

## THE SITUATION

Matteo Greer is a rising soccer star playing for Loudoun Soccer Club. As a talented and ambitious athlete, Matteo has recognized his marketing potential as an athlete influencer, successfully securing multiple commercial partnerships with local, regional, and national brands. Understanding the complexities of the Name, Image & Likeness (NIL) landscape, he and his family is committed to ensuring that his brand remains strong, compliant, and secure.

## THE CHALLENGES

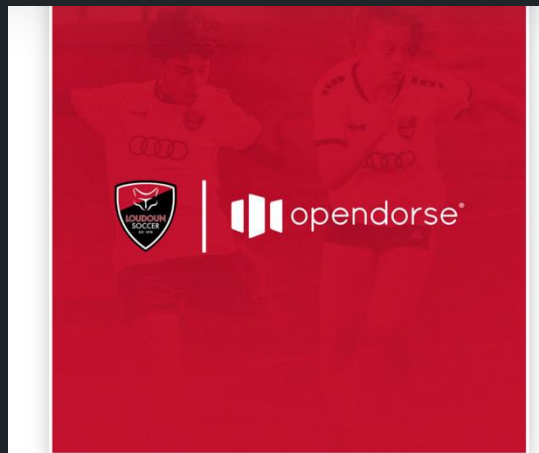
- + **Ensuring Academic Priority** – Maintain academics as a priority as he builds his soccer brand
- + **Navigating Brand Deals Safely** – With multiple offers coming in, he wanted to ensure that each agreement was fair, legally sound, and aligned with his long-term goals
- + **Balancing Soccer and Branding** – As a dedicated athlete, he needed an efficient way to manage his partnerships without compromising his performance on the field
- + **Ensuring Brand Alignment** – Evaluating NIL opportunities has always been important for the Greer family, ensuring every deal aligns with Matteo's personal brand

"I'm serious about my soccer and my future. For me, balancing soccer and building a brand is like a tricky play. Gotta train hard, improve my skills, and be a team player. That's my foundation. But NIL is about building a future foundation. The real key though? Academics. Grades are non-negotiable. No good grades, no playing time, no future. Period. So, it's study first, soccer second, and then, if I manage my time right, building my brand. It's a juggling act, for sure, but I'm learning to balance it all. I'm thinking long-term." – Matteo Greer



# LOUDOUN SOCCER / NORTHERN VIRGINIA ALLIANCE

Now in the second year of partnership, Loudoun Soccer Club and Opendorse have seen an increase in interest around NIL at the club. Opendorse provides a mix of technology and services, including athlete education, club and family consultation, and an NIL Marketplace where Loudoun/NVA athletes can create a profile and make connections with advertisers.

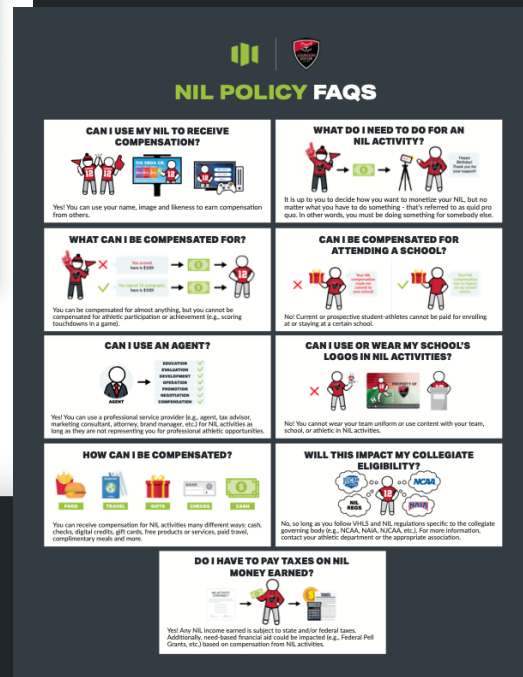


## What is NIL?

Name, Image & Likeness (NIL) are the three elements that make up a legal concept known as "rights of publicity." These are identifiable to you – who you are – and what any individual can sell to promote a product or service.

- **Name** – Literally your name; allowing your name to be associated with a product or service for profit
- **Image** – Your face, body and appearance; allowing your physical or virtual self to be associated with a product or service for profit
- **Likeness** – A portrait or representation; allowing yourself to be used in products as a portrayal of your image

Loudoun Soccer/Northern Virginia Alliance are the first elite youth soccer club in the country to partner with Opendorse to provide NIL resources for our members.



## THE BENEFITS

- + **Secure Brand Deals Efficiently** – With Opendorse's streamlined platform, brands can browse, negotiate, and finalize brand deals in a transparent and legally sound manner
- + **Compliance & Protection** – With the guidance of his father and Opendorse's compliance tools, Matteo avoided potential pitfalls such as contract loopholes, NCAA violations, and conflicts of interest
- + **Time Management** – Instead of manually managing his partnerships, Opendorse's platform automated key processes, allowing Matteo to focus on his training and performance

*"Opendorse has been helpful in providing the technology and services that help organize NIL deal options and help our family avoid pitfalls that could hurt our long-term interests" – Dr. Melvin Greer*

## THE SUCCESSES

- + Nearly five-figures in NIL deals, cash and in-kind compensation
- + Confidence in navigating contracts without unnecessary risks, while learning important life lessons
- + A growing portfolio of NIL deals with reputable brands, including different categories
- + More time to focus on his development as a soccer player, including international travel

*"I'm excited about the growing portfolio of NIL deal options. I appreciate how Opendorse is working with my family to ensure that my brand remains strong, compliant, and secure" – Matteo Greer*

