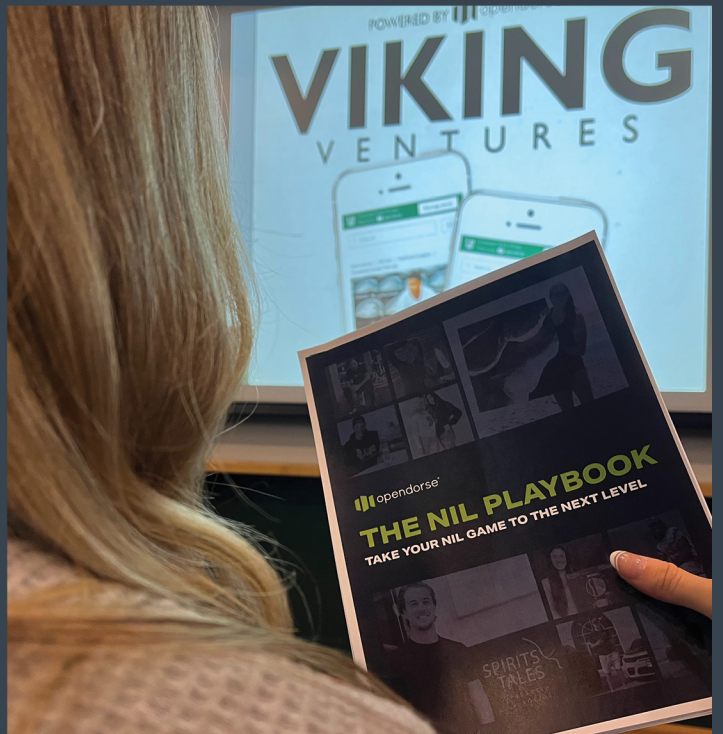




OPENDORSE EDUCATION DATA REPORT

2023 - 2024 ACADEMIC CALENDAR YEAR



A MESSAGE FROM OUR EDUCATION TEAM

Opendorse has long been the pioneer for athlete NIL rights as their go-to source for maximizing their value. A pivotal moment in that history came on March 10, 2020, when Opendorse had its first school launch their NIL education solution, the Ready Now™ Program, which was focused on helping student-athletes better understand NIL. Over the last four years, a theme that has been consistent across the industry is “we need more education.”

Now, administrators are tasked with driving efforts that help answer the question, “How are we doing with NIL?” Coaches need strategies to help retain and recruit athletes. Collectives are looking for creative efforts to drive sustainability as they form across all levels beyond Division I. Supporters of all types are still trying to figure out how they engage with athletes in the space. No matter the audience or their involvement in NIL, there has been a clear evolution from athlete-only education to ensuring all stakeholders understand the challenges and opportunities.

Education is not meant to be a checkbox or a one-size fits all. Driven by maximizing accessibility and continued learning, our team continues to develop various forms of servicing including:



From the Ready program in 2020 to the Opendorse Education team today, our programming has continued to be market driven to provide the service and experience our partners need. This is centered in our focus through our core pillars:

- 1 Holistic Athlete Education** – understanding their personal brand, navigating commercial vs. collective NIL deals, content creation, money management, mental health, lifelong skill building and more.
- 2 Stakeholder Engagement** – ensuring all stakeholders (administrators, coaches, businesses, collectives, fans, etc.) have the information, tools and resources to be successful in their daily responsibilities.
- 3 Actionable Strategy** – providing custom strategy and consultation that drives meaningful action, impact and results.
- 4 Data-Driven Insight** – when there is a true measure of where you are, you can identify and determine an approach for where you want to go.

We are excited for you to take a deep dive into our efforts and learnings from the 2023-2024 academic school year. With the launch of solutions like Opendorse 360™ On-Campus, Opendorse Budgets™ and Fair Market Value (FMV) Assessments™, we are set up to continue helping athletic departments and other key stakeholders successfully navigate the NIL space.

