Marketing Hub](#), the average Twitch streamer has about 25 subscribers. With athletes already having highly engaged followings and unique lifestyles, athletes will likely perform above average. On a monthly basis, athletes could be earning anywhere from \$125 to \$500+ on Twitch based on their sub count.

BITS

Another monetization opportunity for athletes on Twitch is bits. Bits are like virtual cheers that are used by your viewers to show support, celebrate big moments, and share their voice. Bits are displayed in the chat through emotes and each bit equates to \$0.01. A penny doesn't sound like a lot, but they add up quickly during a stream especially when engaging conversational and community-driven content is being produced.



To build on Twitch, it's extremely hard. It's one of those things that's very time-consuming. The audiences don't translate at all. I have about 40,000 followers across my other platforms – not including Twitch and TikTok – and I can guarantee you 90% of those people have no idea how to watch me on Twitch. It's really about building a true gaming community.

Al Blades Jr. · Miami Football

DONATIONS

As a streamer, you can ask your audience to provide a donation if they are enjoying your content. There are multiple ways to set up a donation box on your stream. Extensions like PeachPay, Donorbox, and PayPal allow you to connect bank information so viewers to easily donate directly to you. To alert viewers that you're accepting donations, include a call to action in your stream directing them to support your content if they are enjoying it.

ADS

A creator can begin running ads when they reach the affiliate level, which requires at least:

- + 500 total minutes broadcast in the last 30 days
- + 7 unique broadcast days in the last 30 days
- + 3 concurrent viewers or more over the last 30 days
- + 50 Followers

According to Twitch, "Regularly running ad breaks during your stream can disable pre-rolls, meaning that new viewers will not have to see an ad when they join your channel. We've also found that viewers are more likely to stay through an ad break than they are to stay through a pre roll."

The more viewers you have on your stream, the more you will earn since revenue is based on how many people view your ad. Viewerships tends to be the highest in the middle of your stream, so running short ads through the middle of your stream can maximize your earning potential.

SPONSORSHIPS

Similar to typical influencer marketing, streamers can negotiate sponsorship opportunities to highlight brands during their stream. From giving a shoutout, wearing a branded t-shirt, or having the brand logo on your stream, sponsorship opportunities are endless, so get creative. Twitch doesn't facilitate any of these deals, so make sure you have your Opendorse Profile set up and marketed in your bio so brands can pitch deal opportunities.



SELF-PUBLISHING

Every student-athlete has stories, thoughts, and opinions to share. But some might not be comfortable in front of a camera. Others may be pursuing a major like journalism and have a passion for long-form writing. Whatever the case, written storytelling sites like Substack, Medium, and Patreon provide great opportunities for athletes who are interested in sharing their stories through words.

GETTING STARTED

To unlock the full monetization potential of these sites, consistency is key. In order to establish a loyal audience that will keep coming back, your content needs to be fresh and engaging, in addition to posting regularly. Another important concept to keep in mind when creating long-form content is to make it shareable. Spark conversation and provide a unique inside perspective on a concept that makes your audience want to share it on their social platforms and drive more traffic to your work.

The typical subscription for these sites is about \$5 per month, but can range depending on where you're publishing, how many subscribers you have, and how often you're posting. Weigh your options and choose what platform serves your goals best. Ask yourself questions to understand your goals:

- + Are you writing just to monetize?
- + Are you writing to improve your skills?
- + Are you writing as a creative outlet?
- + Is this your only monetization stream?
- + How often do you want to publish content?

CONTENT IDEAS

Long-form writing is something most student-athletes are obligated to do for course work. It can be intimidating and often stressful when assigned a specific topic, but written content on these sites shouldn't be. Have fun with it, get creative, and share stories that will connect with an audience or your existing fan base.

The student-athlete experience is unique. It's often shared on social media and fans have seen behind the scenes in quick 15-60 second videos, but it's rarely written about by the athletes themselves. Content ideas could include:

- + Detailing the process of your gameday experience
- + Telling stories about what happens when your team is on the road
- + Provide a weekly journal and include the highs and lows of being a student-athlete
- + Write about how a topic in one of your courses relates to athletics or life
- + Discuss the skills you've learned on the playing surface that you'll carry on after the game

LONG-TERM BENEFIT

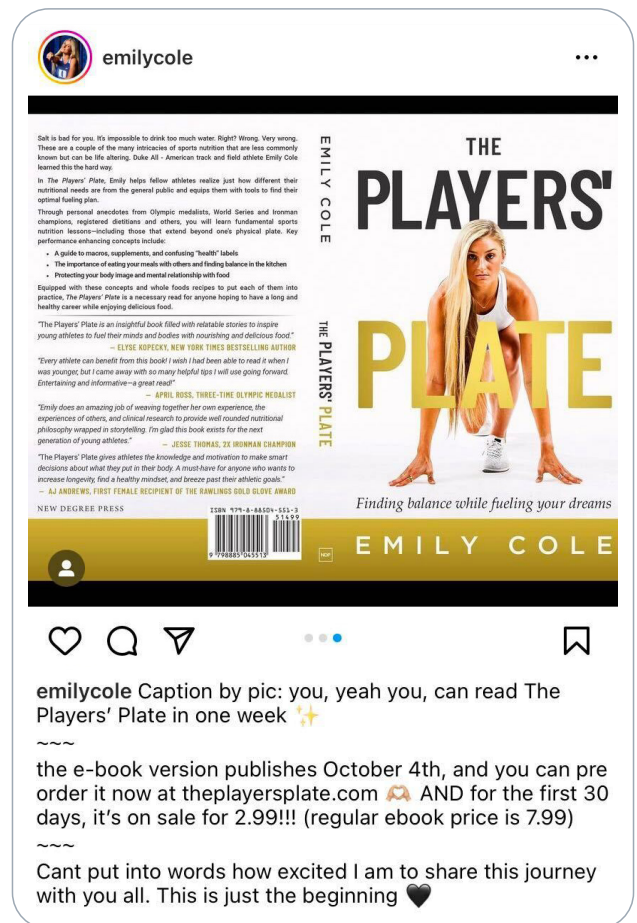
What you write and share as a student-athlete can also provide value as you transition out of sports into a full-time career after your playing days are done. Since most student-athletes have a busy schedule and can have a difficult time securing an internship or job, long-form content creation like this can provide value on a resume for prospective employers. Strong writing skills are always transferable, and writing about what you know and what you enjoy is a great way to fine-tune your skills.

BECOMING A PUBLISHER: EMILY COLE

After jumping into Track & Field late during her senior year of high school, Emily Cole was able to drop her times and land a roster spot at Duke. From writing a book to going TikTok viral, she has taken NIL by storm.

Cole started to post daily vlogs and running videos after learning how to grow her personal brand from her sister Juila Cole, a country music artist in Nashville. Getting into a routine with social media is key for follower growth, and Cole began taking things seriously in her gap semester during COVID.

She began writing her book *The Players' Plate*, which was published in May 2022.





As I promoted [my book] on my Instagram, I really tried to post pictures and stories as I went through the process. So even on days when I was like having a writing slump and I couldn't figure anything out and I was sitting in my laptop for two hours, I would post about that so that people really felt like they were part of the journey.

Emily Cole · Duke Women's Track & Field

"It's basically a guide to sports nutrition that I wish I had ten years ago when I was in high school." Cole said of *The Players' Plate*. "I interview a bunch of elite athletes like April Ross and Marshall Kosowski, who played for the Dodgers, and different people that have gotten to their respective highest levels of their sports. I ask them what they wished they had known when they were younger and kind of tell their story, one core lesson from what their experience was. They each have their own chapter, and at the end of their chapter, I have a recipe that shows you how to implement what you learned."

Since high school, Cole had aspirations of writing a cookbook to help young athletes. Then last May, she joined a course through the Creator Institute at Georgetown University. She wrapped up the publishing process for her book as she competed on the track last spring season and completed her course work in Computer Science and Economics.

Cole has used her social media, particularly Instagram, to promote pre-sales of her book. She's gotten her fans and followers involved in the process.

"For my pre-launch campaign, I had different kinds of perks that people could earn based on which package they bought," she said. "It's more about being a part of the process rather than actually getting the book. They get their name in the back of the book, they get to help pick out the cover. They get invited to the launch party."

Cole added, "Other things you get in higher tiers is inviting me to go to a book talk or do a Q&A or have me write a special extra recipe for you. So, a bunch more perks like that could help me connect with the audience better."



MONETIZATION: FAN CONNECTIONS

SPORTS CAMPS

By hosting youth sports camps during summer break, athletes can give back to the local community while making money to put towards tuition, rent, or other necessities when they go back on campus.

Typically, sports camps charge individual registration fees ranging from \$50 to \$100 per day. Camps can range anywhere from a few participants to well over 100 (see breakdown of potential earnings below).