The Opendorse Education Team,



Bri Cassidy
Director of NIL Education



Hannah Beatus
NIL Education Program
Manager



Julian Valentin
VP of Partner Success



Braly Keller
NIL & Business Insights
Manager

ENGAGEMENT DATA

JUNE 2023 - MAY 2024



PARTNER SERVICING BREAKDOWN

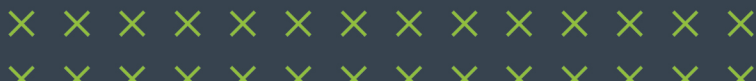
100+ UNIQUE PARTNERS SERVICED

NIL RUNDOWN
 RECAPPING THE APRIL DIVISION I COUNCIL MEETING
 Friday, April 19 at 9:30am CT

Brady Keller (Host) - Operations, ML & Business Insights Manager
Brenden Hill - 2nd Division Leadership, NIL Coordinator
Chris Schoemann - 2nd Division, Founder & Principal
Nicole Alderson - University of Illinois, Executive Assoc. AD/COO/DIR
Russell White - 1st Division Association, President

53	NCAA DIVISION I
8	NCAA DIVISION II
15	NCAA DIVISION III
6	NAIA
9	NJCAA
6	HIGH SCHOOL
2	ASSOCIATIONS / ORGANIZATIONS / CONFERENCES

*Note: Does not include open-invite webinars for all like the graphic above



EDUCATION SESSION TYPE



CAMPUS VISITS

BY DIVISION

54	TOTAL
44	NCAA DIVISION I
3	NCAA DIVISION II
4	NCAA DIVISION III
3	NAIA



GROUP WEBINARS

BY DIVISION

19	TOTAL
4	NCAA DIVISION I
5	NCAA DIVISION II/III
5	NAIA
5	NJCAA



IN-PERSON SESSIONS

BY DIVISION

407	TOTAL
339	NCAA DIVISION I
16	NCAA DIVISION II
39	NCAA DIVISION III
13	NAIA



CUSTOM ZOOM SESSIONS

BY DIVISION

36	TOTAL
22	NCAA DIVISION I
1	NCAA DIVISION II
8	NCAA DIVISION III
3	NAIA
2	HIGH SCHOOL

OTHER ACTIVATIONS

BOSCA ANNUAL WORKSHOP

BOSCA REGIONAL WORKSHOP
(SPRING 2024)

NAIA CONVENTION

NJCAA CONVENTION

2024 (WALK WITH TFB)
INTERNATIONALIZATION & ATHLETICS
SUMMIT

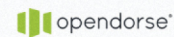
NAIA CONVENTION

NAME, IMAGE, & LIKENESS (NIL) SUCCESS STORIES, TRENDS, AND BEST PRACTICES

Monday, April 8th at 9:00am CT

Monday, April 8th at 9:00am CT

Monday, April 8th at 9:00am CT



Bri Cassidy (Moderator)
Opendorse
Director of NIL Education

Janet Estor-Smith
Ottawa University - KS
Director of Athletics

Justin Preston
Ottawa University - KS
Bowling Student-Athlete

Sam Lee
University of the Cumberlands
Assistant Athletic Director



KANSAS CITY MARRIOTT DOWNTOWN | ROYAL HALL

EXHIBIT HALL FOR ADDITIONAL CONVERSATIONS TO FOLLOW (10:00 AM - 5:00 PM)

TOTAL EDUCATION SESSIONS BY AUDIENCE



483

TOTAL SESSIONS



278

STUDENT-ATHLETES



52

ADMINISTRATION /
EXEC. STAFF



65

DEPARTMENT /
SUPPORT STAFF



64

COACHES



24

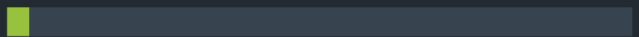
EXTERNAL
(DONORS, COLLECTIVES,
LOCAL BIZ)

ATHLETE SESSION TYPE

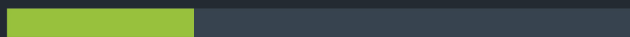
278 TOTAL SESSIONS



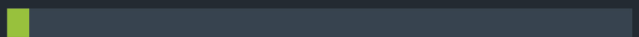
6 GROWING YOUR VALUE (301)



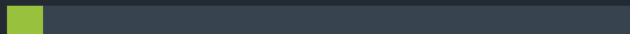
144 LAYING THE FOUNDATION (101)