These revenue numbers are strong for a day's work. However, for student-athletes, there are costs involved and other items that require your attention to ensure a successful youth sports camp. Athletes will need to make a plan a few months in advance to ensure everything runs smoothly.

MUST HAVES FOR HOSTING A CAMP:

- + Venue
- + Registration forms and liability waivers
- + Payment processes
- + Advertising and promotion
- + First aid/athletic training
- + Planned programming
- + Communication with attendees
- + Hydration
- + Disclosures

NICE TO HAVE'S INCLUDE:

- + Additional staff
- + T-shirts/merchandise
- + Snacks and nutrition

EARNING POTENTIAL			
TOTAL ATTENDEES	\$50 ENTRY FEE	\$75 ENTRY FEE	\$100 ENTRY FEE
25	\$1,250	\$1,875	\$2,500
50	\$2,500	\$3,750	\$5,000
75	\$3,750	\$5,625	\$7,500
100	\$5,000	\$7,500	\$10,000

ALL IN

GET COACHED BY NATIONAL CHAMPIONS.

Registration for ALL IN CAMPS is open now!

REGISTER NOW



Student-athletes success on the playing surface has lead them to running camps and connecting with the next generation of stars.



HOMETOWN HERO: SARAH MORBITZER

As a Columbus, Ohio, native, Sarah Morbitzer has been a Buckeye fan since day one. Walking on to the Ohio State women's volleyball team was a dream come true. However, as a walk-on, Morbitzer has had to financially support herself throughout her college career. And she isn't alone. Only 57% of Division I student-athletes receive athletic financial aid, and most don't receive full scholarships.

As a sophomore with 2,700 followers on Instagram, Morbitzer didn't think much when NIL passed until members of the Opendorse team presented to her team on campus.

"I didn't think I would benefit at first at all. I don't have a big name in college athletics or college volleyball," Morbitzer said. "It wasn't until we met with Opendorse and there was one slide about training camps and running private sessions.

"I was like, 'Wait, I definitely can benefit from that. I can do that.' Since I did grow up in Columbus, I do have a name around here and relationships with a lot of coaches and younger players. I just use that to my benefit. Luckily my mother was my high school coach, so I use my old high school gym and I don't have to pay a court fee."

Morbitzer hosted her first sessions in July, shortly after NIL passed. She ran seven, one-hour sessions and opened it up to anyone to participate in. She went on to host more sessions with her teammate, Sydney Taylor, who's also from Columbus.

Taking learnings from her first camp, Morbitzer ran her summer break event differently.

"We ran three sessions each day and we divided it up into skill levels. We had advanced and skill development sessions, so definitely learned throughout that first week of how I should do things and then carried it over to the next time."

Adding a teammate also created a new dimension. Morbitzer noted, "It was a lot more fun and a little less awkward, too, because I was the only one talking in the summertime and having Sydney was amazing and perfect. Then we also just use a lot of the same ideas and drills that we use at Ohio State. So having someone to demo that drill as I'm talking was super helpful, or even just saying something to another girl while I'm talking to someone else."

Over time, Morbitzer has also adjusted the rate for her sessions as there has been an increase in demand.

"Last summer, I put it at \$25 an hour and people were coming to me saying, 'This needs to be higher. You play at Ohio State, this needs to be a higher cost,'" she said. "I was really glad they were honest with me. I did not have any expectations, so I was happy to hear this."

Most recently she hosted a skills-focused session with teammate, Emily Landot, and plans to run more this summer, as well as potentially run private lessons.



Morbitzer shared this image to Twitter about a camp she ran in June 2022.

For Morbitzer, giving back to her local community is one of the biggest joys.

"Just being able to give back to a 12- or 13-year-old absolutely makes my day because I started there and I used to idolize the players at Ohio State," she said. "Now, I'm that role model for younger kids. It blows my mind every day, honestly."

When people think of NIL, most immediately think of social media deals, but there are many offline NIL opportunities.

"It's an unexpected route from an NIL perspective," Morbitzer admitted. "I don't think a lot of people even think about doing private lessons. It's more, 'What brand deal can I get? What can I post on my social media?'"

"But, someone like me in my position, I am a walk-on and I don't have a huge name, so I'm not going to get a brand deal that's offering me \$1,000. That's where I was at and I'm like, 'Okay, well, how else can I benefit from this?' So, even if you don't have that big name, you can still benefit in this space."

Having a supportive athletic department that helps provide NIL resources can play a big role too. Education is key.

"I've learned so much from Opendorse and from Ohio State," she said. "That meeting last summer was huge for me and it was an eye-opener, listening just to the presentation from Opendorse. And then on the Ohio State side, it's been big that they want us to succeed in this space, and it's not all about money for them. It's truly about us and about our name, our image, and likeness. That just means a lot to the athletes here."

While she still leans on her parents for support, she's beginning to become financially independent, thanks to NIL.



🔗 PRIVATE LESSONS

Private lessons provide great opportunities for athletes in skill-based and individual sports, including those participating in non-revenue sports such as diving, golf, gymnastics, tennis, and more.

Private lessons can range anywhere from \$25 to \$100+ an hour depending on the sport, demand, and ultimately, how an athlete determines their personal value (see breakdown of potential earnings on right).

Multiply your hours and rate by eight weeks and it's realistic that athletes could earn anywhere from \$1,000 to \$16,000 over a summer or offseason break.

MARKET AND COMMUNICATE

- + Let your network know you are teaching private lessons. Tap into your personal social media channels, share the message with community groups, and ask previous clubs and teams you've played for to pass along information to current participants.
- + Continue communication with clients and let them know if there is a change in time or date of a lesson due to weather or something else. By setting clear communication with your client, chances are they'll be clear at communicating with you too.

SET A SCHEDULE AND SET RATES

- + It's important to maintain consistent times and a consistent rate. By having consistent time slots, athletes can maximize revenue by having multiple recurring lessons.
- + Have times that fit into your schedule to allow for time management and room for other commitments.
- + You'll have confidence in charging that rate for any client by setting a consistent rate.

ACQUIRE A LOCATION AND EQUIPMENT

- + Check to see if you need to reserve a location like a park tennis court, or pay a fee at a club for court, field, or ice time. If there is a venue fee, be sure to take this into consideration in the rate you charge. The same goes for any equipment that would need to be rented or provided.

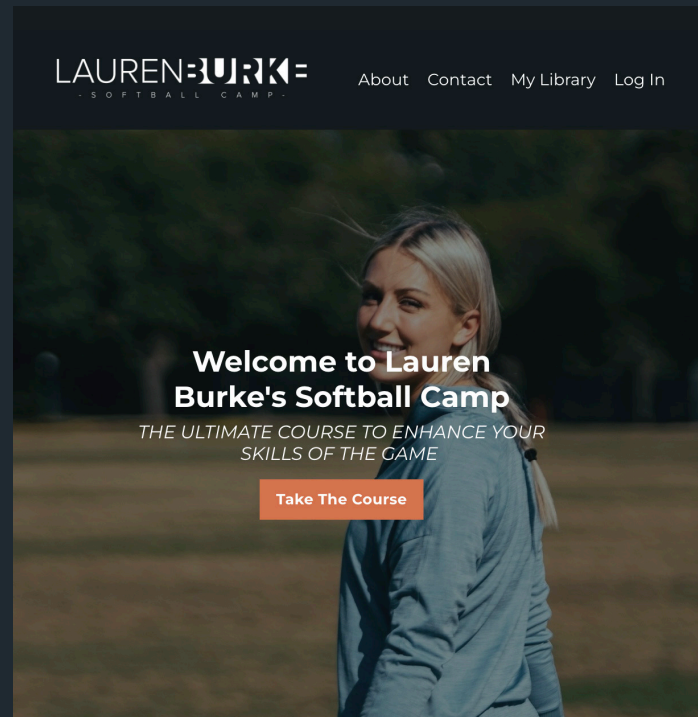


Now with NIL, I can promote my name. Being local and in my hometown, a lot of people know my name from high school. It's easier for me to be able to promote [lessons and camps] with my name and my image.

Kendall Lee · Memphis Softball

EARNING POTENTIAL

TOTAL HOURS	\$25 COST/HR	\$50 COST/HR	\$100 COST/HR
5	\$125	\$250	\$500
10	\$250	\$500	\$1,000
15	\$375	\$750	\$1,500
20	\$500	\$1,000	\$2,000



VIDEO SHOUTOUTS



HUNTER MALDONADO

Men's Basketball · Wyoming Athletics

BRIEF:

Would love a welcome video to start the school year for Laramie Middle School students.

Our theme for this year is 'You Miss 100% of the Shots You Don't Take!' If you could please welcome the students back, incorporate our theme, and encourage them to work hard and do their best that would be great!