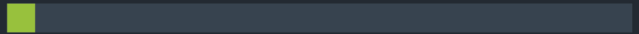
6 VALUE FOR THE FUTURE (401)



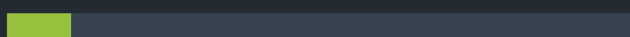
29 POWER OF OWNING YOUR
VALUE (201)



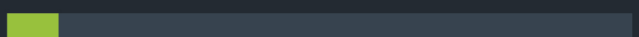
17 INTERNATIONAL



44 HYBRID (101/201)



32 OFFICE HOURS / 1:1 MEETINGS



EDUCATION SURVEY DATA

SESSION: LAYING THE FOUNDATION

This session equips athletes with essential tools for navigating NIL opportunities effectively. Focused on understanding commercial versus collective deals, how to leverage Opendorse resources and important steps athletes should take to set a strong foundation for success.

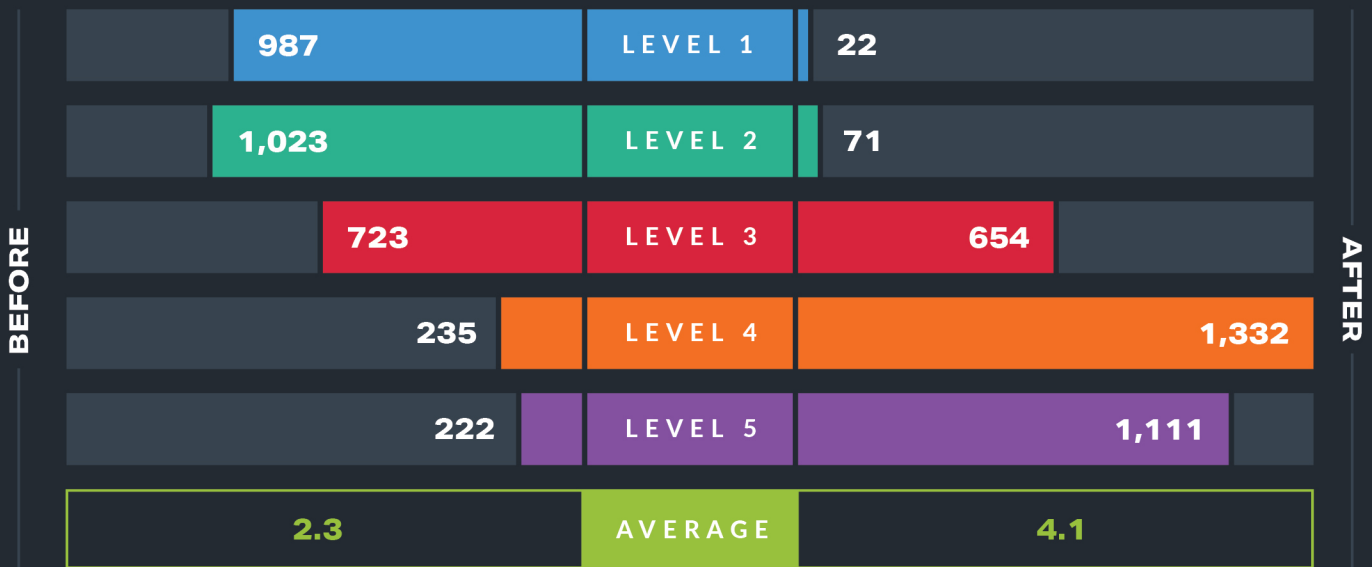


SURVEY QUESTION:

How would you rate your confidence level to pursue commercial-based NIL opportunities before and after the education session?

OVERALL DATA

TOTAL RESPONSES: 3,190 / TOTAL SCHOOLS: 61 / IN-PERSON: 2,815 / ZOOM: 375



GENDER BREAKDOWN



MALE

BEFORE	AFTER
2.5	4.1
2.1	4.0
1,573	1,617

FEMALE



RESPONSES

SPORTS BREAKDOWN



REVENUE
(MBB/WBB/FB)

OLYMPIC

2.5	BEFORE	2.2
4.2	AFTER	4.0
765	RESPONSES	2,425



DIVISION BREAKDOWN

	RESPONSES	BEFORE	AFTER
DIVISION I (P5)	591	● ● ● ● ● 2.4	● ● ● ● ● 4.1
DIVISION I (G5)	183	● ● ● ● ● 2.4	● ● ● ● ● 4.1
DIVISION I (OTHER)	1,289	● ● ● ● ● 2.3	● ● ● ● ● 4.1
DIVISION II	129	● ● ● ● ● 2.3	● ● ● ● ● 4.2
DIVISION III	768	● ● ● ● ● 2.2	● ● ● ● ● 4.0
NAIA	185	● ● ● ● ● 2.5	● ● ● ● ● 4.1
NJCAA	45	● ● ● ● ● 2.1	● ● ● ● ● 4.0



SESSION: POWER OF OWNING YOUR VALUE

Through exploratory activities, this session empowers athletes to understand and capitalize on their own marketability and personal brand within the NIL landscape. To meet the need of all athletes, this guides athletes to not only confidently pursue NIL opportunities, but also future job opportunities.

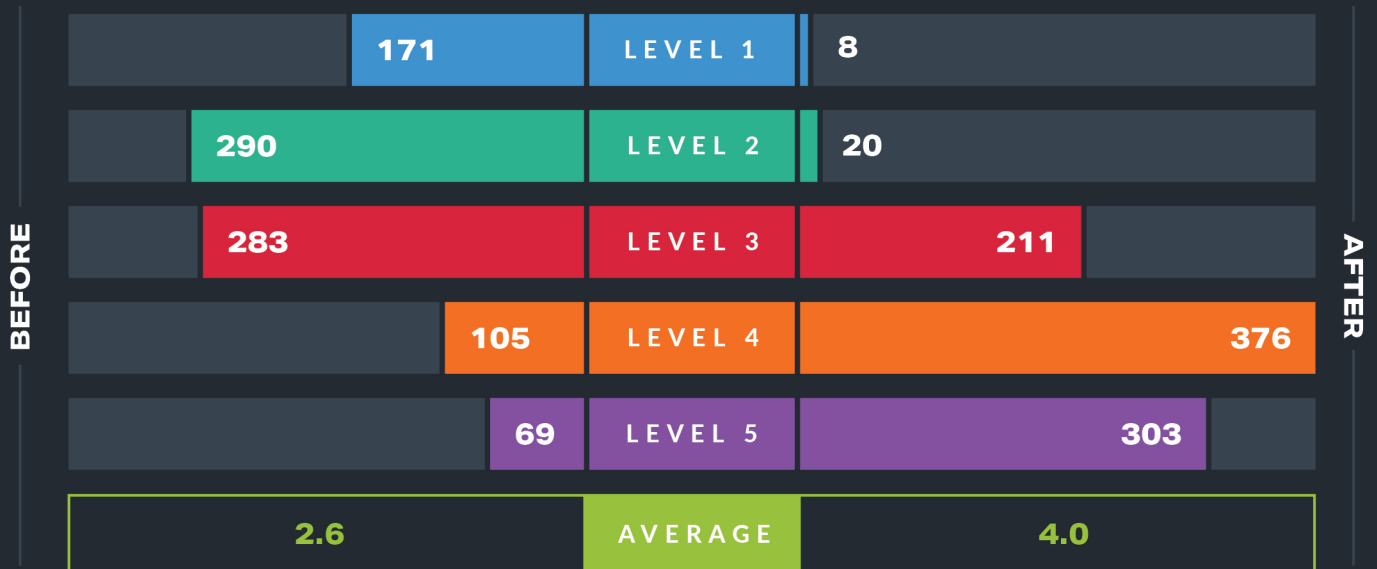


SURVEY QUESTION #1:

How would you rate your confidence level to pitch yourself to a business before and after the education session?

OVERALL DATA

TOTAL RESPONSES: 918 / TOTAL SCHOOLS: 16



GENDER BREAKDOWN



	MALE	FEMALE
BEFORE	2.8	2.3
AFTER	4.1	4.0
TOTAL	475	443





SURVEY QUESTION #2:

Do you feel like reflecting on your core values and answering questions about your marketability/ personal story helped you grow your confidence in pursuing opportunities?