TAP OR SCAN TO SEE
HUNTER'S VIDEO SHOUTOUT

JASEN GREEN

Men's Basketball · Creighton Bluejays

BRIEF:

Hi Jasen, congrats on becoming a Bluejay! My 6 year old nephew - Parker- is starting basketball for the first time later this fall and since he already has a #0 Creighton jersey, I though you might be a fun one to give him a little pep talk to get him really excited to start playing and talk about why you love basketball. If you accept, I can send a script your way that you can tweak however you'd like. Thanks you! #RDJ



TAP OR SCAN TO SEE
JASEN'S VIDEO SHOUTOUT



 **AUTOGRAPHS**



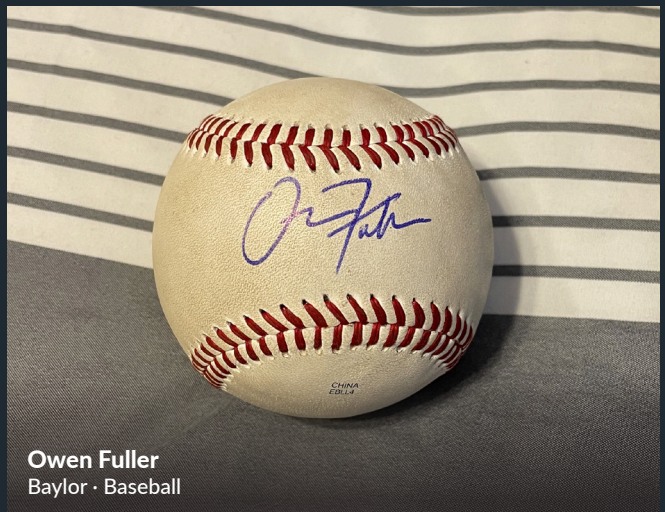
Avery Boucher
Creighton · Women's Rowing



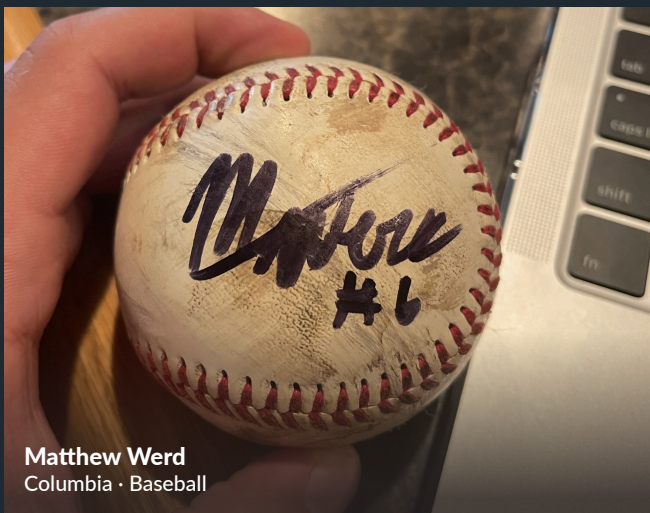
Nicole LaMantia
Wisconsin · Women's Ice Hockey