TOTAL RESPONSES: 918

TOTAL SCHOOLS: 16

YES

NO

827

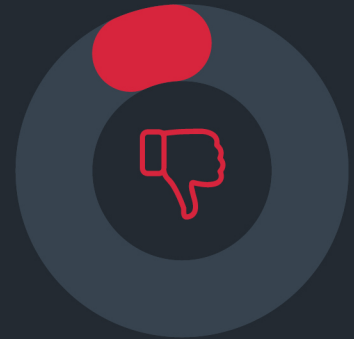
TOTAL

91

90.1%

%

9.9%



SESSION: GROWING YOUR VALUE

Tailored for athletes poised to enhance their social media presence and revenue streams, this session focuses on strategic content creation, social media metrics and how to leverage their reach to maximize opportunities. This session provides insights and strategy focused on increasing market value aligned with industry trends and brand expectations.



SURVEY QUESTION:

How would you rate your level of knowledge of social media metrics beyond followers before and after the education session?

OVERALL DATA

TOTAL RESPONSES: 455 / TOTAL SCHOOLS: 2

BEFORE

AFTER

62	LEVEL 1	0
96	LEVEL 2	8
162	LEVEL 3	15
83	LEVEL 4	2
52	LEVEL 5	430
2.9	AVERAGE	4.9



GENDER BREAKDOWN

MALE

FEMALE

3.0

BEFORE

2.8

4.9

AFTER

4.9

263

RESPONSES

192



SESSION: VALUE FOR THE FUTURE

Centered on long-term personal and professional growth, this session provides athletes with the tools for understanding strategic self-management, social currency, and cultivating meaningful connections. This session underscores the importance of intentional investment in NIL pursuits and value beyond the dollars made.



SURVEY QUESTION:

How would you rate your confidence in how to leverage NIL opportunities to help you navigate the rest of your career into life after sports?

TOTAL RESPONSES

66

OVERALL RATING

4.6

TOTAL SCHOOLS

2

St. John's Athletics x Opendorse NIL Day

Wednesday, April 24

12:00 pm: Coaches and Staff
**RSVP through Teamworks link*

1:00-3:00 pm: Opendorse Office Hours

3:00 pm: International Student-Athletes

5:30 pm: External Stakeholders

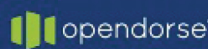
7:00 pm: All Student-Athletes: Laying the Foundation (101)/The Power of Owning Your Value (201)
**RSVP through Teamworks link*

All sessions in the Team Room!



NIL WEEK 2024

PRESENTED BY:



COME JOIN KENT STATE ATHLETICS & OPENDORSE FOR AN EDUCATIONAL WEEK SURROUNDING NIL OPPORTUNITIES FOR THE KENT STATE COMMUNITY!

FEBRUARY 26TH
6:00-6:30PM
MACC ANNEX 277:
NIL PANEL OF
STUDENT ATHLETES
TITLED "HOW TO..."

FEBRUARY 28TH
12:00-1:00 PM
KENT FREE LIBRARY - SECOND
FLOOR - LIGHT LUNCH:
NIL EDUCATION SESSION
FOR LOCAL BUSINESSES

2:30-3:30PM
MACC ROOM 298:
COACH & ADMINISTRATOR
SESSION

FEBRUARY 29TH
6:00-7:00PM
MACC ROOM 298:
NIL 2.0 SESSION FOR
STUDENT ATHLETES

FOR QUESTIONS, PLEASE CONTACT FRANK PORTER, JR. (PORTER@KENT.EDU)

NAME, IMAGE & LIKENESS

NIL

presentation

NETWORKING SESSION
WEDNESDAY, NOVEMBER 29 • WOLSTEIN CENTER

Join Cleveland State Athletics and Opendorse for an evening of Networking with local Cleveland business leaders on Name, Image and Likeness!

Networking 6:00 PM
Wolstein Center 5th Floor | Dinner Provided
Women's Basketball vs. RMU 7:00 PM
Wolstein Center | Free Admission

RSVP
By emailing k.gory@csuohio.edu



INTERNATIONAL STUDENT-ATHLETES

Considering their unique experience, this session offers international student-athletes tailored strategy on navigating NIL opportunities, emphasizing best practices and considerations specific to their visa status. While not providing legal advice, it aims to address unique challenges and provide proactive strategies for international athletes pending their own restrictions.

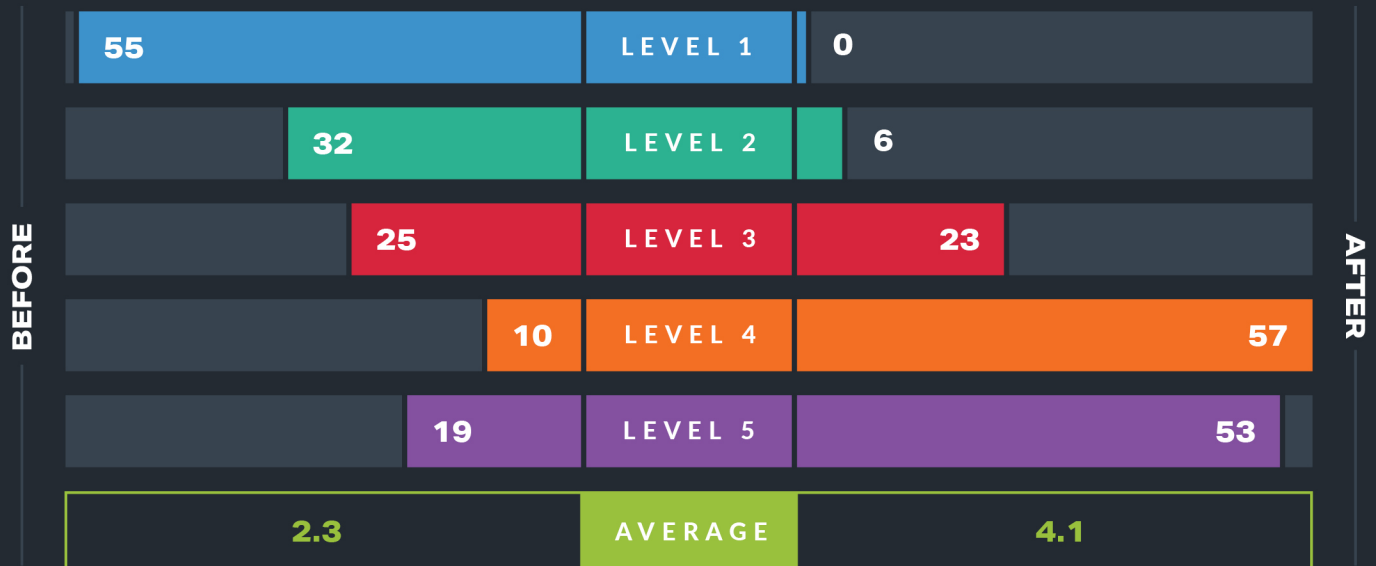


SURVEY QUESTION:

How would you rate your confidence level to pursue commercial-based NIL opportunities while off of U.S. soil before and after attending the education session?

OVERALL DATA

TOTAL RESPONSES: 141 / TOTAL SCHOOLS: 8 / UNIQUE COUNTRIES: 39




39 UNIQUE COUNTRIES




- | | | | | |
|-----------|----------|-------------|----------|----------------|
| ALBANIA | COLOMBIA | HUNGARY | PERU | SWITZERLAND |
| ARGENTINA | CYPRUS | IRELAND | POLAND | TAIWAN |
| AUSTRALIA | DENMARK | ITALY | PORTUGAL | THAILAND |
| AUSTRIA | ECUADOR | JAPAN | SCOTLAND | THE BAHAMAS |
| BARBADOS | ENGLAND | MEXICO | SERBIA | TURKEY |
| BRAZIL | FRANCE | MONTENEGRO | SLOVENIA | UNITED KINGDOM |
| CANADA | GERMANY | NETHERLANDS | SPAIN | VENEZUELA |
| CHILE | GREECE | NEW ZEALAND | SWEDEN | |

HELP EVERY ATHLETE

SMALL SCHOOL-SPECIFIC DATA (NON D1)