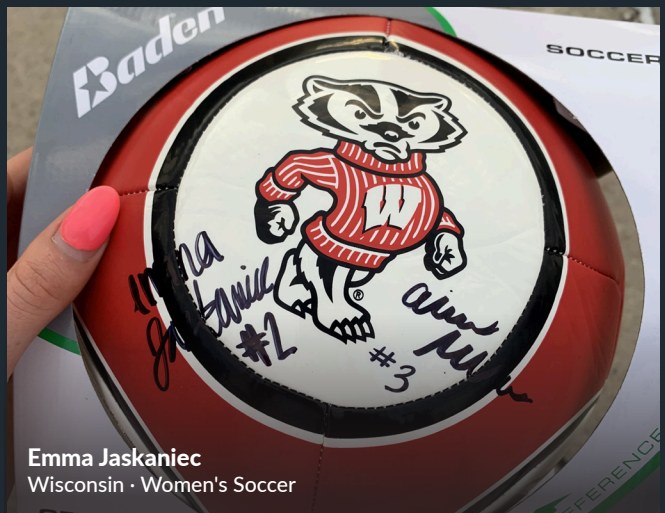
Ben Carr
Georgia Southern · Golf



Owen Fuller
Baylor · Baseball



Matthew Werd
Columbia · Baseball

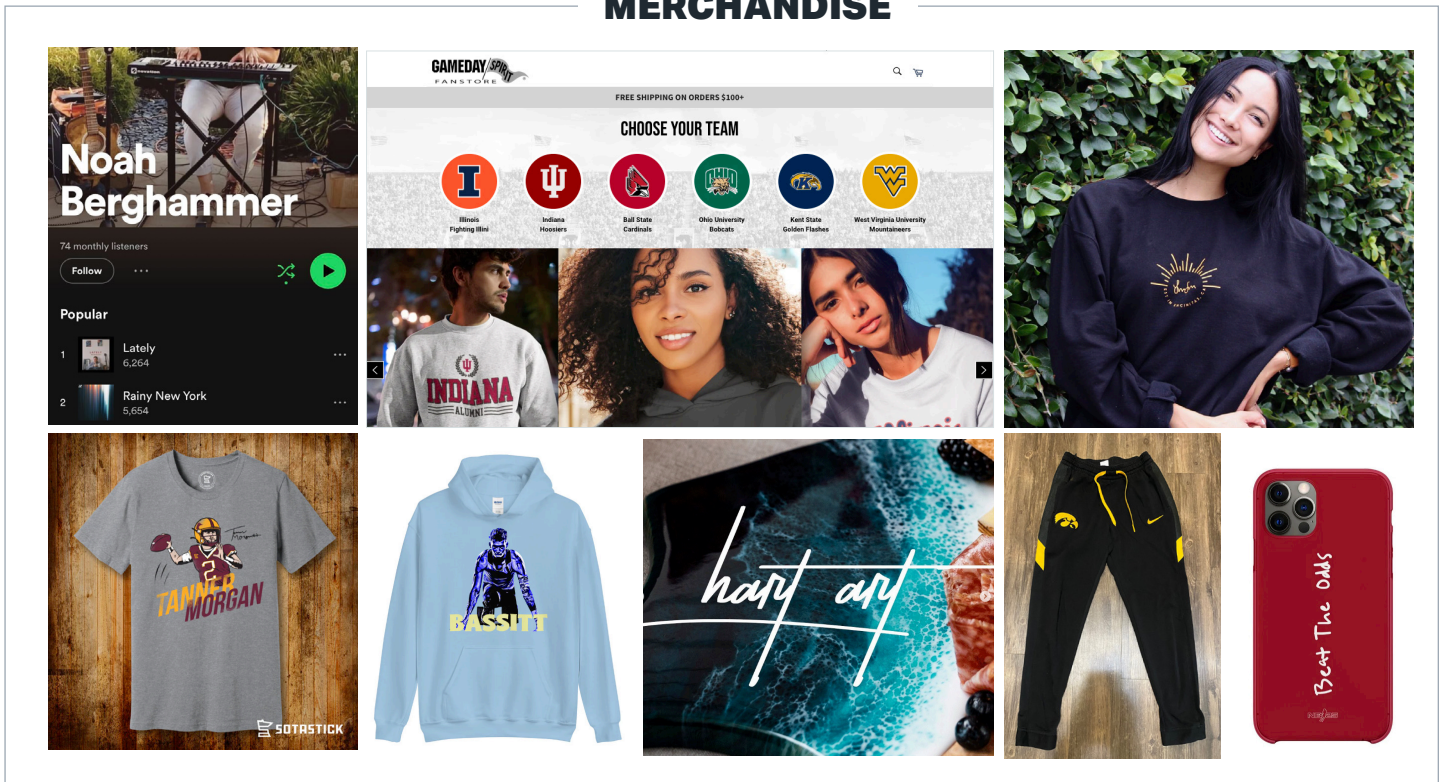


Emma Jaskaniec
Wisconsin · Women's Soccer



MONETIZATION: LICENSING

MERCHANDISE



GROUP LICENSING

What is NIL group licensing?
 Group licensing is when a collection of athletes pool their name, image and likeness (NIL) rights and grant collective usage to a third party.

In practice, a company that wishes to feature players in their consumer products (i.e. a merchandise line, video game, trading card set, etc.) must purchase the rights of the athletes that will be included.

Why do businesses and athletes pursue group licensing deals?
 For brands, negotiating with multiple players is challenging and time-consuming. Group licensing deals simplify the process for companies.

For players, a group licensing opportunity allows revenue to be shared among all athletes that opt-in to the deal. Many athletes have greater value as part of a group rather than as an individual.

How do athletes grant group licensing rights?
 Athletes must opt-in to group licensing programs by signing an official legal document with the third party that wishes to secure use of their NIL.





www.opendorse.com