 Division II	SURVEY QUESTION: <i>Did you think NIL opportunities were applicable to D2 athletes?</i>			
	BEFORE SESSION		AFTER SESSION	
	RESPONSES (#)	RESPONSES (%)	RESPONSES (#)	RESPONSES (%)
NO	16	12.8%	1	0.8%
UNSURE	48	38.4%	1	0.8%
YES	61	48.8%	123	98.4%
125 TOTAL RESPONSES			3 SCHOOLS	

 Division III	SURVEY QUESTION: <i>Did you think NIL opportunities were applicable to D3 athletes?</i>			
	BEFORE SESSION		AFTER SESSION	
	RESPONSES (#)	RESPONSES (%)	RESPONSES (#)	RESPONSES (%)
NO	197	25.7%	12	1.6%
UNSURE	275	35.8%	0	0.0%
YES	296	38.5%	756	98.4%
768 TOTAL RESPONSES			9 SCHOOLS	



SURVEY QUESTION:

Did you think NIL opportunities were applicable to NAIA athletes?

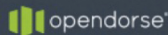
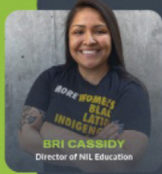
	BEFORE SESSION		AFTER SESSION	
	RESPONSES (#)	RESPONSES (%)	RESPONSES (#)	RESPONSES (%)
NO	31	16.8%	8	4.3%
UNSURE	86	46.5%	0	0.0%
YES	68	36.8%	177	95.7%
185 TOTAL RESPONSES			4 SCHOOLS	



SURVEY QUESTION:

Did you think NIL opportunities were applicable to NJCAA athletes?

	BEFORE SESSION		AFTER SESSION	
	RESPONSES (#)	RESPONSES (%)	RESPONSES (#)	RESPONSES (%)
NO	13	28.9%	0	0.0%
UNSURE	25	55.6%	0	0.0%
YES	9	20.0%	45	100%
45 TOTAL RESPONSES			3 SCHOOLS	



Thursday, October 26th 12:00 PM - 1:00 PM CST

LESSONS LEARNED IN THE NIL SPACE

OPENDORSE // THE EXCLUSIVE NIL PARTNER OF THE NAIA

- How are NAIA student-athletes having success in NIL?
- Why are some athletes having success and others aren't?
- What are schools doing to drive success and what is Opendorse doing to help?
- What has changed, what is coming and how are schools going to be impacted?

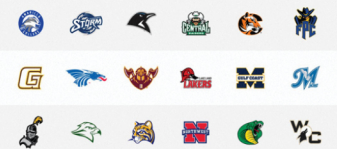


NAME, IMAGE & LIKENESS (NIL) IN THE NJCAA

HOSTED BY:
BRI CASSIDY - DIRECTOR OF NIL EDUCATION

Last year: One NJCAA partner | This year:

18 NJCAA PARTNERS



Name, Image, & Likeness (NIL) in the NJCAA
Presented by the Opendorse Partner Strategy & Education Team

Tuesday, April 16th | 1:00-2:00 PM













BRAND CATEGORIES DATA



SURVEY QUESTION:

Is there something you are passionate about, have a specific interest in, or anything relevant to your journey that you would like to tie to a NIL deal?

TOTAL RESPONSES: 3,959

CATEGORY	%	COUNT
 1. FITNESS	60.17%	2382
 2. FOOD	42.51%	1683
 3. SPORT SPECIFIC	38.55%	1526
 4. MENTAL HEALTH	32.66%	1293
 5. FAITH/RELIGION	30.31%	1200
 6. ACADEMIC MAJOR SPECIFIC	28.52%	1129
 7. MUSIC	22.53%	892
 8. YOGA	13.51%	535
 9. ART	9.78%	387
 10. FASHION	8.61%	341
 11. OUTDOORS*	8.56%	339
 12. SOCIAL CAUSES**	8.54%	338



13. COMMUNITY SERVICE /NON-PROFIT

7.17%

284



14. PHOTOGRAPHY

6.49%

257



15. MOVIES

6.39%

253



16. FIRST-GENERATION COLLEGE GRAD

6.24%

247



17. COOKING/BAKING

4.47%

177



18. NUTRITION, HEALTH & WELLNESS

3.08%

122



19. COFFEE/ENERGY DRINKS

2.83%

112



20. ANIMALS

2.42%

96



21. STREAMING
(PODCASTING, GAMING, ETC.)

2.27%

90



HBCU SPECIFIC ***

41.03%

64

Other categories not listed here that were mentioned by <2% = Cars, Pickleball, Traveling, Dance, Legos/Building Things, Skin Care, Make Up, Beauty, Reading/Books, Recovery

* "Outdoors" also includes mentions of hunting, fishing, hiking, etc.

** Social causes mentioned by athletes include: Social Justice, Disabilities/Accessibility, Equality, Race, Gender, LGBTQIA+, Politics, etc.

*** These responses only represent athletes at HBCU schools that are included in the data, with a total of 156 responses.



ON-DEMAND EDUCATION

NIL LIBRARY + MASTERCLASS



93,200+ LECTURE
COMPLETIONS

VIA THE OPENDORSE NIL LIBRARY
& MASTERCLASS

BY ATHLETES, FOR ATHLETES NEW ATHLETES FEATURED IN THE NIL MASTERCLASS



Ava Vickers
Indiana

Connor Printz
Claremont
Mckenna

Elise Dobson
Texas Christian

Joe Suarez
Youngstown State

Noah Gordon
Campbellsville

Laney Higgins
Oglethorpe

Sterling Scott
Mizzou



"You have to start somewhere. You can't just sit there and hope a deal gets thrown at you because you do have to work for yourself and get it. Be bold, be confident, and ask."

ELISE DOBSON
TEXAS CHRISTIAN, DI WOMEN'S TRACK
& FIELD



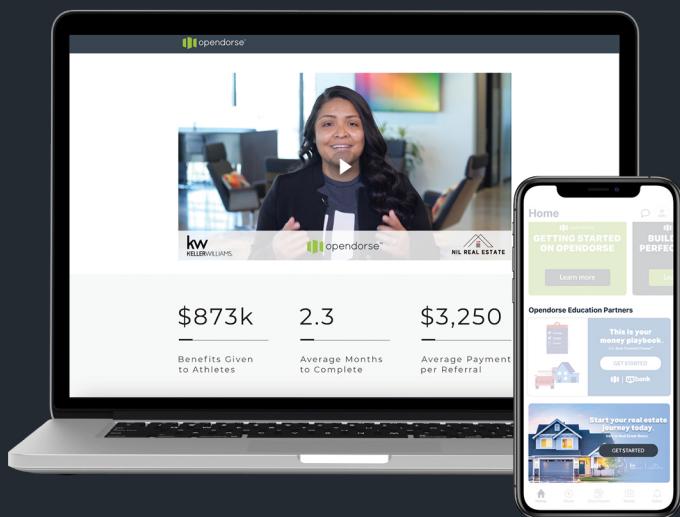
"Branding yourself on social media is all about discipline. It takes a lot of trial and error and learning about yourself, while balancing the busy schedule of a student-athlete and making sure your life outside of social media is stable."

STERLING SCOTT
MIZZOU, DI MEN'S TRACK & FIELD

KELLER WILLIAMS X NIL REAL ESTATE



In the inaugural year of this partnership between Opendorse and NIL Real Estate, this expanded NIL program has provided student athletes nationwide with free access to comprehensive real estate education. This initiative is designed to equip athletes with the tools to pursue careers in real estate at no cost. This program is the perfect example of Opendorse's dedication to providing holistic resources to set-up athletes for long-term success.



745 ATHLETES

FULL PROGRAM ENROLLMENTS

925

OPENDORSE
COURSE
SIGN-UPS

192

UNIQUE # OF
INSTITUTIONS
REPRESENTED



CLICK OR SCAN THE
QR CODE TO VIEW
THE REAL ESTATE
EDUCATION HOMEPAGE

MODULE ENGAGEMENT RANKINGS IN OPENDORSE COURSE

#1

I WANT TO WORK IN
REAL ESTATE

#2

I WANT TO BUY A
HOUSE

#3

I WANT TO INVEST IN
REAL ESTATE

